

Italy's Cloud Region Emerges as a Key Player in Europe's Digital Landscape

By Massimo Bandinelli, Marketing Manager, Aruba Cloud

The cloud market in Italy is worth 5.51 billion euros, +19% compared to 2022. This is what emerges from the data of the new Cloud Transformation Observatory, according to which infrastructure services (IaaS) in particular are driving growth in the Bel Paese, reaching 1,511 billion euros (+29% over 2022), catching up with software services (SaaS), historically more widespread.

It is not surprising, therefore, that Italy is emerging as an increasingly attractive cloud region in Europe, as is also shown by the growing investments by leading international hyperscalers. There are several reasons for this growing importance: on the one hand the issue of regulatory compliance, and on the other that of geographical location.

Italy has strict data protection regulations, most notably the General Data Protection Regulation (GDPR). International companies operating in Europe must comply with these regulations, and an Italian region cloud can offer services that comply with European laws, reducing the risk of sanctions and violations of privacy regulations.

Over the years, Europe has increasingly realised the importance of digital sovereignty, as the ability of a state to manage its internal resources without the intervention of third parties or foreign influences. Recent geopolitical events have highlighted a new cohesion at the Italian and European level on data management, which until recently seemed impossible.

The changing socio-economic climate in Europe, on the other hand, is leading to a rethinking of the reasons and benefits of cloud adoption. In the new climate, the importance of national cloud regions is increasing, and in Italy, pioneering initiatives on the European sovereign cloud, such as the Triennial Plan for IT in the PA, the PNRR and the Cloud Italia Strategy, are stimulating the evolution of offerings. As a result, private cloud services are becoming even more relevant for Italian organisations starting or continuing their migration to the cloud.

Besides regulatory compliance, another reason that is pushing Italy as the preferred cloud region in Europe is its geographic location. Italy is located in the heart of Europe, making it a strategic location for international companies wishing to serve customers across the continent. Being closer to those who consume its services, this region allows those with processing speed requirements to minimise latency, a component of the waiting time for a digital request that depends on the travel time of signals from one physical location to another.

Moreover, there is a growing trend for many regional cloud providers to respond in a timely manner to needs that hyperscalers do not meet, through more flexible offerings, highly customised services and attention to local specificities. These are increasingly insistent demands from businesses, which require greater flexibility and customisation of cloud services to be adapted to their specific needs, and a widespread presence in particularly strategic geographical regions, in order to offer services that better meet local or sectoral needs.

As a result, Italy is increasingly becoming a preferred cloud region and the same parallel path is being taken by the data centre sector, which sees Italy as 'Europe's newest data hub'. Credit is also due to local providers such as Aruba who are breaking away from the 'one size fits all' dynamic, offering a tailor-made and ad hoc service for the needs of companies migrating to the cloud.

A Regional Cloud Provider is more familiar with local needs; therefore, they have a better understanding of regional laws and regulations, cultural assets, and the unique challenges of the area in which a company operates. Finally, these cloud providers are better positioned to meet local regulatory compliance requirements, which is a key trait for highly regulated industries such as healthcare, finance and government. In this context, it is a source of particular pride for Aruba to see its European brand "Aruba Cloud" listed by

Gartner in the Market Guide for Specialty Cloud Providers published in September 2023, in the category of Regional Cloud Providers for Europe.

For further details: <https://www.arubacloud.com/leading-regional-cloud-provider-in-europe.aspx>