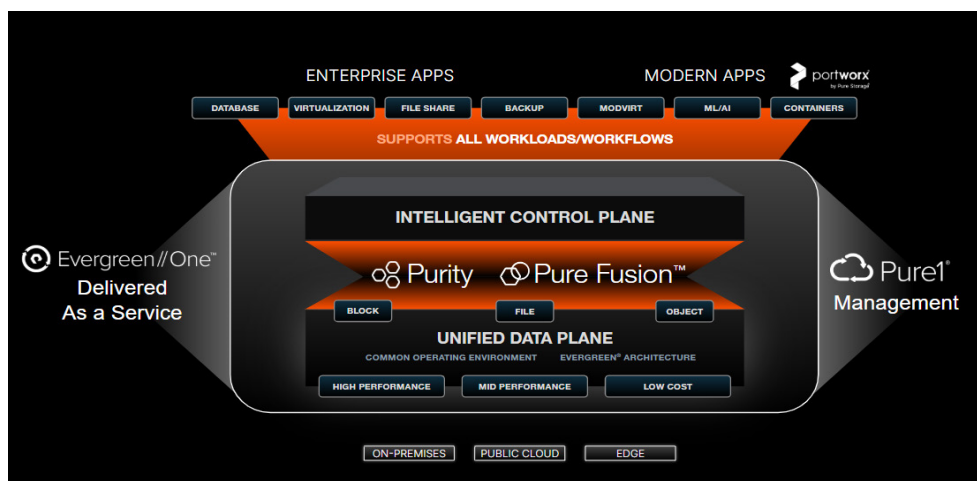# Transform Transportation with Leading Storage Platform

Pure Storage for public sector: Transportation

Public transportation agencies generate and use large amounts of data in their daily operations. An efficient and resilient transportation system running with seamless operations impacts the daily lives of passengers and the health of the national economy. In a survey conducted by the American Public Transportation Society, 80% of respondents said they are using data for public transportation operation improvements, while 62% of respondents indicated they are using data for safety and security requirements.[1] Transportation organizations need data storage infrastructure that is scalable, simple to manage, and fast in order to ensure public safety, quality of service, and speed to innovate, as well as modernize infrastructure. With estimates and reports showing AI spending is small but rapidly increasing,[2] it is critical that data storage can keep up with evolving, complex industry needs.

Pure Storage® provides an efficient, reliable, and agile data storage platform that helps state and local agencies accelerate transportation initiatives and AI readiness and adoption at scale. Our platform delivers cost savings for all of your data needs to improve traffic management, increase public safety, automate billing, maximize operational efficiency, and drive innovation.

A proven leader

Pure Storage is a Leader in the 2025 Gartner® Magic Quadrant™ for Primary Storage Platforms, positioned highest in Execution and furthest in Vision[3]

Accelerate performance and ROI

Speed innovation with a platform built for AI and reduce TCO with flexible scaling and lower upfront costs.

Secure storage

Deploy data infrastructure with cyber resilience built in.

Improve critical application performance

State and local agencies are looking to find cost and operational efficiencies in all of their business processes. Leveraging the Pure Storage platform allows them to address critical business needs by powering key applications—from Geographic Information Systems (GIS) to Closed Circuit Television (CCTV)—with fast and secure data storage.

Traffic management

Agencies utilize and rely on data to provide consistent and safe traffic conditions. Our storage platform helps improve traffic management performance by providing workers fast access to critical traffic records while streamlining operations and safeguarding sensitive data.

- **Fast access to traffic surveillance data**: Expedite access to data for improved traffic flow, safety, and traveler reliability.
- **Improve billing operations**: Automate billing processes for highway toll fees, parking enforcement, citation issue, and speeding violations.
- **Improve cyber resilience**: Reduce cyber vulnerabilities and offer data protection for traffic, roadway, and crash data and records.
- **AI readiness**: Empower workers to make informed decisions with quick analysis from diverse data sources to manage traffic flow, predict congestion, and detect incidents.

Public safety and emergency response

Public safety and emergency response is a critical and data-intensive component of transportation operations. Leverage our state and local data storage solutions to accelerate emergency response preparedness, improve roadway safety, and automate billing and planning processes.

- **Predictive maintenance**: Proactively identify and plan for roadway infrastructure improvement needs. Increase roadway safety by scanning for potholes and hazardous conditions.
- **Autonomous vehicle oversight**: Adapt to the evolving data needs of autonomous vehicle management.
- **Video surveillance**: Provide real-time monitoring to improve operations and promote safety of citizens and workers.
- **Reduce storage costs**: Drive operational and cost efficiencies across your business to reduce the total cost of ownership (TCO).

Reduce cyber vulnerabilities

Ransomware attacks on the transportation industry are a growing risk. The impact is not just financial—
it disrupts operations and puts the safety of passengers at risk.

Earn and keep public trust through effective security, privacy, compliance, and deployment of cyber-resilient storage infrastructure to protect transportation data. Learn more about the steps you can take to safeguard data and build resiliency by reading our blogs on resilient data protection for critical infrastructure and how to build layered defensibility.

Additional resources

- Learn about how Pure Storage can help scale your storage needs.

- Find out more about state and local solutions.

- Read about how you can strengthen your cyber resilience.

1 | https://www.apta.com/wp-content/uploads/Big-Data-Policy-Brief.pdf

2 | https://highways.dot.gov/newsroom/biden-harris-administration-announces-96-million-in-advanced-technology-grants#:~:text=WASHINGTON%20%E2%80%93%20Today%2C%20the%20U.S.%20Department,safer%2C%20and%20more%20convenient.%22

3 | This includes five years as a Leader in the Gartner® Magic Quadrant™ for Solid-State Arrays and now six years as a Leader in the Gartner® Magic Quadrant™ for Primary Storage. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved.

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