

Aruba Enterprise and Ducati Motor Holding develop New Generation Data Center

Ducati Motor Holding to improve data security, disaster recovery plans and accelerate time to market through new IT infrastructure partnership with Aruba Enterprise

London, 27 January 2020 – Aruba Enterprise ([aru.ba/enterpriseen](https://www.aruba.com/enterprise)) a division of Aruba that develops customised IT projects and solutions for companies and the Public Administration, has developed an innovative solution to meet the needs of the Italian motorcycle manufacturer, Ducati Motor Holding.

The Italian automotive manufacturer is at the forefront of innovation and is undergoing a large-scale digital transformation. This, in part, is to meet the growing need to comply with industry regulations and Ducati Motor Holding needed a partnership that would offer the best infrastructures and solutions on the market.

To renew its approach to the cloud and optimise IT infrastructures already existing at Ducati's base in Northern Italy - Borgo Panigale, Aruba Enterprise created a project that changed the traditional approach to architectures and enables a new concept of how data centres can be used. This innovative approach is characterised by maximum customisation and a hybrid solution that involves both data centres, the existing one at Borgo Panigale and Aruba's Global Cloud Data Center (GCDC).

The project tackles three primary objectives for Ducati:

- Renew the hardware of Ducati's on-premise data centre, provided as a service in the Private Cloud. To achieve this using existing infrastructure present at Borgo Panigale, the Aruba Enterprise division designed an infrastructure comprised of Lenovo servers and storage components, and NetApp for on-premise backup
- Provide Ducati with a wholly dedicated Cloud solution to guarantee the highest level of security and secrecy;
- Create a Disaster Recovery environment within the Global Cloud Data Center for the essential applications located on the on-premise systems at Ducati;

This **New Generation Data Center** is an extension of Ducati Motor Holding's current data centre. Aruba Enterprise's engineers and project managers' IT architectural design skills and ability enabled them to design a hybrid data centre relying on an on-premise hybrid cloud solution in Borgo Panigale and another one in the Global Cloud Data Center.

This comes in addition to the service provided by the Global Cloud Data Center and acts as an extension of the Ducati cloud that can migrate its workloads from the Borgo Panigale site to the GCDC without service interruption and can also become a disaster recovery site if needed.

Among the main advantages of the new solution designed for Ducati:

- **Customisation and time to market** - having a personalised infrastructure available has provided Ducati with the freedom to use the computational resources available for Disaster Recovery as well as a test environment as if they were primary resources. Ducati has more computing power available and can benefit from test machines for new products and at the same time improve time to market for its business;

- **Resilience and data security** - the solution guarantees maximum data security as data is replicated between the primary and secondary site. Furthermore, in terms of physical security, the Global Cloud Data Center is an enterprise-level data centre, accredited according to the ANSI / TIA 942 standard, Rating 4, and therefore meets and exceeds the reference standards.

Konstantin Kostenarov, CTO Ducati Motor Holding commented: *“The increased resilience of our data and a drastic shortening of the time to market powers the innovation that we bring with our bikes and is a key distinguishing factor.”*

“We are proud to be working on this project with Ducati to renew and enhance its existing IT infrastructure,” commented Giorgio Girelli, Aruba Enterprise General Manager *“Sharing and combining the knowledge of our two companies, specialised in two distinct and specific sectors, has given shape to a genuinely innovative project as we have shared experiences, in terms of technology, performance and research, gained in the motor and IT, cloud services and data centres industries. This is an ideal synergy to get maximum performance.”*

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

Aruba Enterprise

Aruba Enterprise, a division of Aruba S.p.A, has dedicated itself for over 10 years 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.

Aruba S.p.A.

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 Centers, 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: www.aruba.it , www.arubacloud.com

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