



### About Customer

The City of Bloomington is in the heart of Central Illinois, boasting a highly productive agricultural community and a diverse economy buoyed by industries ranging from higher education and healthcare to manufacturing and financial services.

[www.bloomingtonil.gov](http://www.bloomingtonil.gov)

### Geo

North America

### Industry

State and Local Government

### Solution Area

Accelerate Core Applications  
Modernize Data Protection

### Pure Storage®

#### Products in Use

FlashArray//X™

FlashArray//C™

Evergreen//Flex™

Pure1®

### About Veeam and Pure

Integrated solutions from Veeam® and Pure Storage help customers meet the needs of today's application and data-driven world by delivering on-premises, cloudlike capabilities with superior data protection and business continuity.

[www.veeam.com](http://www.veeam.com)

# City of Bloomington Modernizes for the Data Age

The fiscal challenges of the past compelled the City of Bloomington to make strategic cutbacks, impacting essential infrastructure investments. Among these difficult choices was the necessity to reduce funds for capital expenditures such as storage and related maintenance and refresh plans.

But growing volumes of public safety data eventually shifted the City's priority back to IT modernization efforts. Pure Storage, consumed via an Evergreen//Flex subscription, provides the financial flexibility, simplicity, and performance to help the City deliver citizen services in the digital age.

## Booming City Data Demands IT Modernization

Craig McBeath has been with the City of Bloomington for 26 years, starting as an IT Support Specialist. When he was promoted to Director of IT, he inherited responsibility for a jumble of disparate storage technologies that had been long neglected due to budget constraints put in place a decade earlier. Support contracts for many of these systems had expired and needed to be replaced, creating a large amount of maintenance work for the IT team. Temporary solutions like using jump drives or other low-cost storage arrays only added to the management complexity of the storage environment.

### Impact on City of Bloomington



85% reduction in storage footprint, cutting data center costs



Delivers on-demand scalability and financial flexibility for city budget



Gives the City a modern infrastructure to serve citizens in the digital age

“Pure Storage stands above the rest in terms of flexibility, simplicity, performance, and support. It felt like we were able to press the ‘easy button’ and Pure made everything better.”

**CRAIG MCBEATH,**  
DIRECTOR OF INFORMATION  
TECHNOLOGY, CITY OF  
BLOOMINGTON

## Challenges



Exponential data growth from police body cameras taxed legacy storage infrastructure



Economic downturn resulted in budget cuts, delaying storage maintenance



Increasing difficulty using and managing disparate and aging storage systems

## Results



Speeds access to time-critical data for public safety and other departments



Lowers upfront capital costs while maintaining ever-modern storage



Standardized on a single storage platform, simplifying administration

At the same time, public safety—namely the increasing use of police body cameras—was driving exponential data growth. For example, a homicide investigation that produced 50 gigabytes of information 10 years ago now generates terabytes of data. Other departments were also adding to the data load as part of the City’s overall digital transformation.

This combination of factors, coupled with a new data governance initiative, prompted McBeath to pave the way for major IT modernization. “I appreciate being able to serve and help the community that I live in and love to be better,” says McBeath. “In my new role, I can influence meaningful change to provide better services and support for city departments and constituents.”

## A Grow-as-you-Go Model for Ultimate Flexibility

McBeath and his team selected Pure Storage to replace the City’s aging and unsupported storage technology. All primary workloads, including VMware ESX and Microsoft SQL Server, run on Pure Storage FlashArray//X. Public safety videos reside on Pure Storage FlashArray//C, which is optimized for capacity. It also serves as the backup repository for Veeam, which the City uses together with SafeMode™ Snapshots for fast recovery.

An Evergreen//Flex subscription underpins both FlashArray systems. This gives the City the flexibility to pay only for the amount of storage being used, combined with the advantages of on-premises storage ownership. “Evergreen//Flex gives us on-demand storage, a predictable expense, and an easy path to standardize on Pure Storage without having to ask city council for more budget for capital purchases,” says McBeath.

Equally enticing is the fact that, as part of their Evergreen//Flex subscription, the City will always have the latest hardware, which is monitored and managed 24/7 by Pure Storage engineers. At the same time, McBeath and his team have full visibility into the storage environment via the Pure1 AIOps management console.

“Having the full support of Pure Storage takes a huge load off our small team,” says McBeath. “Knowing that there are eyes on our environment at all hours, and that we won’t walk into work fearing the worst each morning, gives us significant peace of mind.”

## An ‘Easy Button’ for a Significant Change

The modern storage platform from Pure Storage resolved all latency and performance issues with the City’s video management systems, enabling investigators to recall and replay any video quickly and easily. It can also handle data growth as the City continues to transform its operations to serve citizens in the digital age—but without the added footprint. With Pure Storage, the City’s storage went from 48U to 7U in the data center, representing an 85% reduction.

All of this translates to greater efficiencies that enable McBeath and his team to focus on other initiatives. These include creating data retention policies and contributing to regional efforts to bolster the local economy through innovation.

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