



### About Customer

ConsMin Australia is an Australian mining company renowned for supplying a high-grade manganese ore from its Woodie Woodie mine. Manganese ore is a core element in steel and iron production, making it a critical global commodity.

[www.consmin.com.au](http://www.consmin.com.au)

### Geo

APJ

### Industry

Mining

### Solution Area

Accelerate Core Applications

### Pure Storage®

#### Products in Use

FlashBlade®  
Evergreen//One™  
FlashArray//X™  
FlashStack®

# ConsMin Australia Digs in For Long-Term Data Growth

From the computers on employees' desks, to the smartphones in their hands, to the solar panels on site at its Woodie Woodie mine, ConsMin Australia's IT team supports virtually every piece of technology across the organization.

With data demands and cybersecurity risks rising, Principal ICT at ConsMin Australia Erle Metcalf, knew it was time to expand its data management. Shedding a legacy system that couldn't support the company's email backups, he built a modern storage environment. The complete Pure stack, built on the scalable [Evergreen//One](#) (formerly Pure as-a-Service) platform, brings new layers of speed, simplicity, and safety to ConsMin Australia's IT operations.

"Pure not only exceeded our performance requirements, it freed up my team to do what they do best, innovate."

**ERLE METCALF,**  
PRINCIPAL ICT,  
CONSMIN AUSTRALIA

## Impact on ConsMin Australia



Positions the business for growth and rising data demands while ensuring continuity



Supports ransomware strategy with more robust security and data recovery



Delivers more reliable storage and improves critical communications infrastructure

## Challenges



Email data demands began to overwhelm legacy storage solutions



Data backups were too slow to meet growing volume and storage needs



Cybercrime and human error posed dual risk to data recovery

## Results



Improved backup retention from 14 days to 7 years



Achieved 100% retention of Microsoft Office 365 data



Backup recovery time reduced from 12 hours to 50 minutes

## Data backup that delivers peace of mind

ConsMin Australia's goal is simple. Supply more manganese to critical businesses, safely. It ships roughly 1.2 million tons of high-grade ore each year, making it a crucial supplier to the Western Hemisphere's steel industry.

The ConsMin Australia ICT team also has a simple goal. Remove time, complexity, and risk from its operations. "I run my team on three pillars," says Metcalf. "Simplicity, scalability, and least administrative effort."

To that end, Metcalf and ICT Project Coordinator, Jonathan Collyer-Petale, built on the company's [previous investment](#) in Pure Storage FlashArray, by adopting Pure Storage FlashBlade and Evergreen//One. The Pure portfolio supports data operations for thousands of technologies across ConsMin Australia, from computers, to Internet-connected dump trucks, to Ultra High Frequency (UHF) radios in its mines.

## Running out of space, and time

The company's data storage needs had outgrown its capabilities, largely due to exploding email volumes. According to Collyer-Petale, the team went from handling 500GB of email data in his first year with ConsMin Australia to 4TB of content from Microsoft Office 365 within the first six months of 2021.

Metcalf also wanted a robust backup solution to ensure continuity and mitigate cyber threats, including ransomware. "At the speed we work, we need peace of mind that our data is safe and downtime is limited in the event of a breach," he says.

## Positioned for today, and the future

With Pure Storage FlashBlade's unified fast file and object platform, ConsMin Australia has achieved 100% retention of its Office 365 data, making its communications processes more reliable and efficient. Metcalf's team can also pull backups in just minutes.

Security comes via the SafeMode™ feature in FlashBlade, combined with [Veeam Backup and Replication](#). With SafeMode, ConsMin Australia has a secure copy that is 'safe' from ransomware, even if admin credentials are compromised. The joint solution's data recovery snapshots significantly improve backup performance while providing unmatched data protection.

This transformation has set ConsMin Australia up for the long term, especially with Evergreen//One as its scalable platform underneath it all. "Based on the speed in which data continues to increase, we need a solution to grow with us for years," says Metcalf. "Pure not only exceeded our performance requirements, it freed up my team to do what they do best, innovate."

[purestorage.com](https://purestorage.com)

800.379.PURE

