

## Aruba Cloud strengthens VMware offering: a complete portfolio for secure and customised cloud solutions

*From VMware Cloud Server to Virtual Private Cloud and Hosted Private Cloud infrastructures, businesses can address their scalable and hybrid virtualisation needs cost-effectively*

**London, 23 January 2025** – Collaborating with trusted technology partners, such as industry leaders like VMware, is essential for cloud providers to deliver cutting-edge solutions. These partnerships enable cloud providers to leverage advanced technologies and meet the most demanding customer requirements. VMware's platform, featuring multi-cloud architecture and advanced virtualisation capabilities, enables secure and seamless migration to cloud environments, while meeting interoperability and flexibility needs.

In this context, Aruba Cloud sets the market's benchmark as a Cloud Service Provider, offering a comprehensive VMware portfolio that includes VMware Cloud Server, Virtual Private Cloud, and Hosted Private Cloud infrastructures. The portfolio facilitates rapid scaling and the integration of hybrid, customised or complex solutions.

Companies can choose to maintain complete control and their own operational autonomy with advanced tools such as the Aruba Panel, APIs and VMware Cloud Director, or opt to outsource infrastructure management to Aruba's experts. The adoption of enterprise-class hardware secures high performance and stability, while integration with Disaster Recovery and Business Continuity solutions guarantees the continuity of critical applications.

Aruba Cloud operates through four proprietary state-of-the-art data centers in Italy, providing first-class digital sovereignty, security and geographic proximity. Additionally, the expertise of the Aruba team, with Italian-language support and dedicated solution architects, adds value to customised projects, consulting needs and fully managed solutions.

A stable billing system and competitive costs are key distinguishing features. With clear and customisable rates tailored to operational and budgetary needs, the offering allows companies to plan IT investments with precision, eliminating unexpected expenses by including traffic and network resources in the fee. This approach allows significant savings - up to 40 percent for public cloud solutions and up to 50 percent for hyperscalers on dedicated VMware-based solutions.

Massimo Bandinelli, Marketing Manager of Aruba Cloud said, "It is critical for companies to be able to choose providers that can meet scalability, security and regulatory compliance requirements at the same time. Providers, in parallel, must be able to offer flexible solutions adaptable to diverse needs, ensuring cost transparency and high-performing local infrastructures to supply customers with digital sovereignty and full control over their data."

This need is confirmed by a recent [IDC Survey](#) that found that 22 percent of Italian organisations already have a sovereign cloud in use, while 60 percent of non-users plan to adopt a sovereign solution in 2025.

*"With a comprehensive VMware portfolio and an offering that also includes open source technologies, we are able to address whatever needs companies have, both in terms of infrastructure complexity and also budget." - concludes Bandinelli - "For us to be a Pinnacle Partner, the highest level in VMware's Broadcom Advantage Partner Program, and to have received recognition as a Sovereign Cloud Provider, attests to our full compliance with sovereign cloud requirements and confirms our role as a trusted cloud services partner on the national landscape."*

For more info: <http://aru.ba/vmwarepinnaclepartner>



## **Aruba S.p.A.**

Aruba S.p.A. (<http://www.aruba.it>), founded in 1994, is Italy's leading provider of cloud, data centre, hosting, e-mail, domain registration and PEC (certified email) services. The company, with wholly Italian capital, has 16 million users and manages a vast infrastructure distributed on 7 data centres that includes 2.7 million registered domains, 9.8 million e-mail accounts, 9 million PEC accounts and thousands of customer IT infrastructures. Aruba PEC and Actalis are the group's two Certification Authorities, accredited with AgID (Agenzia per l'Italia Digitale) for the provision of qualified services. Aruba's infrastructure is also qualified by ACN (National Cybersecurity Authority) to handle ordinary, critical and also strategic PA data. In 30 years of activity, Aruba has developed extensive experience in the design and management of high-tech data centres, owned and distributed throughout Italy. The largest is located in Ponte San Pietro (BG) and features green-by-design infrastructure and facilities that comply with the highest security standards in the industry (Rating 4 ANSI/TIA-942, ISO 22237), to which is added the Hyper Cloud Data Centre in Rome, which covers 74,000 m<sup>2</sup> in the area of the Tecnopolo Tiburtino and at full capacity will include 5 independent data centres. Aruba implements energy-efficient solutions in its data centres, demonstrating its commitment to sustainability and, in addition, produces clean energy through photovoltaic plants and hydroelectric power plants. The infrastructure network also extends across Europe, with a proprietary data centre in the Czech Republic and partner facilities located in France, Germany, Poland, and the United Kingdom. For further information, please visit <https://www.aruba.it/> and social networks [Facebook](#), [X](#) and [LinkedIn](#).

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