



## Aruba integrates Veeam's "Availability" solution into its Cloud Bare Metal Backup

*The service is aimed at Private Cloud customers, and is designed to back up vApps and Virtual Machines using a simple, intuitive control panel*

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Arezzo, 21<sup>st</sup> March 2017 – Aruba S.p.A. ([www.aruba.it](http://www.aruba.it)), leader in web hosting, email, certified email and domain registration services, through its Aruba Cloud brand ([www.arubacloud.com](http://www.arubacloud.com)), and [Veeam® Software](http://www.veeam.com), the innovative provider of solutions that deliver *Availability for the Always-On Enterprise™*, announce a new partnership to provide the **Cloud Bare Metal Backup** service, which lets you create full backups of Private Cloud virtual machines using an intuitive online control panel.

The idea is to support the huge success of Aruba's Private Cloud solution, which has been adopted for a wide range of uses, including linking up hybrid infrastructures, data center extensions and disaster recover solutions in Cloud environments, as well as more specific areas such as streaming and e-commerce, for big businesses, SMEs and systems integrators alike. To back up this significant growth, it has become important to make the backup services for full virtual machines (VMs) even more efficient and secure.

In fact, Aruba's Cloud Bare Metal Backup offers a quick, flexible and reliable recovery of virtualized applications and data: Veeam Backup & Replication will therefore provide support for the Aruba system, offering comprehensive protection for virtual machines, unifying backups and replications in a single software solution.

Veeam Backup & Replication actually recovers an entire virtual machine on the original host or on a different host, including quick rollback where only data blocks that have been changed are recovered. This solution also means that you can perform a quick recovery of individual files on the VM and virtual disks.

The Cloud Bare Metal Backup can make it easier for businesses to back up vApps and virtual machines. From the online control panel, you can, for example, set the frequency and persistence you would like, choose only to recover certain files or clone the virtual machine on a new virtual machine.

The service includes **200 GB of storage space** for each machine, which can be increased if necessary. The backup technology is directly integrated with the hypervisor for the Private Cloud service and with the protection mechanisms offered by VMware to guarantee consistency and performance. There is also native integration with Microsoft VSS to ensure consistency when it



comes to application, and the service can be activated in Italy, France and the Czech Republic, thanks to Aruba's European network of data centers.

*“Our Private Cloud service is proving hugely successful, and is used by many customers to manage applications and mission critical processes, therefore stepping up the Bare Metal Backup service has become essential. – commented Stefano Cecconi, CEO of Aruba S.p.A. – This way, customers will be able to use a solution which allows a fast and easy recovery of their IT processes and provides enterprise-level guarantees.”*

*Albert Zammar, Vice President SEMEA of Veeam explained: “According to IDC <sup>1</sup>the majority of organizations will need a cloud-based IT environment within 2019: this is why our partnership with Aruba is highly strategic. Born with a focus on Backup-as-a-service, we will hopefully extend our collaboration as, in a more and more digital world where companies use cloud for data and application management, the combination of our solutions do guarantee to business not only very short recovery time and a 24/7 continuity of operations, but also the “Always-on” availability of data and applications.”*

For more information: [aru.ba/cloudvbaremetalbackup](http://aru.ba/cloudvbaremetalbackup)

#### **Aruba Group**

*Aruba S.p.A, founded in 1994, is the n. 1 Italian company for web hosting, email, PEC and domain registrations and one of the main European players for cloud technologies. The group is developing a strong European DC network with 3 privately owned Data Centers in Italy and the Czech Republic, completed with a network of partner Data Centers in France, the UK and Germany, all capable of hosting around 60.000 servers. Aruba Group includes Aruba Cloud, the Cloud service brand for the European market, designed to provide a complete range of Cloud services which allow to choose a variety of virtualization technology and where to install virtual servers through a single control panel and public APIs by giving a free approach to the world of Cloud Computing. In 2014 Aruba became the official Registry of the prestigious ".cloud" extension and in 2016 was one of the founders of CISPE (Cloud Infrastructure Providers in Europe). The company manages over 2 million domains, more than 7 million email accounts, over 4 million PEC email accounts, more than 31.000 servers and a total of over 4,7 million customers. For more information go to: [www.aruba.it](http://www.aruba.it), [www.arubacloud.com](http://www.arubacloud.com)*

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<sup>1</sup> *Developing a Cloud Strategy for Digital Transformation: Solve the Three Clouds Problem”, IDC, June 2016*