

The Aruba Cloud MotoE Team is born: a new project combining the innovative potential of the cloud and electric mobility on two wheels

This new project brings together the cloud and motorcycling's commitment to sustainable innovation, reinforcing the company's focus on sustainability

London, 6th February 2024 – [Aruba S.p.A.](#), the leading Italian cloud provider in data centre services, web hosting, email, PEC and domain registration, through its business unit Aruba Cloud, is ready to enter the FIM Enel MotoE World Championship with the arrival of the **Aruba Cloud MotoE Team**.

As both the manager and Title Sponsor of the team, this is a new journey for Aruba Cloud into the world of sport. The project runs parallel to one undertaken with customers in the construction of a new cloud platform, which is now fully complete. There are several challenges that unite cloud technologies and the motor industry. First and foremost, **sustainability**, a key topic associated for cloud technologies as businesses look for more innovative and environmentally friendly products. The virtualisation of computational resources that underlies cloud computing, for example, allows for a reduction in the use of servers, and therefore a reduction in emissions or, when using clean energy, saving of natural resources. Furthermore, the **continuous search for performance optimisation** also unites the two industries. Cloud technologies are crucial across all spheres, both at a business level but also in everyday life. For this reason, cloud developers are always looking to save energy through increasing the efficiency of infrastructure and optimising the use of resources. Similarly, the MotoE team is a starting point from where Ducati can experiment and develop technologies that could, in the future, be used on road motorbikes and offer customers increasingly sustainable and clean vehicles.

"The Aruba Cloud MotoE Team represents the synergy of two worlds - technology and sport - united by their commitment to sustainable innovation. The cloud represents the future of IT just as electric vehicles and MotoE are the future of the motorsport sector," commented Stefano Cecconi, CEO of Aruba and Team Principal of the Aruba Cloud MotoE Team. *"MotoE will act for us as a technological outpost where we can experiment and develop edge cloud technologies. Similar to electric mobility, in the near future, these technologies may be the solution to improve the performance and efficiency of existing services, as well as aiding the development of new ones."*

The **international dimension** of the project is also particularly exciting: over the years, Aruba Cloud has consolidated a significant international presence, becoming a leading player with more than 200,000 customers served in over 150 countries. Thanks to continuous investments in the innovation of its technology stack, Aruba Cloud is also distributed across the European data centre network. This presence was further validated by Gartner as Aruba was included in the 'Regional Cloud Provider' category for Europe. Similarly, MotoE looks forward to a 2024 Championship that will give the team extensive international visibility, thanks to a calendar of 8 rounds and 16 races. After the two tests in Portimao, the official season will start with the Portuguese Grand Prix taking place in the Algarve, and then continuing in Le Mans (France), Barcelona (Spain), Mugello (Italy), Assen (Netherlands), Sachsenring (Germany), Spielberg (Austria), and finally ending with the San Marino Grand Prix taking place at the Marco Simoncelli Circuit in Misano.

The riders of the Aruba Cloud MotoE Team will be **Chaz Davies** – who after retiring from Superbike in 2021 joined the Ducati ERC team in the Endurance World Championship, acting as coach for the Aruba riders in Superbike and Supersport at the same time – and **Armando Pontone**, who after a stint in the Moto3 category won the National Trophy SS600 in 2021.

Chaz Davies commented *"First of all, I would like to thank Stefano Cecconi and Aruba for the trust they have placed in me by embarking on this new adventure. Our long relationship has also developed in many different ways, first on the track with Superbike, then in the role of riders' coach during the last two fantastic seasons. 2024 will be my tenth year of working with Aruba which fills me with pride. I am extremely excited for this new chapter, which has only been increased since having already had the chance to ride the Ducati V21L. I've certainly had a lot of fun riding this innovative bike and look forward to now having the chance to compete with other riders, which is why I didn't think twice about accepting the Aruba Cloud MotoE team's proposal. It's with great enthusiasm that I return to the track."*

Armando Pontone added *"I am really excited to have signed this agreement and would like to take this opportunity to*

thank Aruba and everyone involved in this project. Racing for the Aruba Cloud MotoE Team is a great honour for me. Becoming a MotoE rider is a dream come true: ever since I was a child I dreamt of racing in the MotoGP, and I look forward to having the opportunity to return, riding a Ducati V21L. It is a wish finally fulfilled after so many sacrifices. I want to thank my family, all the sponsors, and those who have always supported me even in the most difficult moments. I can't wait to start, I'm ready to give my all, together with the team."

The team's official presentation will be held on 7th March at the Aruba Auditorium in the Global Cloud Data Center in Ponte San Pietro (BG).

For further information: www.arubacloud.com

Aruba S.p.A

Aruba S.p.A., founded in 1994, is the main Italian provider of cloud services and the leader in Italy for data centre services, cloud, hosting, trust services, e-mail, PEC (certified emails), domain registration and digital signature. The company, with wholly Italian capital, caters for private individuals, professionals, businesses and Public Administration.

Aruba manages a vast infrastructure that includes 2.6 million registered domains, 9.4 million e-mail accounts, 9 million PEC accounts and 130,000 managed servers, offering services to a total of 16 million users. Aruba PEC and Actalis are Aruba's two Certification Authorities, both accredited with AgID (Agency for Digital Italy), and provide qualified services in the field of IT security, including digital signatures. In March 2021, Aruba expanded its offer by entering the telecommunications market with ultra-broadband connectivity services throughout the country. These services are based on Open Fiber's fully fibre-optic network (FTTH - Fiber To The Home).

In 30 years of activity, Aruba has developed extensive experience in the design and management of high-tech data centres, owned and distributed throughout Italy. The largest one is located in Ponte San Pietro, in the province of Bergamo (near Milan), and is characterised by "green by design" infrastructures and facilities that comply with the highest security standards in the industry (Rating 4 ANSI/TIA-942 and ISO 22237), as well as being designed to minimise environmental impact. It also produces clean energy through photovoltaic systems, groundwater cooling systems and hydroelectric power plants. Aruba is also committed to implementing energy-efficient solutions in its data centres, demonstrating its commitment to sustainability. The infrastructure network also extends across Europe, with a proprietary data centre in the Czech Republic and partner facilities located in France, Germany, Poland and the UK. This international presence allows Aruba to offer integrated services and solutions at a European level.

Aruba is actively involved in the community, supporting social projects and cultural initiatives. The company promotes digital inclusion, technology training and support for innovation through programmes and partnerships with entities, institutions and third sector organisations. Furthermore, Aruba has established strategic partnerships with important technological and institutional companies that allow it to offer integrated and high-quality solutions to customers, guaranteeing complete and reliable services in the field of digital technology. With a strong presence on the Italian market and a growing relevance at international level, Aruba stands out for its leadership in the sector of cloud services, data centres and connectivity solutions. Aruba is committed to technological innovation, sustainability and the development of cutting-edge solutions. The company continues to invest in research and development in order to offer its customers advanced services and products and to meet the increasingly complex and diverse needs of customers, adapting to the constantly evolving digital market.

For further information on the Aruba Group, please visit: <https://www.aruba.it/>



Media contacts

Megan Cowlbeck/Lorna Miller

aruba@ryl.com

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