



## Increased demand for cloud computing services as brands look to achieve business continuity

*Businesses from a wide-range of sectors turn to technology to optimise processes following global pandemic*

**LONDON – July 28, 2020 - [Aruba S.p.A.](#)**, a leader in data centre and cloud enterprise services, has reported an increase in demand for its services from companies looking to secure business continuity during the COVID-19 pandemic. During the global lockdown, various sectors relied on cloud and data centre services to achieve a strong and reliable infrastructure to support the surge in demand from employees and customers. As the lockdown lifts, businesses around the world are adapting to new ways of working and Aruba Enterprise is supporting the continued shift to cloud infrastructure.

Aruba Enterprise has worked with customers from multiple industries to provide a cloud infrastructure that supports remote working and the digitalisation of processes. With a large number of businesses looking to adapt quickly to a change in working procedures, Aruba Enterprise worked with its customers to enhance their ability to operate as a digital enterprise. The Aruba Enterprise cloud infrastructure provides users with a highly flexible and customisable platform that provides businesses with the services they require to optimise their processes.

The increase in remote working has also created a focus on cyber security for all businesses. Through its virtualized cloud-based backup and disaster recovery services, together with dedicated appliance-based backup infrastructure, Aruba Enterprise has been able to offer practical technical measures to boost IT infrastructure security. With many years' experience in the management of large-scale cloud projects and services, Aruba has been trusted by 200,000 cloud customers in 150 countries to ensure business continuity and meet the security needs of today's businesses.

There has also been an increase in demand for online identification and certification digital services, such as digital signatures or remote digital signatures. These technologies play a key role in streamlining and optimising internal processes through dematerialization, helping organisations cut waste and save both time and resources. For example, with the Aruba Enterprise digital signing book solution, businesses can access digitised documents remotely, reduce the time needed to approve applications and significantly improve organisational efficiency.

“The global pandemic has created a shift to remote working and operations, and we've been working tirelessly with companies to provide business continuity during this time,” said Massimo Bandinelli, Aruba Enterprise Marketing Manager. “We have provided our extensive IT experience to act as a qualified partner for businesses in any sector, however big or small, and have worked with them to provide the most effective service and approach to Cloud computing that best meets their specific needs. The IT landscape has changed vastly in 2020, and we are dedicated to supporting businesses and working with them to provide the most reliable infrastructure and services.”

For more information: <http://aru.ba/enterprisesolutions>

For case studies: <http://aru.ba/enterprisecasestudies>

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

Aruba S.p.A., founded in 1994, is the leading company in Italy for data centers, web hosting, email, certified email (PEC) and domain registration services. Aruba is also active in key European markets including France, the UK and Germany, and is the leader in the Czech Republic and Slovakia, with an established presence in Poland and Hungary. The company has a huge amount of experience in the management of data centers, with a European network capable of hosting over 200,000 servers.



Aruba manages 2.7 million domains, 8.6 million email accounts, 6.7 million certified email (PEC) accounts, 130,000 physical and virtual servers and a total of around 5.4 million customers. The company provides hosting services, public and private cloud services, housing and colocation services, dedicated servers, digital signature services, digital preservation, e-billing, certified email, SSL certificates and smart-cards.

Thanks to Aruba Business, founded in 2015, it offers all the services to a vast network of IT partners, and with Pratiche.it brand, the company provides document delivery and recovery services throughout Italy. In the same year, the Aruba.it Racing, Official Ducati Team in the World Superbike World Championship was born. Since 2016 it has been the Official Registry for the prestigious ".cloud" extension. For over 10 years, Aruba Enterprise has been offering Cloud, Data Center and Trust Service solutions to businesses and public authorities, designing, implementing and managing highly customized IT solutions.

For further information: <https://www.aruba.it>; [www.arubacloud.com](http://www.arubacloud.com)

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