

**BURR &  
FORMAN** LLP**About Customer**

A Southeast regional law firm, Burr & Forman LLP's experienced legal team helps clients efficiently navigate the legal and regulatory landscape to achieve their business goals. The firm's clients have local, national, and international interests.

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

**Geo**

North America

**Industry**

Consulting and  
Professional Services

**Solution Area**

Accelerate Core Applications  
Modernize Data Protection

**Pure Storage®****Products in Use**

FlashArray//C®  
FlashArray//X®  
Evergreen//Forever™  
Pure1®

# A Century of Growth and Client Service Excellence

Burr & Forman dates back nearly 120 years. Since then, it has grown from two attorneys in Birmingham, Alabama to a legal team of 700 across 20 locations representing clients in areas ranging from commercial litigation to corporate transactions.

Director of IT LaTasha Blair joined the firm through acquisition, as the company absorbed hundreds of new employees and seven sites. The new load put a strain on aging storage, with slow applications and downtime causing frustration. Realizing the need for change, Blair spearheaded a technology and cost assessment, and ultimately selected Pure Storage for its scalability, data protection, and ease of use.

"With Pure, we can size for today, scale for business growth when it happens, and continue delivering excellent client service."

**LATESHA BLAIR,**  
DIRECTOR OF IT,  
BURR & FORMAN

**Impact on Burr & Forman**

Supports 24/7 attorney access to data for excellent client experience



Maximizes investment with 30% lower TCO and modern storage platform



Protects client data, case files, and systems from downtime and breaches

## Challenges



Rapid firm growth put strain on legacy storage capacity and availability



Attorneys required anywhere, anytime access to serve global clients



Increasing ransomware threats required enhanced cybersecurity measures

## Results



Scales to accommodate firm's growth with future-proof infrastructure



Zero downtime with non-disruptive upgrades maximizes billable time



Protects highly confidential client files and enables rapid data recovery

## Growing Pains Drive Mission to Increase Flexibility

Blair manages a lean team that translates legal workflows into technology that enables attorneys to work as efficiently as possible. As the firm expanded, so did demands on IT.

Running low on capacity and with lagging application performance, legacy storage was reaching end-of-life and increasingly at risk of data loss. Maintenance downtime took the firm offline for hours, impacting billable time.

The firm needed a cost-effective, future-proof infrastructure that could scale for growth and meet stringent security standards to safeguard client data.

## Going Big with Scalable, Secure, Evergreen Storage

Blair calculated the five-year costs of several proposed solutions, accounting for significant growth and rip-and-replace expenses. The deciding factor was the Pure Storage Evergreen//Forever subscription, which includes software and hardware upgrades that can be done without downtime or data migrations. "The combination of forever modern storage and non-disruptive upgrades with Evergreen made the total cost of ownership unbeatable," says Blair.

Key firm workloads now run on Pure Storage FlashArray//X, including document management, Intapp client intake, Aderant time tracking and billing, Microsoft Exchange, and Microsoft SQL Server databases. Tier two operational workloads, virtual servers, and files run on Pure Storage FlashArray//C. Overall data reduction is more than 50%. SafeMode™ Snapshots secure backup data from ransomware attacks and enable rapid recovery in case of data loss.

"There was a wow moment after we implemented Pure," says Blair. "The performance is amazing, the transition was smooth, and the efficiency is wonderful."

The IT team also uses Pure1 for capacity planning and storage management. "Pure1 makes it easy for my team to trace latency issues and do administrative tasks without extensive training," says Blair.

## Future-Proof Architecture with Present-Day Configuration

A surprising benefit for Burr & Forman is the drop in cooling costs made possible by the FlashArray system's sustainable and energy-efficient design. This contributed to the overall reduction in the total cost of ownership by 30%.

With more storage capacity and less time devoted to administrative tasks, the team is taking on new marketing and finance initiatives and is confident in the future. "With Pure," says Blair, "we can size for today, scale for business growth when it happens, and continue delivering excellent client service."

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