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PROACT SELECTED AS AUTHORISED VMWARE CLOUD SERVICE PROVIDER ACROSS 12 COUNTRIES

Proact IT Group, one of Europe's leading independent providers of cloud services and data centre solutions, has been selected as an authorised VMware Cloud Service Provider (VCSP) under the Broadcom Advantage Partner Program. This means that Proact will be one of a limited number of partners in Europe able to continue delivering and further developing VMware-based cloud services, with a focus on stability, long-term value, and customer-centric delivery. In addition, Proact will be able to offer VMware licences to customers across these countries.

Over many years, Proact has built deep VMware expertise and strong operational capabilities through Proact Hybrid Cloud (PHC) — a sovereign cloud platform based on VMware technology and delivered from secure, local data centres across Europe. With its continued VCSP status, Proact will keep serving customers with stable, scalable, and future-ready infrastructure, ensuring data sovereignty, compliance, and local control.

“Being selected as an authorised VMware Cloud Service Provider in this new program from Broadcom is a clear validation of our technical and commercial capabilities. More importantly, it is a testament to our commitment to helping customers run their VMware environments with stability, efficiency, and long-term business value,” says Danny Duggal, Commercial Director, Proact IT Group.

The confirmation strengthens Proact's position as a leading hybrid cloud specialist and reinforces the company's long-term focus on partnerships, quality, and customer-centric delivery. It also lays the foundation for further development of collaborations, offerings, and customer relationships over time, in line with the evolving needs of organisations and the technology landscape.

“Our ambition is to be a stable, long-term partner for organisations running VMware in their IT environments. Whether customers operate on-premises, in hybrid environments, or in the cloud, our role is to provide clarity, confidence, and a sustainable technology path over time,” says Magnus Lönn, President and CEO, Proact IT Group.

As an authorised VMware Cloud Service Provider and VMware licence reseller, Proact enables customers to both procure VMware licences and benefit from fully managed cloud services built on VMware technologies.

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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

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