Aruba Cloud at Smau London 2018:
three days dedicated to Aruba's cloud services and program for IT startuppers

Aruba Cloud *will introduce its range of cloud services, including VPS, Private and hybrid solutions and special initiatives as 'We START you UP' the program to support startuppers who are interested in cloud solutions*

London, 18 April 2018 – Aruba Cloud (www.arubacloud.com) of the Aruba Group (www.aruba.it), among the leading cloud providers in Europe, will participate at Smau London 2018, the international Smau that will take place on 2nd, 3rd, 4th May 2018, starting with a networking event in the Italian Embassy and going on with panels and matchmaking moments with visitors.

It will be the right place to meet other companies, IT operators and all the innovators that could bring added value to both the Italian and UK excellences, from big companies to the young ones and startup ecosystem. Among all the pitching sessions with representatives of the Italian and British innovation ecosystem, Aruba Cloud will be involved in a panel dedicated to '*Smart manufacturing: innovative solutions for the new industrial revolution*'.

This participation will focus on the presentation of a full range of cloud services at an IaaS level like the Cloud Backup, Cloud Object Storage, Cloud Monitoring, VPS, Cloud PRO and more complex and customised solutions as Private and Hybrid Cloud. Those services available through Aruba's proprietary and partner data centers located in Europe, which includes France, Poland, Germany, the Czech Republic, Hungary and the United Kingdom. The whole infrastructure is based on VMware hypervisor, one of the best technology and enterprise software making it also accessible to SMB, SOHO and DevOpS.

Smau London will also be an opportunity to focus on the programme dedicated to all the startuppers who need support, training and any kind of technological information in order to boost their business: the programme is named '**We START you UP**' and allows the startups to receive **up to € 50,000 free credit**, constant support and tips to promote each business.

Aruba and Smau began their collaboration many years ago, starting from the Italian overview which has always involved IT innovators, corporates and relevant stakeholders: aspects which have helped to create the right network of people and resources who share the same values based on innovation, technology and state-of-the-art infrastructure.

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

About Aruba Cloud

Aruba Cloud, part of the Aruba Group, is a leading Cloud provider. The service offers a comprehensive range of Cloud solutions for customers around the world. Thanks to a network of 8 data centers (UK, Germany, France, Italy, Czech Republic and Poland), Aruba Cloud offers its own customers 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 big 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 options www.arubacloud.com

About Aruba S.p.A.

Aruba S.p.A. was founded in 1994. The Italian Group Aruba S.p.A. has established leadership status in a number of countries for its hosting, certified email and domain name registration services. The company has also acquired over 15 years' experience in data centre construction and management, dedicated server solutions, outsourcing and cloud computing. With over 4.7 million customers, 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 quality of the services, its technological expertise and its high customer satisfaction rates are just some of the assets enabling Aruba S.p.A. to be one of Europe's Top 5 hosting providers and the world's Top 10 hosting providers. In 2011 it created the Aruba Cloud brand, which is now a leading Cloud service provider. In 2014, Aruba became the Official Registry for the '.cloud' TLD. For further details: www.aruba.it, www.datacenter.it