



**ALLEGRAVITA**  
北京乐微塔营销咨询有限公司  
PR & STRATEGIC COMMUNICATIONS  
FOR CHINA AND THE WORLD  
公关传媒·专注中国·服务世界

# aruba.it



CASE  
STUDY

ARUBA & .CLOUD

Aruba is the largest owner and operator of data centers in Italy and the third largest in Europe. Founded in 1994, Aruba has more than 5 million customers, 1.4 million websites, and 2.6 million domains under management. Aruba is also the owner of the popular top-level domain .CLOUD.

Since 2016, Allegravita has been Aruba's sole China-region consultancy and agency.

With a brief encompassing corporate services, strategic planning, channel management, government relations, marketing and communications and logistics support, Allegravita is a key part of the Aruba success story in the world's fastest-growing region for internet backbone services and domain name marketing.

China's consumption of internet backbone services and domain names for marketing are currently seeing the world's most aggressive growth. With 829 million netizens (600 million of which use online payments) and 81 million businesses, but only 38 million domain names and 5 million websites, the scope to sell hosting and domains to the not-yet-online is vast.

When Aruba identified China as a strategically important growth market, the company engaged Allegravita for a full service market entry program.

Allegravita is proud to have provided Aruba with highly-detailed market opportunity consultation, requiring many months of meticulous research, analysis and planning. The pre planning process was

enhanced through the active participation of Aruba leadership in a cooperative model that has borne fruit on hundreds of occasions for Allegravita and its clients.

Following board approvals, Allegravita was responsible for Aruba's China corporate services, including Wholly-Foreign Owned Enterprise incorporation, business license and taxation registrations, regulatory compliance and regular reporting, and Ministry of Industry and Information Technology (MIIT) approvals.

On successful enterprise establishment, Allegravita delivered a full range of marketing and communications services, including localized Chinese branding, web development, digital marketing, social media, public relations and media placements, experiential marketing and video production.

An important service utilized by Aruba is Allegravita's channel management, which resulted in the build-out of a national distribution network (including several of China's largest companies in the sector) in approximately three months of effort.

Allegravita continues to support Aruba's commercial and communications objectives in China and in Chi-

云端域名  
.CLOUD