



Global Cloud Data Center has made it to the Cloud Expo Europe in London

Aruba will present the Global Cloud Data Center, the largest data center campus in Italy and one of the largest in Europe, and all the cloud, colocation and hybrid solutions provided by its data center network

Bergamo, 13 March 2018 - Aruba Cloud (www.arubacloud.com) of the Aruba Group (www.aruba.it), among the leading cloud providers in the world, will participate at [Cloud Expo Europe](#), the international exhibition to be held in London on 21 and 22 March 2018 (London, ExCeL Exhibition Center).

Aruba's participation will focus on the presentation of the entire range of cloud services and the Global Cloud Data Center, the latest, impressive data center campus built in the outskirts of Milan, which is becoming one of the main cloud hubs on a global scale.

The speech entitled '*Behind every cloud is a data center, or more*', to be made by Marcin Zmaczyński, the Marketing Manager of Aruba, will be given on 22 March from 11:35am to 12:00pm at the Multi-Cloud Strategy & Management, Services and Applications Theatre and will address all non-Italian companies interested in locating their data at facilities situated within the borders of the EC. A growing trend in light of Brexit, which is solidifying Milan as one of the main hubs in the IT field. During the presentation, we will also be able to delve into the Aruba Group's internationalisation strategy, currently in operation in the main European markets - including France, Poland, Germany, the Czech Republic, Hungary and the United Kingdom thanks to a network of services and proprietary and partner data centers - and undergoing constant expansion.

Global Cloud Data Center, the largest campus data center in Italy, offers a unique feature to its customers, namely the fact that the campus is energy self-sufficient, with the result of being able to benefit from data center services at highly competitive prices. Moreover, the energy used is 100% from renewable sources: in fact, it consists, within the technological campus, of an owned hydroelectric plant and solar panels; a high-efficiency geothermal cooling system is also used. To complete it all, the energy used from renewable sources is certified through the certified Guarantee of Origin (GO). All the systems have been designed and built to meet and exceed the highest levels of resilience stipulated by ANSI/TIA 942-A Rating 4 (formerly Tier 4).

Cloud Expo Europe will also be an opportunity to dedicate time to the programme created by Aruba Cloud for startappers needing training and technological support: known as '**We START you UP**', the programme allows you to receive **up to € 50,000 free credit**, constant technical support and numerous exclusive benefits to promote and launch your business.

Other important international initiatives include the creation of the CISPE - *Cloud Infrastructure Services Providers in Europe* - an association founded in 2016, of which Aruba is a founding member, which today has more than 20 major cloud infrastructure providers operating in 15 European countries. The CISPE has created a Code of Conduct (CoC) that is in line with the GDPR requirements on data security: the goal is to know in a clear and transparent manner where the personal data of any citizen is located, as well as to standardise regulation in the EU. Aruba's cloud services, such as Private



Cloud, Public Cloud, Cloud Backup and Cloud Object Storage, are identified with a 'CISPE-declared service' trust mark, since they meet the requirements of this code.

Also with a view to data transparency and attention, Aruba is part of the Open Cloud Foundation (OCF), an association of technology companies, with the aim of creating a framework to ensure an open cloud: the aim is to guarantee the freedom to choose client companies and avoid vendor lock-ins.

Aruba will be at stand C2110 to provide detailed information on Aruba Cloud solutions and free vouchers to test them.

More information on the Aruba data center network is available at www.datacenter.it

More information on Aruba Cloud services and the 'We START you UP' programme at www.arubacloud.com

Aruba Cloud

Aruba Cloud (www.arubacloud.com), part of the Aruba Group, is a leading Cloud service provider. The service offers a comprehensive range of Cloud solutions for customers around the world. Thanks to a network of 8 data centers in various countries (UK, Germany, France, Italy, Poland and the Czech Republic), Aruba Cloud offers a range of services and solutions created to respond to the needs of customers however small or large they are, including SOHOs, startups, SMEs and large businesses. Aruba Cloud's solutions are based on three kinds of Cloud services: VPS SSD, Public Cloud and Private Cloud, plus a selection of Cloud Storage and Backup solutions.

Aruba Group

Aruba S.p.A., founded in 1994, is the leading company in Italy for data center, web hosting, email, certified email (PEC) and domain registration services. It operates in four different business areas: Data Centers, Cloud, Hosting and Domains, e-Security and Certified Services.

Aruba is also active in the key European markets including France, the UK and Germany, and is the market 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 around 25,000 racks.

Aruba manages over 2 million domains, more than 7 million email accounts, 5 million PEC accounts, more than 100,000 physical and virtual servers and a total of around 5 million customers. It offers hosting services, public and private cloud services, housing and colocation services, dedicated servers, digital signatures, digital preservation, e-invoicing, certified email, SSL certificates and smart-cards.

Thanks to Aruba Business, it offers all its own services and a vast network of IT partners, and via its Pratiche.it brand, it provides document delivery and recovery services throughout Italy. Since 2014 it has been the Official Registry for the prestigious ".cloud" extension. For further details: www.aruba.it, www.arubacloud.com

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