

# PROACT

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## Focus on data management and AI as Proact extends partnership with Nvidia

**Proact continues to build on its capabilities as a customer partner for artificial intelligence (AI) projects. Proact's data management excellence and elite partner status with global leader Nvidia creates new opportunities for customers to leverage modern AI systems.**

As data management specialists, Proact frequently faces customer requirements where the solution relies on advanced Artificial Intelligence (AI). Given their huge computing power, AI systems also need an infrastructure with matching performance, not least for organising large volumes of data and then create value from customer data.

In the current market, Proact is uniquely qualified as an AI partner to industries like healthcare and higher education. Major implementation projects have been conducted for some of Sweden's leading AI research sites, at Linköping university (AIDA) and Örebro university as well as at Turku University of Applied Sciences in Finland.

"The AI market has great future potential for Proact. Based on our strong data management and infrastructure capabilities, we have an excellent position to take on more and larger customer assignments as the market evolves, with new commercial applications becoming viable," says Jonas Hasselberg, CEO and President of Proact.

Proact recently obtained Elite partner status within virtualisation with Nvidia, the global leader in AI supercomputing, becoming one of very few Nordic partners in this top partner category – and the only one with specialisation in Healthcare. This testifies to Proact's expertise in Nvidia's most powerful systems for AI applications, integrated with Proact cloud services and Flash-based storage – all delivered as packaged solutions including design, deployment and support services.

"We are extending our partnership with Nvidia with a clear vision for the future. With complementary services provided by Proact and our solid relations to other vendor partners, such as NetApp, Dell, VMware and Commvault, customers will recognise a market-leading offering for modern AI platforms and data management," says Jonas Hasselberg.

"We have a highly valued partnership with Proact, which is already successful. They combine certified AI and infrastructure expertise with local presence where our joint customers are," says Linda Malm, Channel & Ecosystem Enterprise Sales Nordics, Nvidia.

### For further information, please contact:

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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 1,000 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](http://www.proact.eu).

**About Nvidia**

NVIDIA's (NASDAQ: NVDA) invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined modern computer graphics and revolutionized parallel computing. More recently, GPU deep learning ignited modern AI — the next era of computing — with the GPU acting as the brain of computers, robots and self-driving cars that can perceive and understand the world. More information at <http://nvidianews.nvidia.com/>.