

THE LEANER, GREENER CLOUD

Italian web services provider strengthens leading position in the market by boosting business continuity and making its public cloud more efficient



Hosting Solutions

Italy

Business needs

To maintain its leading position in a competitive market, Aruba needed to redesign its public cloud for greater efficiency.

Solutions at a glance

- [Cloud Solutions](#)
- [Data Center](#)
- [Networking](#)

Business results

- Simplifies public cloud management, leading to lower costs
- Minimises power consumption through use of the latest technologies

Reduces risk of hardware downtime by

90%



“Over time, we’ve become more than just a Dell EMC customer. We’re now a cloud provider and partner.”

Stefano Sordi, chief marketing officer, Aruba

Founded in 1994 and growing at a rate of around 10 per cent a year, Aruba is the leading web services company in Italy. Through its European data-centre network, it offers hosting, colocation, domain, email and cloud services to more than 4 million customers across the continent. It provides services to both consumers and businesses, and counts major Italian banks, government agencies and airports among its customers.

The cloud leader in Italy

Within Europe, only Finland has a higher rate of cloud adoption than Italy. Compared to a European average of 19 per cent, 40 per cent of Italian businesses deliver part of their IT via the cloud. This represents a €800 million conversion has changed a bit - now nearer US\$870 million industry with particularly high growth among small and medium-sized businesses, which see the cloud as a way to cut capital expenditure and operate lean, flexible IT infrastructures.

Aruba has been delivering public, private and hybrid clouds to service this demand since cloud technologies emerged. Like any successful business, it seeks to operate in the most efficient way to maintain and strengthen its position at the top of the cloud market in Italy.

Islands in the cloud

Having conducted a small Dell EMC deployment for a private cloud, which it subsequently repeated for more customers, Aruba decided to benchmark Dell EMC's hardware for its public cloud against other competitors. Aruba's chief marketing officer Stefano Sordi says, "Dell EMC staff provided us with an extensive presales service, which included several on-site demos and assistance. We chose Dell EMC for its high-quality technologies and good performance."

He continues, "The reliability and competitive price of the Dell EMC PowerEdge servers, Dell EMC Storage SC Series

arrays and Dell EMC Networking switches stood out for us. Plus, the switches have a large number of ports.

A simpler approach to management

Aruba has developed its own internal automation tools, which handle provisioning and fault management, to help with this. They also integrate with its network management tools.

By working with Dell EMC, Aruba was able to make the most of the latest technology to increase rack density while minimising cooling requirements and the firm's overall power consumption. This was made easier by building a stack based on Dell EMC, comprising compute, storage and networking in one rack.

Aruba believes that hardware issues are now easier to handle. "Our engineers don't have to rely on external assistance or aftersales services. This is due to their own expertise and the exceptional ease of management of Dell EMC's products," says Sordi.

A partnership for mutual growth

Dell EMC and Aruba have worked together in Italy for more than 10 years, resulting in a close partnership. The two firms now cooperate in co-branded marketing activities. "Our IT infrastructure is based mostly on Dell EMC," says Sordi. "Starting with clients and running all the way through to servers, storage and networking products. Over time, we've become more than just a Dell EMC customer. We're now a cloud provider and partner." Indeed, in 2014 the two firms entered into a cloud hosting partnership, which sees Dell EMC provide Aruba with hardware for its data centres, while Aruba provides Dell EMC with a cloud-hosting infrastructure.



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