



CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE

About Customer

Named “the Red Stick City” by the French explorers who discovered it, Baton Rouge is the capital of Louisiana. Its distinctive blend of Cajun and Creole cultures has made the City an icon, not just in America but around the world.

www.brla.gov

Geo

North America

Industry

State and Local Government

Solution Area

Accelerate Core Applications
Modernize Data Protection

Pure Storage®

Products in Use

FlashArray//C™
Evergreen//Forever™

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



The City of Baton Rouge Grows with Its Citizens

As one of the country’s fastest growing cities and a top 10 city for job growth, the City of Baton Rouge is thriving. To support citizens with fast, reliable, and secure services, government employees need their internal operations to be as efficient as possible.

With Pure Storage FlashArray//C, the City gained a unified block and file storage platform that scales to support growth while cutting its total cost of ownership. Coupled with the Pure Storage Evergreen//Forever subscription, the new environment delivers modern storage with the freedom to upgrade, expand, and innovate without disruption or having to rebuy infrastructure every few years.

A Rock-solid Growth Foundation

The City of Baton Rouge attracts thousands of new citizens each year. Meanwhile, its government employees must maintain the highest standard of service for this growing population without increasing their budgets or headcount.

Impact on City of Baton Rouge



Optimizes internal operations to meet demands of rapidly growing city



Cuts storage admin time so teams can focus on enhancing citizen services



Taps into cybersecurity grant to help reduce overall costs and modernize IT

“As a government entity, we don’t switch technology vendors unless the use case is rock solid. It was time to evolve, and the efficiency gains that Pure Storage offers make it the perfect fit.”

ERIC ROMERO,
DIRECTOR OF IT SERVICES,
CITY OF BATON ROUGE

Challenges



Legacy storage could not accommodate the needs of a growing population



Teams lost precious time on maintenance and rip-and-replace upgrades



Ransomware threats required stronger data protection and recovery strategy

Results



Accelerates ERP backups from 19 hours to 2 hours



Reboots VMs in seconds versus minutes and eliminates forklift upgrades



Boosts ransomware resilience with immutable snapshots

That's where Director of IT Services, Eric Romero, and Project Manager, Jonathan Adams come in. Their role is to make the City more efficient so it can deliver fast, reliable, and secure services to every citizen.

With its legacy infrastructure eating up too much employee time, the City replaced it with FlashArray//C for all its block and file storage needs. That includes nearly 200 servers—including Oracle and Microsoft SQL—supporting departments from permits and inspections to emergency medical services and law enforcement.

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Storage Upgrades Made Easy

Business continuity is a major consideration for the City of Baton Rouge, which previously underwent painful forklift upgrades every few years to keep its storage current.

Upgrades now occur automatically via Evergreen//Forever, giving teams the peace of mind to schedule them during working hours instead of on their personal time.

“With Pure, we don't have to spend time babysitting our storage,” says Romero. “Instead, we can focus on projects that directly impact citizens, like migrating police files or upgrading our mission-critical servers.”

Protecting and Securing Citizen Data

The combination of FlashArray//C with SafeMode™ Snapshots and Veeam strengthen the City's ransomware defenses. This commitment to modernizing its infrastructure and protecting citizen data earned the City additional cybersecurity funding from the American Rescue Plan Act.

The City also adopted ActiveDR™ for improved resilience and disaster recovery across its data centers. It can now back up its enterprise resource planning system—Tyler Munis—in just two hours instead of 19, and reboot its virtual machines in just seconds, compared with five minutes. Next up, the City plans to use Pure Storage as the failover for its supplier relationship management system.

“Pure and Veeam are a perfect match,” says Romero. “We've seen a huge improvement in backup times since making the switch, and our teams have told us their programs are running more smoothly than ever.”

purestorage.com

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