



Optimized setup and deployment times



No cost to partners



Simplification of cloud services

## Marketplace for the Italian cloud Notalia

Thanks to VMware Marketplace, Notalia offers clients an extensive and continuously updated catalog of cloud templates. Developers' work is simplified and optimized because they can delegate the most routine activities to solutions found on the Marketplace, while virtual-machine deployment times are reduced by 80%.

### An Italian Cloud

Notalia is the independent Italian public cloud that offers businesses and government entities the tools to safely process and store data. Compared to international competitors, Notalia represents an element of greater protection of digital assets for the aspects of regulatory compliance, protection, ownership, traceability and legal accessibility of data.

The Public Cloud architecture has allowed Notalia to obtain many of the certifications necessary for the management of sensitive data in the most critical and exposed product sectors.

The qualification by the Agency for Digital Italy (AGID) for the storage of government data positions Notalia as an interlocutor of the Italian Public Administration and of all directly connected entities.

The participation to numerous working groups and the adoption of codes of conduct such as CISPE (Cloud Infrastructure Services Providers in Europe) and GAIA-X (European Green Awareness in Action project), place Notalia among the most attentive providers to the regulatory aspects for transparency and data interoperability.

### Greater agility and speed of management

Raffaello Poltronieri is Notalia's Cloud Solutions Architect, and he has been familiar with the VMware technology stack for years. In early 2020, during a visit to the United States, he was invited to an independent technical event. Among the panelists, a speaker



Notalia is the independent Italian cloud oriented to companies and to the Italian Public Administration (PA).

Thanks to its own Public Cloud architecture distributed throughout the country, it guarantees its customers the protection and legal accessibility of digital assets.

Notalia services are ISO9001 and ISO27001 certified, as well as qualified by the Agency for Digital Italy (AGID) for the national Cloud Public Administration market..

[www.notalia.it](http://www.notalia.it)

### INDUSTRY

Telecommunication

### HEADQUARTERS

Genoa, Italy

### VMWARE FOOTPRINT

VMware Marketplace

introduces VMware Marketplace. It is a new solution that addresses the needs of companies offering cloud services when it comes to ensuring application portability and optimizing the cloud for different tasks and workloads.

The Marketplace offers an extensive catalog of cloud solutions that enables ease of deployment and simplicity of configuration. In terms of services to the public, it is a platform of VMs and customizable containers that can be delivered to clients.

### A New Integrated Catalog

Back in Italy, Raffaello and his working group, decide to integrate VMware Marketplace with Netalia's cloud offering. This new solution allows them to integrate a vast catalog of solutions in the platform proposed to their customers. Accessing to the marketplace does not entail any new cost for customers and it shows as an extension of the available offer that facilitates the management of new installations.

"We measured a significant difference", explains Raffaello Poltronieri. "We are talking about a 1:5 ratio in terms of time. The simplification introduced by VMware Marketplace can be seen in developers' ability to deploy a large number of tools that they would normally not have time to evaluate as well as a greater potential for the use of pre-optimized configurations".

### Optimized Development

The development activities benefit from the simplification introduced by the marketplace because developers can quickly create virtual machines for any environment by making use of their own specific skills in Ruby, Python, or other languages.

Developers can also carry out all kinds of tests, even destructive ones, because the time of redeployment is extremely reduced.

"If we think about development activities, VMware Marketplace allows greater freedom in terms of testing, greater possibility of leveraging company skills, greater speed and flexibility in the optimization activities", Raffaello continues.

The marketplace subscription procedures are simple and intuitive. They are accessible also to less experienced users and this guarantees to expand the number of potential users of the service.

In addition, the presence in the Marketplace of BYOL (Bring Your Own License) commercial applications allows customers to speed up the installation process by purchasing licenses through the usual commercial channels and thus facilitating their onboarding on Netalia's Cloud.

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"Thanks to the level of automation and simplification introduced, VMware Marketplace has allowed us to quickly expand the catalog of applications and templates that we make available to our customers".

RAFFAELLO POLTRONIERI  
CLOUD SOLUTIONS ARCHITECT, NETALIA

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