



## Polish Aruba Cloud Data Centre, a step further in the global strategy of Aruba Group

*Aruba Cloud, a European cloud provider, is expanding its business in Poland. The company has opened a data centre in Warsaw which will not only meet the needs of the local customers, but will also become a foothold for expansion into other markets in Central and Eastern Europe.*

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**London, UK, October 25, 2017** – Aruba S.p.A. ([www.aruba.it](http://www.aruba.it)), the market leader for web hosting, email, certified email PEC and domain registration, and one of the top companies in the world in terms of data centre and cloud services, has officially opened its data centre in Poland DC- PL1 ([www.arubacloud.com](http://www.arubacloud.com)). The data centre, located in Warsaw, at the highly – reliable Tier III+ Polish data centre market leader. It is the eighth Aruba Group data centre in Europe meeting the needs of the local customers, and becomes a foothold for further expansion into other markets in Central and Eastern Europe.

The opening of the new data centre is a logical step in the development of the company, which has been building its position in its home market for more than two years. Since entering the Polish market, Aruba Cloud has won nearly 15,000 customers. The new Polish data centre will allow local customers to store data exclusively in their local market. It is also an element of Aruba Cloud’s strategy to extend its services to the East, especially to Ukraine, where the company sees great interest in the cloud model.

The Aruba Cloud DC – PL1 is renowned for the use of high-end equipment. In line with Aruba’s global strategy, the Polish data centre is equipped with high-quality infrastructure provided by well-known manufacturers with whom Aruba has been working with across Europe for years. The hardware includes the latest Dell servers, Intel processors (Xeon® E5) and SSDs. The emphasis on the data centre’s highest quality is evident in the fact that Aruba Cloud – unlike many competitors – does not run more than two virtual hosts on a single processor. This translates into higher performance and stability of the Cloud Pro service, the standard applied to all Aruba data centres.

In the new data centre, domestic Aruba Cloud customers will be able to use all types of IaaS (*Infrastructure as a Service*) provided by Aruba for Western European markets. These include three types of cloud services: virtual cloud servers (VPS SSD), public (Cloud Pro) and private cloud, as well as a host of other tools, including a cloud backup solution. All services are offered at promotional rates for customers who are using selected packages.

In addition to the highly technical strengths of the cloud-based Aruba Cloud infrastructure, data security and compliance with the new regulations are extremely important. All cloud services provided by Aruba Cloud are in line with the provisions of the [CISPE](#) Code of Conduct for Data Protection. Importantly, the CISPE code has preceded the introduction of the General Data Protection Regulation (GDPR) and it is compliant with the requirements of the new EU regulation, coming into force in 2018. Aruba Cloud’s solution users are assured that Aruba does not process their personal data, for its own benefit or for the resale to third parties, such as for the mining of personal data, profiling of data subjects, marketing or similar actions. This is just one of the many restrictions that Aruba follows as a member of CISPE.

*“Just a few weeks after the big opening of the Global Cloud Data Centre, we’re proudly announcing another strategic step for our pan-European expansion of our data centres. The new data centre in Poland, Warsaw, is in fact another benchmark for the central and eastern European markets, an area that is proving more*

and more aware of the IT industry, in particular of Cloud services. The Polish data centre is the eighth data centre of Aruba Group, whose company vision is aimed at a new economy that looks towards Europe, considering this new focal point of continental IT.” said **Stefano Cecconi, CEO of Aruba S.p.A.**

“Opening a data centre in Poland is a very significant event for us. So far, local Aruba Cloud customers have been using services provided by international data centres, not that this has prevented us gaining nearly 15 thousand users. In a very competitive market, where strong national brands operate alongside global giants, we are very pleased with this result. The Polish market is very important to Aruba Group, because of both its growing strength of the Polish economy as well as its strategic locations for possible further expansion into the neighbouring markets – explained **Marcin Zmaczyński, Country Manager CEE, Aruba Cloud**. – The opening of the centre in Warsaw, the business capital of the CEE region, gives us the opportunity to reach more customers in Poland and expand to the East. Especially to the Ukrainian market, where companies are keen to move their IT to the cloud. While our growth in the region is fueled by the popularity of VPS, we see the potential to offer public and private cloud to large organisations in the coming years. As the new data centre in Poland will attract new customers, we’re also planning to expand our local sales and technical support team to support our customers” – added **Zmaczyński**.

You can contact our experts via [www.arubacloud.com](http://www.arubacloud.com) to learn more about the services provided by the [new data centre](#) in Warsaw.

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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 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 Backup accessories.

#### **About Aruba Group**

Aruba Group leverages support from Aruba S.p.A. 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 been created the Aruba Cloud brand, which is a leading Cloud service provider. In 2014, Aruba has become the Official Registry for the '.cloud' TLD.

For further details: [www.aruba.it](http://www.aruba.it), [www.arubacloud.com](http://www.arubacloud.com); [www.datacenter.it](http://www.datacenter.it)

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