

SOLUTION BRIEF

Improve Public Safety Outcomes with Simplified Data Solutions

Enhance prevention, protection, and response to incidents and threats with data storage solutions from Pure Storage®.

Law enforcement, first responders, emergency management agencies, and many other organizations work to ensure the public safety of citizens at the state and local government levels. Universities, colleges, and schools do the same for students and staff. This includes protecting individuals, facilities, communities, and other organizations from crimes, natural and man-made disasters, cyber risks and attacks, and other potential threats to the well-being and prosperity of citizens. Effective public safety outcomes lead to improved protection, detection, prevention, and response and mitigation to incidents and threats.

Public Safety Data Growth Is Exploding

Technology advances have led to the collection of vast amounts of data used by law enforcement and public safety personnel to assist them in their efforts. To improve public safety, state and local agencies and education institutions need to be able to access valuable data—within their organizations as well as across organizations at all levels of government. They need to rapidly break down silos and easily retrieve essential data, enabling them to solve crimes and prevent or mitigate potential harm or risk. This data must be consistently reliable and accessible—24 hours a day, seven days a week, 365 days a year.

A simple, effective, and efficient data storage and management solution can play a pivotal role in ensuring public safety and security. Rapid data access helps agencies provide the most effective response possible while increasing operational efficiency. In a recent Justice and Public Safety Vertical Report from Government Technology, 51% of respondents indicated that outdated technologies are negatively impacting their success and 44.1% identified their most pressing challenge as technology modernization.



Smarter Infrastructure for AI

AI workloads process vast amounts of data from structured and unstructured sources. Get high-performance solutions that can harmoniously exist within your current data centers.



Cloud Ready

Pure Storage offers everything as-a-service for flexible consumption and cloud economics. Simple cloud mobility lets you seamlessly extend your data services into the cloud.



Financial Flexibility

Uncomplicate data storage with consumption-based storage as a service. Evergreen//One™ eliminates complexity and cost with a sustainable subscription model.

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Modern data storage and management solutions from [Pure Storage](#) are:

- Simple, requiring only 60 minutes to install¹
- Seamless, with one data layer for all
- Fast, with 85% faster queries²
- Future-ready, with 30% lower total cost of ownership³
- Based on the proven, non-disruptive [Evergreen](#)[®] architecture

Redefining the Storage Experience for Public Safety

Pure Storage is redefining the storage experience and empowering public safety organizations by simplifying how they consume and interact with data. Pure Storage provides state and local governments and education institutions with data storage and management solutions to enhance public safety outcomes through the adoption of tools and technologies such as video surveillance, analytics, artificial intelligence (AI), cloud, and data protection.

AI and Analytics Enhance Public Safety Outcomes

AI can be a [valuable tool](#) for law enforcement personnel, first responders, and state and local public safety agencies. It can provide accurate information to help speed incident assessment and situational awareness, which can aid in determining the appropriate response, as well as to ensure the protection of first responders. AI also enhances image and video analysis, reducing errors and saving precious time for law enforcement. It assists investigators by scouring massive amounts of data and deriving valuable insights that can lead to crime solving. And AI can help emergency response agencies predict and mitigate wildfires, flooding, and other natural disasters. [Photos and text posts](#) on various platforms can also be analyzed to show the location and severity of extreme weather events. This can assist emergency response teams by mapping those insights to help determine the most appropriate response.

By providing actionable and rapid insight, data analytics and AI provide vital, real-time information on crime and emergency situations. A recent [study](#) found that technologies such as AI could help cities reduce crime by 30 to 40 percent and reduce response times for emergency services by 20 to 35 percent.

AI and Analytics for Video Surveillance

An increasingly growing example of how data analytics and AI can modernize and enhance public safety operations can be seen with the use of video technology in law enforcement. Video surveillance is a highly effective tool in aiding organizations, ranging from ensuring community and campus safety and protection, to crime prevention, emergency response, providing invaluable evidentiary data, and solving cases. Body-worn camera (BWC) footage can also be a valuable source of data. This technology is widely used by state and local law enforcement agencies for police oversight, accountability, and transparency. These files tend to be large, making storage a challenge as they grow in number, resulting in millions of hours of BWC footage stored on agency computers and cloud-based servers across the country.

While video footage from various sources is a highly effective law enforcement tool, it's data-intensive. As a result, video technology has [evolved](#) from "simple monitoring, recording, and detection to powerful analytics and to a looming artificial intelligence (AI) architecture."

The effective use of AI with video technology requires the total picture—a large part of which is analytics, whether that takes place on real-time video feeds or is used to gain insights from petabytes of archived video. While video footage can provide

valuable situational awareness and evidentiary data, it also creates new issues around data storage, retrieval, and analytics. With thousands of cameras in any given environment, monitoring and storing footage poses a significant challenge. Footage is only valuable if an organization such as a police department, college campus, or school can efficiently store, rapidly access, interpret, and analyze it. This is an area where analytics and AI solutions from Pure Storage can add significant value.

Unleash the Value of Your Data through Modern Analytics and AI

Data doesn't analyze itself, and legacy systems often can't support the massive AI data pipelines required for modern analytics. Pure Storage brings a massively parallel platform, capable of delivering ultra-fast, all-flash performance to billions of objects and files. [Data analytics](#) and [AI](#) solutions from Pure Storage enable public safety organizations to draw more insight faster, with an easy-to-deploy, high-performance data experience for the delivery of real-time modern analytics and AI. Pure Storage analytics and AI solutions can help public safety officials derive valuable insight from massive amounts of data from video footage, cell phones, and social media forensics to police reports, scanned documents, databases, and other data sources, by simplifying operations, powering analytics, and transforming legacy infrastructure for agile delivery of structured and unstructured data.

Tackle Unstructured Data Growth

Video is the [most prolific source](#) of evidence available to the police investigator today. The U.S. video surveillance market size is projected to [reach \\$23.60 billion](#) by 2027 and \$39.5 billion globally by 2031, according to a recent [report](#). Pure Storage [FlashBlade//E™](#) helps manage this massive growth in unstructured data from video footage as well as from other sources. Pure Storage eliminates the complexities of disk for file and object repository workloads. FlashBlade//E™ offers a better way to manage data growth efficiently, simply, and sustainably—delivering a best-in-class user experience and operating at the lowest, long-term cost. It provides the environmental, ease of use, and reliability benefits of all-flash storage for unstructured data workloads, but at a cost competitive to disk-based storage solutions. It builds on the innovation of [FlashBlade//S™](#)—efficiency, density, and unified file and object—but with low acquisition costs and excellent TCO.

Bring The All-Flash Green Data Center to Life

Environmental aspects and energy use are the number one concern for organizations when it comes to their sustainability initiatives. The FlashBlade//E advantage offers⁴:

- Less than ~1W per TB
- Up to 1/5 the power
- Up to 85% less e-waste
- Up to 60% lower operational cost
- Up to 10-20x the reliability
- Up to 1/5 the space

While FlashBlade//S is tuned for critical, high-performance workloads that consistently require cutting-edge high performance, FlashBlade//E addresses capacity of *all* unstructured repository workloads while helping you address cost and power utilization. It's revolutionary today, but it's also extensible for tomorrow.

Embracing the Cloud for Public Safety

While many public safety and law enforcement agencies still store much of their data in legacy systems and on-prem servers, that [strategy has shifted](#) in the last decade as they have embraced cloud technology. For law enforcement, the cloud can be

“one of the most [powerful, efficient, and effective weapons](#) in the law enforcement arsenal.” Moving data to the cloud is a safeguard in the event of a natural disaster or other incident and can also provide a reliable means for organizations to share data. This enhanced cross-agency collaboration can result in protecting citizens, preventing crime, and [closing more cases](#) as agencies are able to draw correlations from crime patterns and work in concert to examine evidence from various sources to form a comprehensive picture of a criminal’s actions, plans, and other pertinent information.

Accelerate Innovation and Agility with a Modern, Unified Cloud

Investment in cloud-based technologies is growing rapidly with a strong shift towards hybrid cloud. There are, however, challenges to enabling application and data mobility across hybrid cloud. One of the biggest challenges is inconsistency in on-premises and public cloud infrastructure. Pure Storage delivers the cloud experience everywhere by enabling cloud-like agility on-premises with improved ROI. Pure Storage helps accelerate innovation for your cloud-native and virtualized applications with a modern data platform that unifies hybrid and multicloud ecosystems.

Set Your Organization Free from Private and Public Cloud Data Silos

Cloud data services from Pure Storage deliver seamless mobility with consistent storage services, resilience, and APIs across your hybrid-cloud environment. Simplify your hybrid-cloud journey with a single, consistent platform for any application—anywhere. Everything is managed, orchestrated, and protected consistently across clouds. Public safety organizations can easily move apps between clouds, use public cloud for backup and disaster recovery, and run DevTest more efficiently with [Pure Cloud Block Store™](#), [Portworx® by Pure Storage](#), and [Purity CloudSnap™](#).

Securing and Protecting Your Data

With Pure Storage, public safety organizations can be confident that their data is stored securely and with high availability without sacrificing efficiency. All-flash arrays from Pure Storage have achieved certification by the National Information Assurance Partnership (NIAP)—the U.S. component of the 25-nation Common Criteria consortium—providing the highest security standards.

A crucial part of securing data is the built-in cybersecurity measures found within storage infrastructure. Pure Storage all-flash arrays come with several built-in features designed to keep data secure, including:

- End-to-end data protection (in-flight and at rest)
- Built-in ransomware protection with [SafeMode™](#) snapshots
- Petabyte-scale recovery up to 270 TB per hour with Rapid Restore.

Pure Storage [Purity](#) incorporates software and hardware measures to meet the highest security standards, ensuring the safety of data. Meeting the ultra-high FIPS 140-2 security standard, Purity provides validated always-on encryption.

Financial Flexibility for Public Safety Organizations

Pure Storage uncomplicates data storage for public safety organizations with consumption-based storage as a service (STaaS). Pure Storage [Evergreen//One™](#) eliminates the complexity and cost associated with storage administration with a sustainable STaaS subscription. It delivers:

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- **Financial flexibility:** With a STaaS cost model, you get cloud economics that eliminates waste by paying only for what you use in a unified subscription across on-premises, in a colocation facility, or in the public cloud.
- **Operational agility:** Bring cloud operations to on-premises storage with modern, sustainable technology backed by guaranteed SLAs for performance, capacity, availability, and energy efficiency, along with an AIOps-driven monitoring tool.
- **Continuous innovation:** Leave the risk of ownership for a service that offers a cloud experience with a unique, non-disruptive architecture and the agility to scale up or down while maintaining a consistent quality of service.

With [the industry-first energy efficiency](#) guarantee, Evergreen//One enables customers to subscribe to five critical enterprise-grade SLAs, including no scheduled downtime for upgrades or maintenance, 99.9999% uptime guarantee, a 25% storage capacity buffer relative to usage, unrivaled storage performance aligned with service tier, and efficiency measured by Watts per TiB. Since Evergreen//One includes [FlashArray™](#) and [FlashBlade®](#) platforms, OPEX budgets can be used to consume block, file, and object storage services deployed anywhere, including in the cloud.

Simple, Efficient, and Reliable Data Management

Public safety organizations rely on Pure Storage data storage and management solutions to leverage their data to draw smarter insights and make faster decisions. Pure Storage solutions deliver intuitive simplicity and agility, enabling organizations to deploy once and upgrade non-disruptively. They deliver ultra-efficient technology with up to 85% less energy consumption than competitive all-flash storage. And the longevity of Evergreen means less e-waste too, so agencies can meet their sustainability goals, while saving on operating costs.

With proven dependability, Pure Storage customers know they can rely on their storage for the long haul. Over 97% of Pure Storage arrays purchased six or more years ago are still in service today.⁵ Pure Storage solutions enable customers to save up to 65%⁶ with no storage re-buys, no migrations, and lower management and space costs. Pure Storage offers its entire portfolio as a product purchase or fully as-a-service, on-prem, hosted, and in the public cloud.

Additional Resources

- Find out more about how to get increased value from your data with [real-time analytics and AI](#).
- Learn about the [Top Five Reasons to Consider an All-flash Unstructured Data Repository](#).
- Read about how Pure Storage sets organizations [free from private and public cloud data silos](#).
- Learn how Pure Storage helps support your [environmental and sustainability mission](#).
- Explore effective, efficient, and mission-ready data management solutions for [state and local governments](#).

¹ With professional services

² Actual results may vary based on the customer environment

³ Based on 6-year TCO analysis

⁴ Source: ESG - Not assuming any advantage in data reduction

⁵ Based on the Company's internal data

⁶ Over six years based on acquisition costs and the savings from space, power and cooling, headcount, and refresh costs.

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