



About Customer

Elmec Informatica is an Italian managed service provider (MSP) with a 50-year history of delivering innovative IT, hybrid cloud, and digital workplace offerings to more than 1,500 global customers in a reliable, transparent, and sustainable way.

www.elmec.com

Geo

EMEA

Industry

Technology

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage® FlashArray//C™

Pure Storage FlashArray//X™

Pure Storage Evergreen™ architecture

Elmec Champions Success Through Sustainability

At Elmec Informatica, the mission is clear: be simply reliable—and this is why it now provides services to businesses in more than 100 countries worldwide. Being reliable goes beyond meeting service level agreements—for the Italian provider, it is the key foundation for sustainability.

That's why Elmec selected Pure Storage for its data center. Pure delivers reliable products with longer service lifetimes and lower power requirements, satisfying savvy customers and prospects who require transparency in their partners' supply chains. This is how Elmec has been reducing its data center carbon emissions while helping its customers to achieve their digital transformation goals.

"The engineering behind Pure Storage all-flash systems and its approach to sustainability have become the industry gold standard—and one does not come at the expense of the other."

MATTIA BALLERIO,
TECHNOLOGY SOLUTIONS
MANAGER, ELMEC
INFORMATICA

Impact on Elmec Informatica



Reduces footprint by 85%, eliminates frequent system decommissioning



Delivers on sustainability goals, cutting power usage in half



Speeds return on storage investment by driving down data center costs

Challenges



New green data center required efficient storage with long lifecycle



More customers prioritizing vendors with a sustainable supply chain



Growing expectation to keep pace with innovations, predict future demands

Results



Supports business growth with sustainability at the center of operations



Provides advanced technologies to evolve with future client needs



Gains scalable infrastructure to support clients' path to digitization

Sustainability Is No Longer Optional

Award-winning Elmec Informatica has always been a champion for innovation. The ability to anticipate market turning points and its ability to govern change—technological and otherwise—have played a key role in its success.

Mattia Ballerio has witnessed this firsthand. “Today, it’s just as important to have an as-a-Service offering as it is to have a sustainability strategy,” says the Technology Solutions Manager at Elmec. “Sustainable innovation has become a prerequisite for doing business.”

When Elmec decided to build a new data center to support its customers’ ongoing digital transformations, it embarked on a new build that embodied green IT—from land reclamation to IT infrastructure design, including storage.

“A sustainable approach to IT is key to the quality we expect from our partners and suppliers, but should not compromise performance,” says Ballerio. “We wanted a proven storage solution to remain competitive while ensuring a positive impact on the environment.”

Less Power, Less Waste

Elmec selected Pure Storage FlashArray to meet both its sustainability and operational requirements, including scalability. A combination of Pure FlashArray//X arrays, as well as FlashArray//C systems to handle more capacity-consuming applications, underpin the storage foundation for the MSP’s newest data center.

“Pure has always been a reference player in its industry,” says Ballerio. “The engineering behind its all-flash systems and its approach to sustainability have become the industry gold standard—and one does not come at the expense of the other.”

Since deploying Pure, Elmec has slashed its data volumes by 50%, along with reducing its previous power envelope. In addition to minimizing its data center footprint, these results have enabled Elmec to optimize the power usage effectiveness (PUE) index to just 1.15%, compared to a global average of 1.8%. With a longer storage lifecycle, Elmec cuts e-waste costs. Providing a longer product lifecycle, the Pure Evergreen architecture avoids the need to replace technologies every 3-4 years, dramatically reducing e-waste, and the net positive impact on sustainability is glaring.

“With Pure, we no longer need to reevaluate and replace storage every few years. The net impact on the environment and our bottom line is quite significant,” says Ballerio.

Building Trust Through Accountability

Looking ahead, Elmec is considering adding Pure FlashBlade to meet the pervasive demand for containerized workloads, object storage, and unstructured data.

“Our goal is to align with like-minded trailblazers who share our approach to sustainability,” says Ballerio. “Pure enables us to deliver exceptional services in the most transparent, responsible way.”

purestorage.com

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