

Sustainability a top concern for businesses looking for Data Center services

Businesses from a wide range of sectors are fuelling demand for “greener” Data Centers, bringing environmental issues to the forefront of the data center industry

LONDON – 05 July 2021 – [Aruba S.p.A.](#), the largest Italian Cloud provider and the leading company for data center, web hosting, email, certified email (PEC) and domain registration services, has reported an increased interest in its green data center services in H1 2021, as companies across Europe prioritise a “green recovery”.

Expanding Aruba’s Global Cloud Data Centre

The company has already begun work to improve energy output by expanding its Global Cloud Data Center campus near Milan. It is completely powered by renewable energy, much of which is generated onsite through hydroelectric and photovoltaic systems – with geothermal energy used for cooling. The proposed expansion plan will include upgrades to the hydroelectric plants and photovoltaic systems, which adds on another 6MW to the total of renewable energy produced on site. Two new data centers will also be added. Called Data Center-B (DC-B) and Data Center-C (DC-C), they will have 9MW and 8MW of operational power, respectively. The new modules will go alongside Data Center-A (DC-A), the first of the data centers inaugurated within the campus, whose 10 data rooms are currently operating near capacity.

The latest Global Cloud Data Center expansion is in response to the extremely high demand we are now seeing for environmentally friendly data center services. Sustainability is an essential value for the company and when Aruba first conceived of the Global Cloud Data Center, was committed to both prioritising this, and delivering the best possible technologies to customers. As such, Aruba has continued to invest significant sums in energy efficiency and the supply of energy from renewable sources. It’s pleasing to see companies across all sectors responding positively to this ethos. Going forwards, the intent is to maintain the lowest carbon footprint across the entire Aruba Data Center network and act as advocates for positive change across the industry.

Signing the Climate Neutral Data Centre Pact

As part of this commitment, Aruba co-signed the Climate Neutral Data Center Pact in January of this year. The pact is designed to support the European Green Deal, which was adopted in early 2020. 24 companies and 14 associations – representing the most significant industry players in cloud infrastructure and data centers – agreed to the self-regulatory initiative. Its goal is to make data centers in Europe climate neutral by 2030 by determining energy efficiency with measurable targets, purchasing 100% carbon-free energy and prioritising water conservation.

In March, Stefano Cecconi, CEO of Aruba, also became one of 26 signatories of the European Green Digital Coalition – joining CEOs from a number of other leading European organisations. They also committed to co-creating deployment guidelines for green digital solutions to accelerate the sustainable development of sectors including energy, transport, building and agriculture. Along with prioritising sustainability, Aruba is committed to strengthening the competitiveness of Europe’s digital economy through its membership of GAIA-X, an initiative set up to develop a European cloud.

From Basildon to Bergamo: Euronext’s migration to Italian shores

Following this, Aruba’s fortunes rose again in H1 of 2021, with one company that has recently decided to migrate its data center to Aruba’s Global Cloud Data Center, stock exchange Euronext. Located in Basildon (near London), the decision was taken to move Euronext’s data center to the continent following the UK’s departure from the European Union (EU). Contenders for the move included data centers in Paris and Amsterdam, but the Milan based Global Cloud Data Center campus emerged as the top choice. The date that is currently targeted for the first part of the Group core

data centre migration, subject to regulatory approval and operational readiness, is set for 2022. The overall migration is planned in response to a multitude of factors that include: the acquisition of the Borsa Italiana Group, the dynamic created by Brexit, and a strong rationale to locate the company's core data centre in a country where Euronext operates a large business.

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For further information:

- Aruba's Green Energy Website: <http://aru.ba/greenenergy>
- Aruba's Data Centres: <http://aru.ba/datacentres>
- CISPE's code of conduct: <http://aru.ba/cispecoc>

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, 7.1 million certified email (PEC) accounts, 130,000 physical and virtual servers and a total of around 5.4 million customers. We provide hosting services, public and private cloud services, housing and colocation services, dedicated servers, digital signature services, digital preservation, e-billing, certified email, SSL certificates, fiber and smart-cards.

Thanks to Aruba Business, founded in 2015, we can offer all our services to a vast network of IT partners, and with our Pratiche.it brand, we provide document delivery and recovery services throughout Italy. Since 2016 Aruba 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

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