



Setup and deployment times reduced by 80%



Zero cost to partners



Expansion of cloud services

Marketplace for the Netalia Cloud

Through VMware Marketplace, Netalia offers clients an extensive and continuously updated catalog of services and 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

Netalia is an Italian public cloud provider that offers businesses and government entities the tools to safely process and store data. As an Italian company, Netalia guarantees the physical, regulatory, and legal residence of data within the country's borders and can therefore offer, unlike international competitors, superior security for data protection, data ownership, and legal traceability. It received both CISSP certification for information-systems security professionals and certification by the Agency for Digital Italy (AGID) for the storage of government data in accordance with applicable law. Netalia was a founding member of the European Green Awareness in Action project (GAIA-X) and adheres to the Switching Cloud Providers and Porting Data Code (SWIPO) for transparency and interoperability of data.

A California Discovery

Raffaello Poltronieri is Netalia's Cloud Solutions Architect. His experience with the VMware technology stack has been developed over many years, with a special emphasis on cloud services. During a visit to the United States in early 2020, a few weeks before the outbreak of the COVID-19 pandemic, Poltronieri attended an independent technical event at which a representative unveiled a new proposal from the Palo Alto-based company called VMware Marketplace.

The solution was designed for cloud services companies that need to ensure application portability and cloud optimization for a range of tasks and workloads. VMware



Netalia: a 100% Italian, client-dedicated data center, certified by the Agency for Digital Italy (AGID).

www.netalia.it

INDUSTRY

Technology

HEADQUARTERS

Genova, Italy

VMWARE FOOTPRINT

VMware Marketplace

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

Poltronieri returned to Italy with the idea of integrating the VMware Marketplace with Netalia's cloud services in order to introduce a vast catalog of solutions directly onto Netalia's client platform. Poltronieri's team was responsible for testing the creation and configuration of virtual machines and for inserting templates into the catalog.

The activities involved in this step were part routine and part optimization. How much did VMware Marketplace help simplify them? "We measured a significant difference," Poltronieri says. "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 in their workload."

Optimized Development

After successful testing, Netalia proceeded with integration of VMware Marketplace into its catalog. "Through a subscription, we can incorporate our VMware Marketplace choices with our catalog of cloud-solution configurations, and those choices are automatically updated," Poltronieri explains. "The result is that we can offer an even more professional range of services and products. Moreover, we can provide clients a variety of security, networking, and e-commerce solutions and appliances, including Bitnami's preconfigured application catalog for development environments and web applications. Otherwise, it would be no easy task for us to keep such an extensive catalog up to date."

Development also benefits from the simplification introduced by the VMware Marketplace because developers can quickly create virtual machines for any development environment by making use of their own skills in Ruby, Python, or other languages. Developers can also perform destructive tests because redeploying the virtual machine, if necessary, takes very little effort.

"In terms of development, VMware Marketplace gives us more freedom in testing, greater ease in making use of the skills our company already possesses, and improved speed and flexibility in optimization," Poltronieri continues. Access to solutions from the VMware Marketplace is completely transparent for clients. In addition, VMware Marketplace's integrated commercial "Bring Your Own License" applications allow clients to deploy applications for which they have already acquired licensing, thereby facilitating boarding on our platform.

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RAFFAELLO POLTRONIERI
CLOUD SOLUTIONS ARCHITECT, NETALIA

"The automation and simplification that VMware Marketplace has brought to configuration has allowed us to build our services around it and, as a result, to expand what we can offer our clients," Poltronieri adds. In fact, the Netalia roadmap permits integration of the App Launchpad plug-in through the VMware Cloud Director to further simplify and optimize the launch of cloud applications directly from VMware Marketplace.