Baglioni Hotels increases optimisation and security with Aruba Enterprise's custom-designed and infrastructure redundant solution

With nine global locations, achieving increased process optimisation and maximum security were an essential part of the luxury hotel chain's digital transformation plans

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London - 18 December 2019 - Aruba Enterprise, a division of Aruba (www.aruba.it/en) that develops customised IT projects and solutions for both public and private sector customers, has worked with the leading global luxury hotel brand, Baglioni Hotels S.p.A, to migrate its data into a highly redundant and secure infrastructure.

Baglioni Hotels operates nine luxury hotels across the world and has a presence in France, the United Kingdom, Maldives and across Italy. Working with Aruba has ensured Baglioni Hotels' entire IT infrastructure, including its hotels and offices, is provided from a highly redundant and protected single point. At the same time, the flexibility of the cloud allows Baglioni's IT team to better manage the required IT resource load based on real-time needs.

Modernising IT operations across the business

In order to achieve this, Baglioni Hotels has worked with Aruba to guarantee the efficient functioning of the different portals that allow customers to make and manage reservations, and ensure its data is protected by state-of-the-art security. To optimise efficiency, ensure continuity of service and simplify the management of its IT systems, Baglioni Hotels looked to increase the collaboration between the hotels and the divsion of the business responsible for driving the commercial activities.

The global hotelier chose Aruba Enterprise to deliver the latest part of its digital transformation stratergy due to its network of enterprise-level data centres, capable of guaranteeing the maximum redundancy of systems and levels of business continuity. Aruba Enterprise's team of highly qualified engineers and solution architects has worked side-by-side with Baglioni Hotels' IT team to deliver a detailed and highly personalised project that included a massive migration to the cloud, with the aim of bringing together the management of the IT infrastructure of the offices located all over the world in a high-level data centre.

The project was delivered courtesy of the **Aruba Private Cloud**, an IaaS service that allows users to create Virtual Data Centers (VDC) with virtual servers, firewalls and networks, and a **dedicated rack and collocation service** with servers that host the web services and the management of all the hotels in the chain.

Baglioni Hotels benefits from Aruba Enterprise's features, which include:

- **Tailor-made**: offers expansion or contraction of elements and related resources based on specific needs;

- **Flexible**: guarantees the creation and distribution of workloads in real time;

- **Fast:** provides enterprise-class storage through servers with high-frequency CPUs and redundant networking at 10 Gbit/sec;

- **Secure**: the service is based on an infrastructure that is resilient to failures thanks to highly reliable clusters, redundant networking and storage replicated between two data centers;

- **Guaranteed resources**: The RAM is physically guaranteed: each GB of virtual RAM corresponds to 1 GB of RAM physically present on the servers that provide the service.

Enhanced Security Benefits

Achieving the highest level of security is paramount to Baglioni Hotels and was a key consideration when working with Aruba Enterprise. The security of the information from the booking portals, applications and management of Baglioni Hotels is guaranteed by the technical and physical security of the Aruba Data Centre, which is certified Rating 4, ANSI / TIA 942-B (the standard that ensures the maximum resilience of the data kept inside). It is also protected by physical security. There are 7 physical security layers installed at Aruba's data centres, including CCTV perimeters, anti-intrusion sensors and vehicular bollards, building access compasses with metal detectors, safety mantra with double authentication systems, anti-tailgating technological systems, as well as the Building Management System, a 24/7 monitoring system for all facilities and infrastructures with constant technical support (NOC).

"Aruba Enterprise has helped us with every step of the process and has met all our requirments for the specific migration project that we undertook," commented Alessandro Bruni, CIO, Head of IT Department at Baglioni Hotels. *"It is essential for us to be able to count on a single point of reference in the implementation of digital processes of this magnitude, and Aruba has provided us with this."*

"This project demonstrates that the use of cloud solutions is increasingly becoming the norm for large companies, and its great to see an established brand such as Baglioni Hotels modernising their infrastructure in this way," commented Giorgio Girelli, General Manager of Aruba Enterprise. *"We have a complete technological portfolio, but what sets us apart are the tailor-made IT solutions. Providing a personalised approach allows companies to become agile and fast in the era of digital transformation and this becomes a real competitive advantage."*

Aruba Group

Aruba S.p.A., founded in 1994, is the leading company in Italy for data centre, web hosting, email, certified email (PEC) and domain registration services. It operates in four different business areas: data centres, cloud, hosting and domains, e-security and certified services. Aruba is also active in the key European markets including France, the UK and Germany, and is the market 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 centres, with a European network capable of hosting around 25,000 racks. Aruba manages over 2.6 million domains, more than 8.6 million email accounts, over 6 million PEC accounts, more than 130,000 servers and a total of around 5 million customers. It offers hosting services, public and private cloud services, housing and colocation services, dedicated servers, digital signatures, digital preservation, e-invoicing, certified email, SSL certificates and smart-cards. Thanks to Aruba Business, it offers all its own services and a vast network of IT partners, and via its Pratiche.it brand, it provides document delivery and recovery services throughout Italy. Since 2014 it has been the Official Registry for the prestigious ".cloud" extension. Over the past 10 years, Aruba Enterprise has dedicated itself to the design, implementation and management of highly customised enterprise technology solutions. Its products allow organisations from both public and private sectors to capitalise on the opportunities presented by IT and digital transformation (DX). Aruba Enterprise harnesses its specialist expertise to offer cutting-edge solutions and targeted consultancy. At the heart of its service is a commitment to continued investment in state-of-the-art infrastructure and partnerships with leading industry players, with a reputation for quality and reliability.

For further details visit: www.aruba.it/en/ & www.datacenter.it/en

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