Cooper
University Health Care

About Customer

Cooper University Health Care is committed to its mission to serve, to heal, to educate. As the leading academic health system in South Jersey, Cooper offers specialized care in cancer, cardiology, neurology, trauma, orthopaedics, and other complex cases.
www.cooperhealth.org

Geo

North America

Industry

Healthcare

Solution Area

Accelerate Core Applications
Modernize Data Protection

Pure Storage® Products in Use

FlashArray//C™
FlashArray//X™
FlashBlade®
FlashStack®
Evergreen//Forever™
Pure1®
Pure Professional Services

Simply Delivering the Very Best in Patient Care

Cooper University Health Care's expansive services provide expert, compassionate care within a single health system. Its vision to be the very best drives every decision, including the choice to replace its storage following four forklift upgrades in five years. System-wide disruptions, from patients' bedsides to the back office, caused a lot of headaches for the lean IT team.

Cooper is now standardizing on Pure, accommodating growth seamlessly and improving business continuity while simplifying storage management. Now, the team can focus on the next innovation—moving enterprise imaging to Sectra running on Pure—to enhance patient care.

"Pure is a true partner that can grow alongside us as we expand to offer new programs, services, and facilities to meet community needs. The return on investment has been exceptional."

DAVID CONNERS,
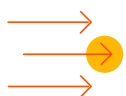ASSISTANT VP, TECHNOLOGY & OPERATIONS, COOPER UNIVERSITY HEALTH CARE

Exceptional Community Care

Cooper University Health Care has been growing steadily since its founding in 1890—and it's about to get bigger with a recently announced $2 billion, multi-year expansion project on its Camden campus that will add more beds to serve more patients.

Impact on Cooper University Health Care

Speeds access to critical patient data for faster diagnosis and treatment

Drives operational and cost efficiencies across the non-profit system

Modernizes imaging technology and data protection capabilities

Challenges

Performance of complex, legacy storage threatened continuity of care

Frequent forklift upgrades to add capacity were time-consuming and costly

Clinicians experienced latency when trying to access radiography images

Results

100% uptime across primary, specialty, tertiary, and urgent care

Saves hours of time, reduces costs, and cuts data center footprint by 70%

Will drive enterprise imaging efficiency, boosting clinical productivity

---

This growth means more data. But legacy storage was unable to keep pace. Cooper completed four rip-and-replace upgrades in five years, yet still needed more capacity. This was costly, time-consuming, and disrupted hospital workflows.

Treatment for Ailing Storage

To stop this cycle, Cooper invested in FlashArray to support its virtual infrastructure—and reaped the immediate benefits of an Evergreen//Forever subscription to keep up with data growth with no downtime or wasted resources.

"With Evergreen, we were able to upgrade our controllers within the first year, at no additional cost," says Scott Pierce, senior solutions architect. "Nobody even noticed."

Cooper has since expanded its Pure footprint. FlashStack powers Cooper's storage infrastructure with fewer hardware resources. The AI-managed, software-defined solution simplifies management of the growing storage environment, saving hours of time. Cooper worked closely with Pure Professional Services to design, implement, and optimize its environment, accelerating time to value.

FlashArray//X supports all VMware workloads, including many mission-critical applications. Cooper uses FlashArray//C to store radiography images and for tier two workloads. Both run Purity ActiveCluster™, which enables redundancy across Cooper's two co-located data centers. Coupled with Pure SafeMode™ Snapshots, Cooper has enhanced business continuity, practically eliminating downtime.

"We have no regrets moving to Pure," says David Conners, assistant vice president of technology and operations. "Due to high availability, support hours and downtime have been reduced. We've also cut our data center footprint by 70%."

In Partnership for Health

Cooper will rely on FlashBlade for enterprise imaging as it migrates to Sectra PACS. The goal is to eliminate latency and quickly deliver current and historical patient images to clinicians, speeding treatment. FlashBlade will integrate seamlessly into Cooper's existing Pure environment, which the team manages with Pure1.

"Pure is a true partner that can grow alongside us as we expand to offer new programs, services, and facilities to meet community needs," says Conners. "The return on investment has been exceptional."

---

purestorage.com

800.379.PURE

PURESTORAGE®
Uncomplicate Data Storage, Forever