Clouditalia Delivers Cutting-Edge Self-Service Data Protection with Rubrik and vCloud Director

CLOUDITALIA®

INDUSTRY

Managed Service Provider

RESULTS

- Instant recovery (RTO = minutes vs hours to days)

- Significant reduction in daily management (from hours/day to a few min/day)

- Projected increase in revenue and customer base

THE CHALLENGE

- Management complexity and lack of scalability using legacy solutions

- Lack of competitive edge and customized services for data protection and cloud services

THE SOLUTION

- Backup-as-a-Service with automation and RESTful APIs

- Global real-time file search for instant RTO

Clouditalia is the leading provider of cloud and telecommunications services in Italy, offering customers of all sizes access to enterprise class technologies via a service-based model. In Italy, 99.9 percent of organizations are mid-market or below (over 3.7m in total), creating a market landscape where the ability of resource-constrained businesses to embrace the economic benefits of cloud is limited by technical complexity and time-consuming processes.

Through its deployment of Rubrik technology, Clouditalia extends its competitive edge in the Italian market by eliminating the complexity and unreliability of legacy infrastructure for its clients with a simplified platform for automated data management across on-premises and the cloud. "Our ability to offer extremely tailored services directed towards our customers' needs is reliant upon finding and exploiting the most innovative technologies available in the market," said Marco Iannucci, CEO at Clouditalia. "Rubrik is undoubtedly the right answer to all our needs. It is very easy to use and scale and allows us to guarantee instant recovery - something we couldn't do before. Thanks to Rubrik, we can move more of our resources from data protection tasks to other key tasks within our data center, giving us a strong competitive advantage in the market."

BREAKING AWAY FROM MANAGED SERVICE TO SELF-SERVICE

Before Rubrik, Clouditalia implemented a solution by the market leader but was experiencing several challenges with scalability and complexity. "Legacy solutions are very costly, difficult to manage, and complex," said Bernardo Marzucchi, CTO of Clouditalia. "It was not suitable for our needs because it wasn't scalable and was too expensive for our market size. We have 35% of our management infrastructure dedicated to data protection. Our ability to offer extremely tailored services directed towards our customers' needs depends on providing the most innovative technologies available in the market. With the legacy approach, we could only sell managed service, but in a cloud environment, you need self-service – something that Rubrik provides." Clouditalia completely replaced their previous legacy solution with Rubrik, delivering comprehensive data management to its customers, including backup, recovery, and archival.

DELIVERING SELF-SERVICE DATA PROTECTION WITH VCLOUD DIRECTOR

Rubrik's re-built REST API integration with vCloud Director simplifies multi-tenant management for cloud service providers. Using Rubrik and vCloud Director, Clouditalia has expanded their differentiated self-service platform to data protection. "Our customers want to control their own infrastructure," said Cloud Business Unit Director,

Alessandro Anzilotti. "Now they can protect native vCloud components like Organizations and vApps, and restore an entire vApp or subset of VMs in minutes on their own."

By deploying Rubrik and vCloud Director as a solution, Clouditalia can efficiently deliver more dynamic capabilities and a self-service model within its cloud services portfolio, enabling the company to offer more simplicity and flexibility across their entire customer base.

Other benefits include:

- **Simpler management model to easily deploy and scale**: "We love how simple Rubrik is it to set up – a true plug and play. Once Rubrik is configured, it completely automates discovery. It just works, which is truly fantastic. Also, it is very easy to use and to scale, which is extremely important to a cloud services provider like Clouditalia."

- **Dramatic management time savings**: "Before Rubrik, we could only deliver managed service to our customers, which required a lot of manual work and took several hours a day. Rubrik has reduced my management time to minutes."

- **Instant recovery**: "With Rubrik, we can guarantee instant recovery, another example of something we couldn't do before. When they need to restore a file or VM, it is immediately done, and they can accomplish this in a self-service way. For our customers, it has significantly reduced the time needed to get their data back to just minutes."

- **RESTful APIs for integrated automation**: "One of the best aspects of Rubrik is its APIs. We can now offer instant provisioning of our services through the APIs, allowing us to reach a very high level of automation. Today, we are a near-zero operation. Using automation, I can move more resources to other important tasks in our data center operations."

Looking forward, Clouditalia will implement Rubrik Edge to provide a software appliance and deliver easily Backup-as-a-Service to their customers. "While we are at early stage of adoption with Rubrik, we can confirm that our customers are rapidly embracing Rubrik's solution. We are confident we will increase both our revenue and customer base with Rubrik."

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