



## Aruba to showcase GDPR compliant Data Centre Cloud services at Cloud & DevOps World

~ provider to highlight key solutions including VPS, hybrid and private Clouds, to backup, object storage and disaster recovery plans ~

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**London, UK, 7 June 2018** – Aruba Cloud ([www.arubacloud.com](http://www.arubacloud.com)) part of the Aruba Group ([www.aruba.it](http://www.aruba.it)), a leading provider of cloud services in Europe, will showcase its GDPR compliant Data Centre Cloud services during this year's **Cloud & DevOps World**. The event, which returns to London as part of TechXLR8 during London Tech Week's Festival of Technology, will focus on issues and challenges across hot topics including IoT and smart cities through to VR and AR. On stand **CL201**, Aruba Cloud will demo its key cloud services, discuss plans for its own data center network – in particular its new Hyper Cloud Data Center in Rome, Italy – as well as its *We START you UP* program specifically aimed at technology start-ups.

Returning to ExCeL from 12-14 June, Cloud & DevOps World brings together industry leaders and innovators to discuss the likes of cloud innovation, DevOps, containers, server-less architecture, regulation, cloud management, and micro services.

During the event, Aruba will discuss its views on GDPR and the current situation and impact in the UK and Europe. While on the ***NIS & Cloud Service Providers, Enterprise Security compliance & GDPR*** panel on June 13 at 3:40pm, Aruba's Marcin Zmaczyński, marketing manager, will be part of a discussion focusing on insights into the GDPR. The panel will address how the regulation will affect companies located in the UK that have European employees and businesses, as well as new security and regulatory requirements imposed on businesses, and the localisation of data.

With the recent announcement of a new data centre Italy's capital, Rome, adding to its existing network of ninth across the whole European network including the UK, France, Poland, Germany, Czech Republic, Aruba will showcase how its own solutions and technologies can make doing businesses possible and more seamless within the UK and Europe. All of their data centers are Certified Rating 4, performance guaranteed by SLA, ISO and GO certifications for energy from renewable sources.

During Cloud & DevOps World, visitors to the Aruba stand (CL201) will also hear about:

- full access to the data center network with completely autonomous choice of where to locate data;
- maximum security and guarantee to maintain the data in locations found in countries that comply with the GDPR
- clear and verifiable costs: thanks to the reloading system, you will never have any unexpected costs
- white label interface to resell cloud services under your own brand
- easy Disaster Recovery (DR) and Business Continuity implementation
- option to transfer data using encrypted protocol and activate encryption on saved data for Cloud Object Storage and Backup solutions: another guarantee on confidentiality of the data at the platform level

**Other show highlights to include:**



### **VMware partnership**

Aruba will discuss its partnership with VMware, the global leaders in virtualisation software, which further cements Aruba's GDPR-ready proposition, specifically Disaster Recovery-as-a-Service solutions. Aruba's DRaaS solution applies to the Data Center and Private Cloud solutions of the entire network and is based on Zerto and VMware, which allows replication of the customer's own private cloud in the customer's choice of data centers and creation of a geographically redundant infrastructure, with a Disaster Recovery system that can be tested at any time.

### **CISPE**

Aruba is also among the founders of the CISPE coalition, created by the major cloud infrastructure providers found in 15 European countries. CISPE launched a Code of Conduct (CoC) which in part includes and specifies points of the GDPR in that it shares in the primary objective: return control of personal data to citizens, understand where the data can be found and simplify the regulatory context for international commerce. Aruba's Cloud services - including Private Cloud, Public Cloud, Cloud Backup and Cloud Object Storage, comply with the CISPE Code of Conduct and are, in fact, identified with the specific "CISPE Service-Declared" guarantee label, which guarantees customers that data is hosted in the infrastructures at the Data Centers located within the European Union and comply with specific requirements of protection and security of information.

### **We START you UP programme**

Aruba's We START you UP programme will also be a focus during the event, highlighting the possibilities for London start-ups or those hoping to launch a business. Start-ups can apply to the program and receive free cloud credits up to a maximum value of €50,000 for three years. They'll also benefit from ongoing support as well as the option to assign their IT infrastructure to Aruba's Data Centers, including the one in London. Aruba have also partnered with various incubators and local community techs, including TechItalia, the community of Italian mentors and experts based in London, who organise various laboratories and networking events. The aim and main objective is to share and discuss the challenges of new business models and help accelerate promising startups.

For more information on the Aruba Data Centre network is available at [www.datacenter.it](http://www.datacenter.it).

More information on Aruba Cloud services and the 'We START you UP' programme at [www.arubacloud.com](http://www.arubacloud.com).

If you'd like to meet with Aruba during Cloud & DevOps World, please get in touch to arrange a briefing and demo. They will be exhibiting on stand CL201 during the event.

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### **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 centres (UK, Germany, France, Italy, Czech Republic and Poland), Aruba Cloud offers its customers a range of services and solutions created to respond to the needs of customers however small or large they are, including SOHOs, start-ups, 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 Backup accessories [www.arubacloud.com](http://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 has already conquered Italy and Eastern Europe, with a commanding position in the Czech Republic and Slovakia, and strong



presence in Poland and Hungary. The quality of the services available, its technological expertise and its high customer relationship standards are just some of the assets enabling Aruba S.p.A. to be among Europe's Top 5 hosting providers and the world's Top 10 hosting providers. Since 2011, it has created the Aruba Cloud brand, which is a leading Cloud service provider. In 2014, Aruba became the Official Registry for the '.cloud' TLD. For further details: [www.aruba.it](http://www.aruba.it), [www.datacenter.it](http://www.datacenter.it).

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