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## **PROACT LAUNCHES NEW SWEDISH AI SERVICE – PROACT HYBRID CLOUD AI FOR POWERFUL AND SECURE AI DEVELOPMENT**

**Proact IT Group AB, one of Europe's leading specialists in hybrid IT solutions, today announces the launch of Proact Hybrid Cloud AI – a new AI service powered by high-performance Nvidia GPU resources. The service enables companies and organisations to develop and run advanced AI solutions in a secure, scalable, and fully Swedish cloud environment.**

With Proact Hybrid Cloud AI, customers gain access to powerful Nvidia-based GPU resources fully integrated into Proact's proprietary cloud infrastructure, located entirely within Sweden. All data is processed within national borders and subject to Swedish legislation, ensuring the highest levels of data protection and regulatory compliance.

The service offers virtual GPU servers where customers can work on their AI projects at their own pace – from initial testing to full-scale production. As the infrastructure is already in place, users can get started quickly, without the need to invest in, install or configure their own hardware – a process that often takes six months or more. Proact Hybrid Cloud AI is aimed at both companies and organisations at the beginning of their AI journey, as well as experienced users looking to maximise the value of their data through a reliable and flexible AI infrastructure.

*"By extending our existing infrastructure with specialised AI resources, we can now offer a powerful and secure platform for AI development – fully within Sweden's borders and legal framework. This means our customers can drive innovation with complete control over their data, without compromising on security or compliance. Proact Hybrid Cloud AI is a natural next step in our strategy, where advanced technology meets local presence and reliable operations,"* says Per Sedihn, VP Technology & Services, Proact IT Group.

### **Key benefits of Proact Hybrid Cloud AI:**

- Virtual servers with access to high-performance Nvidia GPUs
- Fully owned and operated by Proact in Sweden – all data remains within national borders
- Complete flexibility to develop and tailor AI solutions
- Scalable platform – start small and expand as needs grow
- Secure, accessible, and cost-effective AI infrastructure

With the launch of Proact Hybrid Cloud AI, Proact takes another step forward in its strategy to combine innovation, expertise and data sovereignty. By offering a local, reliable and high-performance AI platform, Proact strengthens its customers' ability to future-proof both their IT strategy and business model in an era of rapid technological change. Proact Hybrid Cloud AI addresses a fast-growing market demand and meets both new and existing customer needs for dependable AI infrastructure – creating strong foundations for recurring business and long-term customer relationships.



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**About Proact**

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,200 people in 12 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at [www.proact.eu](http://www.proact.eu)

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**Image Attachments**

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