



Aruba Cloud presents *We START you UP, an international program designed for startups that use the Cloud*

The new training and support program offered by Aruba Cloud runs for three years and is designed to help startups grow. Right at the heart of the program is credit worth up to 50,000 Euro to use on Aruba's Cloud platform.

London, 14 March 2017 – **Aruba Cloud** (www.arubacloud.com), part of the Aruba Group and one of the world's leading Cloud service providers, presents its new program, **We START you UP**, to help innovative startups to grow their business.

Getting off on the right foot is vital: when launching a startup, planning your IT infrastructure in a dynamic environment that is able to support the steady development of your business is a huge advantage when it comes to growing your company. This is why Aruba Cloud has decided to offer the most deserving startups the best Cloud technology available, working side by side with these companies for three years, providing Cloud credit worth up to 50,000 Euro, ongoing technical support and a range of exclusive benefits to help them in the market.

We START you UP is based on feedback gathered during the last "Aruba Cloud Startup Program" and is designed to supplement and develop that program. More specifically, the program can be broken down into 4 different phases:

- **START Stage:** this is the entry-level package where startups have access to 3,000 Euro of Cloud credit per year for three years, as well as ongoing training support.
- **Training:** training days and webinars to help startups understand the extent to which the Cloud can help their business to begin with, and then help them learn about the tools they need to grow thanks to this technology. Orientation days are broken down into several stages, and they will also be attended by our incubator partners.
- **Pitch Day:** this is an event during which startups will have the chance to talk to Aruba experts about their own ideas for using Cloud resources with a view to benefiting from the UP Stage package, aimed at startups with real potential for growth.
- **UP Stage:** this is the package designed for projects that during Pitch Day were judged as suitable for getting the most out of all the potential of a Cloud platform as powerful as the one that can be created using the free credit offered by Aruba. This way, the startup will be able to increase Cloud resources using an enterprise level architecture, thus releasing all



the power of their own business model. This stage offers free Cloud credit worth up to 50,000 Euro, valid for 24 months, plus advice from Aruba Cloud architects.

"For young companies with an innovative technological model, the Cloud can offer a huge boost, and our main goal is to provide all the know-how and tools, so that technology is no longer an issue capable of slowing down a potentially explosive business model," observed Stefano Sordi, Aruba's Chief Marketing Officer. *"We want to offer startups technology that guarantees the highest level of service based on our Cloud model, handing over the burden of managing data centers and infrastructure to us, leaving the startup with the time and resources to dedicate to their own growth."*

The program is officially open to startups from around the world, who will be able to refer to the website (www.arubacloud.com) and rely on dedicated, local support.

To celebrate the first anniversary of the launch of the .cloud domain extension, also managed by the Aruba Group, Aruba Cloud has also decided to offer an additional bonus of a one-off payment of 1,000 Euro to all the startups chosen to take part in the program who use a .cloud domain as the main domain for their business. The .cloud extension continues to prove popular, with over 100,000 new domains being registered in more than 150 countries in the first year. Users include not only Cloud computing professionals, but also numerous innovative businesses and startups, such as FoodCloud (www.food.cloud), a social enterprise based in Ireland and the UK that helps large supermarket chains manage surplus food more efficiently by redistributing it to voluntary organizations. Further details on .cloud domains can be found on www.get.cloud

About 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 six data centers in various countries (UK, Germany, France, Italy and the Czech Republic), 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 large businesses. Aruba Cloud's solutions are based on three kinds of Cloud service: VPS SSD, Public Cloud and Private Cloud, plus a selection of Cloud Storage and Backup accessories.

For more information about the **We START you UP** program and **Aruba Cloud**:
<http://aru.ba/westartyouup>

Aruba Group

Aruba S.p.A. (www.aruba.com), founded in 1994, is the leading company in Italy for data center, web hosting, email, certified email (PEC) and domain registration services. The company manages over 2 million domains, more than 7 million email accounts, over 4 million PEC accounts, more than 31,000 servers and a



total of over 4.7 million customers. The company operates in the 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, Aruba also provides dedicated server, housing and colocation services, managed services, digital signatures, electronic storage and smart-card production. Since 2011 it has extended its range with Cloud services and in 2014 it became the Official Registry for the prestigious “.cloud” extension. Aruba has a huge amount of experience in the management of data centers, with a European network capable of hosting around 60,000 servers. For more information: www.arubacloud.com

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