



Register.it launches its new Virtual Server: security and power serving Italian SMEs

The new offer focuses on scalability and customisation to meet the business needs of companies, while supporting flexible growth.

Florence, 11 November 2013 - Register.it, the Italian brand from the DADA Group, leader in the Italian domain, hosting, e-commerce and digital advertising market, is launching their new **Virtual Server**, now offering **scalability and customisation** based on real business needs. This innovative server, developed by Register.it, is in-line with the needs of even the smallest business as well as the individual professional, offering the advantages of **reliability and autonomous configuration**. With no fixed initial investment or set-up costs, prices start from less than Euros 0.80 per day.

Through an intuitive activation system, the server can be completely configured prior to purchase, choosing, at no cost, the **Windows or Linux operating system** and independently selecting a variety of features, such as vCPU, RAM, hard disk and traffic, to obtain a **customised product**, capable of safely accommodating a large number of websites and mailboxes. Thanks to the continuous evolution of Register.it's virtual hosting platforms, it's no longer necessary to worry about hardware maintenance or Internet access. **High-level hardware** (NetApp SAN, Dell nodes, Cisco network kit) with independent nodes and automatic failover, along with **constant monitoring** by network and data centres and 24/7 emergency customer support, all ensure **reliability and security**, enabling companies to instead devote their energy to their business.

Key features of the new Virtual Servers are customisation and scalability. Register.it has created an extremely flexible offer, providing **4 different options according to real user needs**. These options range from our **Entry Level Server** (1 vCPU, 1GB of RAM, 40GB HDD, 1TB/m of Traffic) to the high-performance **Enterprise Server** (2 vCPU, 4GB of RAM, 240GB of HDD, 3TB/m Traffic). Thanks to these various options - which can be further customised - the customer can create a flexible framework dedicated to apps and websites that is in-line with their own needs of capacity, memory and traffic, but without having to worry about obsolescence and hardware costs.

"In a scenario in which SMEs often don't have the luxury of an IT manager nor the internal resources to devote to IT management, relying on secure solutions guaranteed by a qualified provider can offer a competitive edge, as it means not having to worry about technical problems and being able to focus energy on business objectives. With our new Virtual Servers, our aim is to assist individual professionals and small to medium businesses by providing a combination of features that are more in-line with their specific needs, as well as freeing them from having to make a fixed initial investment. Customisation and scalability are the two key words at the foundation of our new offer, and with these two features, we plan to accompany even the smallest of businesses along a path of flexible growth", said **Claudio Corbetta**, CEO of the DADA Group.



In addition to Register.it in Italy, the new virtual servers are also available in other European countries from the various Dada Group stores: Amen in France, Portugal and the Netherlands, Nominalia in Spain and Namesco in the UK.

Further information can be found on the Virtual Server channel on Register.it's website <http://we.register.it/server/virtual.html>

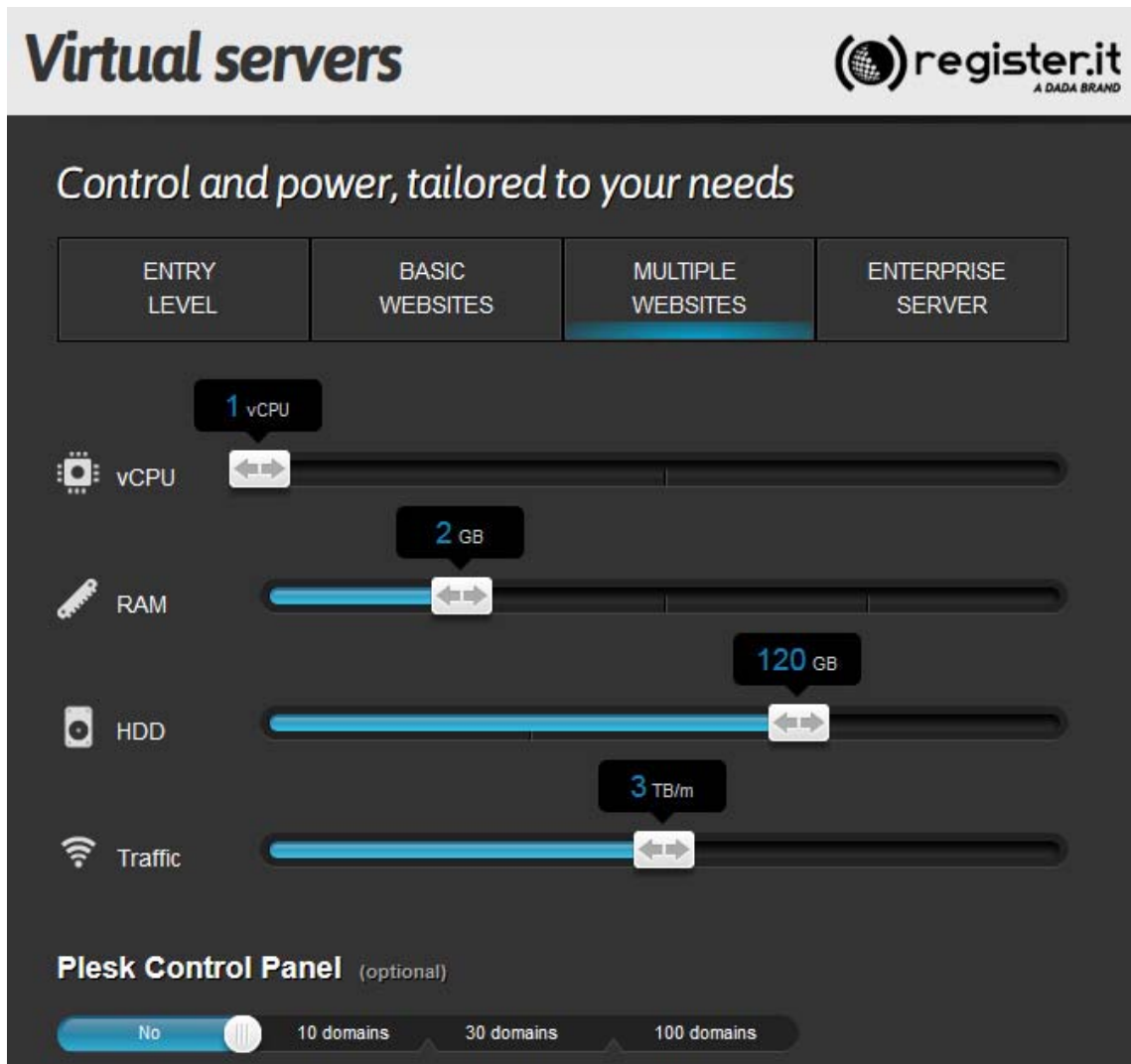


Image: configuration panel of the new virtual servers of Register.it

For further information:

www.dada.eu

www.register.it

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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 520,000 clients and more than 1.7 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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