



MIX's new PoP launched at the Global Cloud Data Center: the largest data center campus in Italy becomes a strategic data exchange hub for the country

Aruba and MIX announce the agreement set to boost capacity and interconnection services contributing to the growth of the Internet in Italy and Europe.

Bergamo, 17 July 2018 – Aruba S.p.A. (www.aruba.it), market leader when it comes to web hosting, email, certified email and domain registration services and one of the top companies in Europe in terms of the growth of data center and Cloud services, announces the launch of a point of presence (POP) thanks to **MIX** – the largest Internet eXchange in Italy and one of the biggest in Europe in terms of traffic – directly accessible from Aruba's Global Cloud Data Center, the largest Data Center Campus in Italy.

The agreement between Aruba and the Milan Internet eXchange sees the addition of new interconnections – **peering between networks** – with the launch of a Point of Presence within the Global Cloud Data Center, thanks to equipment connected to Milan via two-track fiber to facilitate the exchange of traffic with many other national and international carriers.

This means that Aruba customers, telecoms operators and all interested parties will be able to exchange traffic locally and with Milan's MIX operators directly from the Ponte San Pietro data center and – at the same time – the MIX itself will boost its own potential as an interconnection hub thanks to this new acceleration in the development strategy for the Internet exchange throughout Lombardy, which will then grow further with respect to the Milan Caldera complex.

The collaboration between the two players is strategic in terms of the development of the Italian and European Internet, and confirms that the Global Cloud Data Center is moving even closer towards establishing a central position for itself in Europe, within the network that encompasses the global hubs of Amsterdam, London and Frankfurt.

Joy Marino, Chairman of MIX's board, has announced: *“The first time I visited the Global Data Center, I was struck by the potential of the site and the vision that drives Aruba; we immediately made a commitment to achieve this shared goal. Now that we have a PoP on the outskirts of Bergamo, we can really talk about MIX's Lombardy Ring as the infrastructure that makes peering between all Internet operators possible, wherever they are in the region's largest Data Centers. The infrastructural gap with other European countries is being filled.”*

Stefano Cecconi, CEO of Aruba S.p.A., added: *“We are delighted with this agreement, as it means we can offer our customers the opportunity to connect to MIX's LAN and make sure peering is incredibly easy, reducing transport costs. This will benefit our customers, but also everyone who wants to establish new interconnections somewhere nearby, but an alternative to the main hub of Milan Caldera. I feel that it is an important link in the chain to make the Italian network even*



more robust, and to encourage development as much as possible to be able to better handle the substantial growth expected in the next few years both in terms of use and traffic generated by new technology.”

The Global Cloud Data Center is a totally ecological facility, equipped with cutting-edge technology. The data center has been designed to offer the highest standards in terms of security and performance and guarantee the highest possible level of energy efficiency. The goal is twofold: to reduce the environmental impact as much as possible, and to guarantee the quality and convenience of services. The Global Cloud Data Center uses an incredibly efficient geothermal cooling system and is 100% powered by energy from renewable sources – certified GO (Guarantee of Origin) – added to which is a fully owned hydroelectric plant and photovoltaic panels, within the campus itself. 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).

For more information about the Global Cloud Data Center: <http://aru.ba/globalclouddc>

Aruba S.p.A.

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, and boasts extensive experience when it comes to building and managing data centers, with an active European network: as well as the 3 data centers it owns in Italy and another one due to be ready in 2020, there are other partner facilities in France, Germany, the UK and Poland. The company manages more than 2 million domains, over 7 million email accounts, more than 5 million certified email (PEC) accounts, over 130,000 physical and virtual servers and a total of more than 4.7 million customers. It operates in key European markets such as France, the UK and Germany, and is the leader in the Czech Republic and Slovakia, with an established presence in Poland and Hungary. In addition to web hosting services, it also provides dedicated server, housing and colocation services, managed services, digital signatures, digital preservation and smart-cards. Since 2011 it has extended its range with Cloud services and in 2014 it became the Official Registry for the prestigious “.cloud” extension. Aruba's Data Centers are able to host more than 200,000 servers. For more information: www.aruba.it, www.datacenter.it

MIX

MIX, founded in 2000, is the main Internet exchange in Italy. Thanks to incredibly efficient equipment, MIX is helping to improve the user experience for users of the network, and guarantees the highest levels of service reliability and availability.

Located on the Caldera Campus in Milan, MIX is one of the few European Internet Exchange Points (IXP) that can boast its own data center at which more than 230 Internet operators converge, 2/3 of which are Italian, with traffic peaks of more than 580 Gbps. The presence in MIX's data rooms of 46 Carriers that offer impressive capacity on national and international routes demands the most reliable facilities and platforms in the market, which MIX can guarantee thanks to the fact that it always makes the right technological choices. It is currently



the only IXP in Europe and one of 5 in the world to have secured Open-IX OIX-1 certification, which defines the service level and engineering standards for networks, constituting the best practices of an interconnection service. MIX is one of the founding partners of Euro-IX, the international association of ICPs, as well as of Open HUB MED, the first neutral HUB in Italy for interconnecting networks in the Mediterranean basin and Northern Europe. For more information: www.mix-it.net

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