



## Aruba Cloud presents *We START you UP* at SMAU Berlin

*After being launched in Italy, the UK and Poland, the program designed to help startups is now coming to Germany, during the international leg of SMAU*

---

Bergamo, 30 May 2017 – **Aruba Cloud** ([www.arubacloud.com](http://www.arubacloud.com)), part of the Aruba Group and one of the leading Cloud service providers in the world, will be at [SMAU Berlin | Italy RestartsUp in Berlin powered by ICE and SMAU](#) (14-16 June 2017, Berlin).

The event will begin on Wednesday 14 June with a networking and drinks session at the Italian Embassy in Berlin, in the presence of institutional representatives from the regions involved, selected startups and German investors and businesses involved in the initiative.

On Thursday 15 June at the Palazzo Italia from 10am until 6pm, there will be a series of themed round table events with representatives from the Italian and German worlds of innovation, along with some "speed pitches" from startups, during which young companies have two minutes each to introduce themselves to an audience of over 150 German investors and companies interested in getting involved with Italian startups. After that, there will be a panel discussion involving Aruba Cloud, during which the "we START you UP" program will be launched in Germany.

Announced in Italy, Great Britain and Poland in March 2017, where it was warmly received, the program will be launched officially in Berlin: Aruba Cloud offers the most deserving startups the best Cloud technology, supporting them with a three-year educational experience and giving them free Cloud credit worth up to 50,000 Euros, on-going technical support and all sorts of exclusive benefits to help them in the market.

In more detail, the program involves a number of different stages:

- **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. Guidance 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 the projects which, during Pitch Day, were judged as suitable for getting the most out of all the potential of a Cloud platform and 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's Cloud architects.

*“Our Cloud services are global, and so can be used around the world. In fact, the services are available in 8 languages and from 6 different data centers in Europe,” explained Stefano Sordi, CMO of Aruba S.p.A. “When you join the startup program, you can make the most of all the services available, with a choice of data centers, including one in Frankfurt, Germany, making our Cloud services very popular in Germany too.”*

We START you UP is officially open to startups from around the world, who can refer to the website [www.arubacloud.com](http://www.arubacloud.com)

## **Aruba Cloud**

*Aruba Cloud ([www.arubacloud.com](http://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 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.*

## **Aruba Group**

*Aruba S.p.A. ([www.aruba.it](http://www.aruba.it)), 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 5 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.aruba.it](http://www.aruba.it), [www.arubacloud.com](http://www.arubacloud.com)*



**Press contacts:**

**SEIGRADI**

*Barbara La Malfa / Stefano Turi*  
Via Mameli, 3 – 20129 Milan (MI)  
Tel. +39.02.84560801  
Fax +39.02.84560802  
Email: [aruba@seigradi.com](mailto:aruba@seigradi.com)  
[www.seigradi.com](http://www.seigradi.com)

**ARUBA S.p.A.**

Press Office  
Via San Clemente, 53  
24036 Ponte San Pietro (BG).  
Email: [ufficio.stampa@staff.aruba.it](mailto:ufficio.stampa@staff.aruba.it)  
[www.aruba.it](http://www.aruba.it)