



The DADA Group launches Cloud Site: the cloud-based solution for your web presence

Accessibility, simplicity and personalization supporting the competitiveness of the Italian business and professional: a next generation Register.it service, keeping in line with the latest mobile and social network trends

Milan, 25 March 2013 - The DADA Group, International leader in professional services for the Internet presence, introduces **Cloud Site**, Register.it's new product for creating websites easily and professionally. This innovative tool is based on a cloud platform and is in keeping with the latest increasingly strategic technology trends. In line with DADA's new brand identity, 'The gateway to your digital presence', the Italian Group, already well established throughout the Italy, confirms its commitment to support the individual entrepreneur and the growth of local businesses through Cloud Site, which has been developed to be simple enough to permit anyone, regardless of technical expertise, to create professional quality websites that effectively reach the target audience.

We are very pleased to offer a product that is at the cutting edge of the current technology trends that will also increase the value of the Italian business and professional. Due to the nature of the cloud-based service, the product has been developed with an eye on reliability and accessibility", said Claudio Corbetta, CEO of the DADA Group. "In a scenario in which the Italian market is internationally at the forefront in terms of mobile development and the Mobile Surfers represent more than one third of Internet users every month¹, an online presence providing ad hoc use of content is of vital importance. Thus with Cloud Site, we offer an integrated management interface that can create sites for navigation from either a fixed or mobile device. Integration with social networks is also fundamental because over 85% of Internet users in Italy frequently use social networks.² This continually growing figure makes it strategic for businesses to be where purchasing decisions are frequently being made. This is why social network features have also been incorporated into Cloud Site, so the user can easily get in touch and share content".

TWO VERSIONS, FOR AN ONLINE PRESENCE WITHIN REACH OF EVERYONE

This next generation solution is available in two versions, **Design** and **Business**, respectively dedicated to the consumer and corporate worlds. Both feature an **intuitive interface** and **ready-to-use customizable graphic templates**, making it faster and easier to build a comprehensive website suitable for any marketing need, such as communication, for example in the restaurant business, the world of sports or the professional studio. Among the various solutions, an e-Commerce feature has also been integrated into the Business version.

¹ Source: Audiweb Trends - Diffusione dell'Online in Italia, first semester 2012

² Source: Audiweb Trends - Diffusione dell'Online in Italia, first semester 2012



Ease of use makes the product suitable for experts who are able to work directly in HTML and beginners who can select content using a guided tutorial. With these features, the software is the ideal product for those who want to try their hand at creating a do-it-yourself website, but it's also a business opportunity for web agencies and professional website designers, thus providing an additional tool contributing to the development of the Italian digital economy.

FUNCTION GOES HAND IN HAND WITH THE LATEST TRENDS: MOBILITY AND SOCIAL NETWORKING

With an eye on optimizing website efficacy, Cloud Site also allows viewing from a mobile device, eliminating the problem of charging and plug-ins. Surpassing website optimization alone for the mobile device, soon a **mobile site editor** will be introduced, which will enable creation of a website ad hoc specifically for the mobile device by adapting navigation and content to the smartphone and tablet. Through a **single integrated management interface**, Cloud Site provides flexibility for the creation of dual versions of the same website, one designed for navigation from a mobile and the other from a fixed device.

Mobility is not the only feature that the new Register.it service offers. During development, attention focused largely on social networks, with the result that social widgets can be integrated into web pages, promoting viral marketing through content sharing on the principal social networks.

In addition to the **cloud-based** nature of the product ensures maximum stability and reliability even in moments of sudden spikes in traffic.

SUPPORTING PROFESSIONALS, BUSINESSES AND RESELLERS

Confirming their continued commitment to Italy's digital evolution, at the Cloud Site launch, the DADA Group further expanded on the **Register.it School** training program by offering several online workshops to help businesses and professionals familiarize themselves with the new tool, but primarily to continue to spread awareness of the business opportunities offered by the Internet. In the coming weeks, a webinar focusing on Cloud Site and a cycle of Online Business Training courses on web communication strategies to raise awareness of the just created websites will be held.

The DADA Group is also committed to generating new opportunities through Cloud Site for **Resellers**. With this aim in mind, integration of Register.it's new product in the **Resellers' control panel** is expected, thus further extending their offer to their clients as well.

WHERE TO BUY

For further information and a **free trial** go to: <https://we.register.it/cloudsite>

In addition to Register.it's store in Italy, Cloud Site is also available in Spain from Nominalia and will soon be available in other DADA Group stores in Europe.



For further information:

www.dada.eu

www.register.it

DADA Group

Dada S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services.

Dada operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.

Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN.

With more than 510,000 clients and more than 1.8 million managed domains, the Dada Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, Dada is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.

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