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Proact provides highly available hybrid data platform to Ekspress Meedia

Data centre and cloud specialist Proact will provide Ekspress Meedia, a leading media group in the Baltic States, with an innovative infrastructure solution which will improve the delivery of business critical services for all online operations.

The platform, which has been designed by Proact's experts, will support the growth of Ekspress Meedia's digital business due to its reliable and scalable credentials. Underpinned by leading technology which proved to be a best-fit for Ekspress Meedia's environment, the bespoke solution will offer enhanced performance, allowing the media group's IT department to deliver efficient services.

"We have tens of thousands paying subscribers and hundreds of thousands readers who are not paying for content in the Baltic States, and news is now 24x7 business. We needed a new platform which could enable our growth and streamline our operations," explains Mait Tafenau, CIO at Ekspress Meedia.

Ekspress Meedia required a strong partner to support its IT strategy, and with 25 years' experience of delivering successful IT transformation projects, Proact could offer the expertise that was required. Mait Tafenau adds: "Today's news business is predominantly based on multi-media platforms, which must be available round-the-clock to meet the needs of the audience. The need for service availability, scalability and high performance has never been so important to us."

Tafenau continues: "For Ekspress Meedia, having a partner with such significant experience, gained from projects across Europe, and that also has local competence is really valuable. It's great to work with Proact on our new development projects."

The new solution will be supported by Proact's Premium Support, which means that advice from true experts in the field will be on-hand 24x7 in the event of an incident. This proactive support in combination with the enterprise-class technology utilised within this bespoke platform allows Ekspress Meedia to benefit from improved availability and near-zero downtime, so digital business services will always be supported.

Karel Kannel, Managing Director at Proact in Estonia, says: "This hybrid data platform matches with the business needs of this modern news organisation. The solution provided by Proact takes into account the fast growth of Ekspress Meedia and the high speed needed to introduce new services to the market."

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About Proact

Proact is Europe's leading independent data centre and cloud services provider. By delivering flexible, accessible and secure IT solutions and services, we help companies and authorities reduce risk and costs, whilst increasing agility, productivity and efficiency. We've completed over 5,000 successful projects around the world, have more than 3,500 customers and currently manage in excess of 100 petabytes of information in the cloud. We employ over 800 people in 15 countries across Europe and North America. Founded in 1994, our parent company, Proact IT Group AB (publ), listed on Nasdaq Stockholm in 1999 (under the symbol PACT).

For further information about Proact's activities please visit us at www.proact.eu.