From lab to production

The end of AI as an experiment.



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Your AI strategy deserves solid foundations

With Aruba. AI grows, control stays yours.

CHAPTER 01

From lab to production: the end of AI as an experiment

Over the past two years, organisations have launched a wide range of pilots, proofs of concept, and experimental use cases, often at speed, in response to board expectations and market pressure. As these initiatives move into sustained operation, they collide with real-world conditions, bringing the AI “honeymoon phase” to an end and exposing the strength or weakness of the foundations beneath them.

This shift turns AI from a frontier capability into a strategic concern.

Attention remains heavily focused on the models, but a more mature conversation is moving downstream to the foundations where intelligence runs, evolves, and is governed. As these experiments meet operational reality, European leaders are asking a harder question: which foundations actually allow AI to scale without sacrificing control?

In this next phase, AI becomes a test of strategic control: the ability to adopt intelligence while retaining authority over data, infrastructure, and future choices.

In this scenario, a new strategic layer emerges: **the AI platform**.

No longer just a collection of models or computational capabilities, but an orchestration layer that enables organisations to **integrate**, **govern** and **evolve** Artificial Intelligence over time.

In operational terms, this layer can be read as a platform organised on three levels: **foundations**, **enablement** and **use**. The foundations provide compute capacity, data and controlled environments; enablement makes models, tools and intelligent components available; the use layer brings those capabilities into APIs, applications and business workflows. It is this separation that allows individual elements to evolve without redesigning the entire architecture each time.

Value no longer resides exclusively in the model itself, but in the ability to orchestrate models, data and AI services within open, governable and reversible architectures.

CHAPTER 02

Strategic control is the real asset

In the AI era, competitive advantage increasingly depends on the ability to choose and evolve technologies without structural lock-in. In this context, competitive advantage depends on the ability to maintain control over data, technology stacks, applicable jurisdictions and the freedom to evolve architectural choices over time. In an environment shaped by the continuous evolution of AI models, the reversibility of technology choices becomes a strategic requirement.

Organisations must be able to adopt multi-model approaches, avoid irreversible dependencies and preserve the freedom to evolve platforms, services and workflows without having to redesign the entire architecture.

Reversibility does not depend only on the ability to replace a model. It depends on the modularity of the whole system. Models, knowledge bases, processing tools, application services and access interfaces must be capable of being combined, replaced or updated independently. In this way an organisation does not simply buy an AI capability. It builds an **architecture able to adapt** to technological change and to the differing requirements of individual use cases.

Strategic control expresses this advantage: clarity over data location, stack governance, jurisdiction, and the freedom to evolve architectural choices while deploying AI on European foundations. As digital transformation becomes inseparable from business strategy, governance of the full stack, from physical data centers to intelligent software, becomes a decisive strategic asset. As AI becomes pervasive, the decisions surrounding the foundations that will sustain and govern AI, will determine how much strategic control an organisation retains.

CHAPTER 03

European compliance becomes structural

As European regulation reshapes digital evolution, **architecture has become the primary lever for maintaining control**. Infrastructure is no longer a commodity; it is now a strategic element that shapes long-term choice.

Regulatory frameworks, from GDPR to NIS2 and the AI Act, have elevated compliance from a policy concern to a structural requirement. They now directly influence how data and intelligence are designed, located, and governed.

Strategic leaders are increasingly focusing on architectural questions. Decisions about data location, stack ownership, applicable jurisdictions, and the reversibility of key technological choices over the next two, five, or ten years now shape long-term digital strategy.

Organisations require massive, scalable AI compute while also meeting stringent compliance requirements.

When these forces are not deliberately aligned, trade-offs emerge between performance and control. This tension defines the Compute–Compliance Paradox, placing architecture at the centre of AI strategy.

Control must extend to the application layer as well. It concerns not only where data is processed, but which models can access it, which tools can use it, how requests are routed and which rules govern the retention, comparison or reuse of responses.
A governable AI platform must therefore allow consistent policies to be applied along the entire path: from data to model, from model to workflow and from workflow to end user.

In this scenario, **the reversibility of technology choices becomes a fundamental architectural requirement**: organisations must be able to evolve AI models, platforms and services without compromising operational continuity, governance or compliance.

CHAPTER 04

The case for European AI foundations

Building AI on European-controlled infrastructure aligns data, accountability, and governance with European values and legal frameworks.
In a landscape shaped by GDPR, NIS2, and the AI Act, compliance is embedded directly into the foundations on which intelligence operates. Scaling AI under European law places architecture at the centre of strategy. Decisions about data location, stack ownership, and applicable jurisdictions shape long-term optionality and determine how organisations evolve their AI capabilities over time. European AI strategies therefore rest on European foundations.

Aruba operates as a builder of the full digital stack: proprietary data centers, a European and hybrid cloud, a carrier-neutral connectivity backbone, and trust and security services.
Together, these components form a composable infrastructure governed entirely under European jurisdiction, designed to support private, hybrid, and market-based AI strategies with continuity and control.

Through its AI Ready Data Centers and connectivity backbone, Aruba delivers the performance required for high-compute AI workloads while maintaining transparent, governable data flows.

Its trust and security portfolio embeds integrity, digital identity, and compliance directly into the stack, allowing regulation to support scale and sustained innovation. These foundations support private, hybrid, and ecosystem-based AI services, allowing organisations to adopt intelligence in the form best suited to their needs. This also means being able to choose how AI is used: through public, private, open-source or “Bring Your Own Model” approaches, while maintaining full control over data, governance and application logic.

Openness does not mean simply offering more models. It means being able to choose, for each use case, the most suitable combination of model, data, tools and level of isolation. An organisation can use a general-purpose model for low-risk activities, a private model for sensitive data, specialised tools for document analysis or knowledge management, and vertical application components for specific processes. The platform becomes the point at which different capabilities are composed according to requirements of performance, cost, governance and accountability.

In this context, **the AI platform becomes the connection layer between infrastructure, models and enterprise workflows**, enabling an open, multi-model and governable approach.

THE ARUBA AI PLATFORM: FROM FOUNDATIONS TO USE

The Aruba AI platform turns the principles of control, openness and reversibility described in this paper into operational capabilities. It does more than make a model available: it organises, in composable form, the infrastructure resources, models, tools and applications needed to bring Artificial Intelligence into business processes.

It works on three levels.

1. The foundations

Are the infrastructure level of the platform. They comprise Aruba data centers, cloud and the compute resources required to sustain intensive AI workloads.
On these foundations it is possible to run open-weight models, proprietary models or new models trained and deployed according to the organisation's requirements. Dedicated environments also support Private Artificial Intelligence scenarios, while interconnection with external models enables hybrid configurations between private and public capabilities.

2. Enablement

Is the level that makes models and data usable and governable. It comprises APIs, public and private models, and specialised tools and agents.
Tools can perform functions such as OCR, knowledge base access, document management, automatic routing to the most suitable model, response caching and comparison between different outputs. They can also incorporate vertical expertise, specific databases and integrations with Aruba services or with solutions developed alongside sector partners.

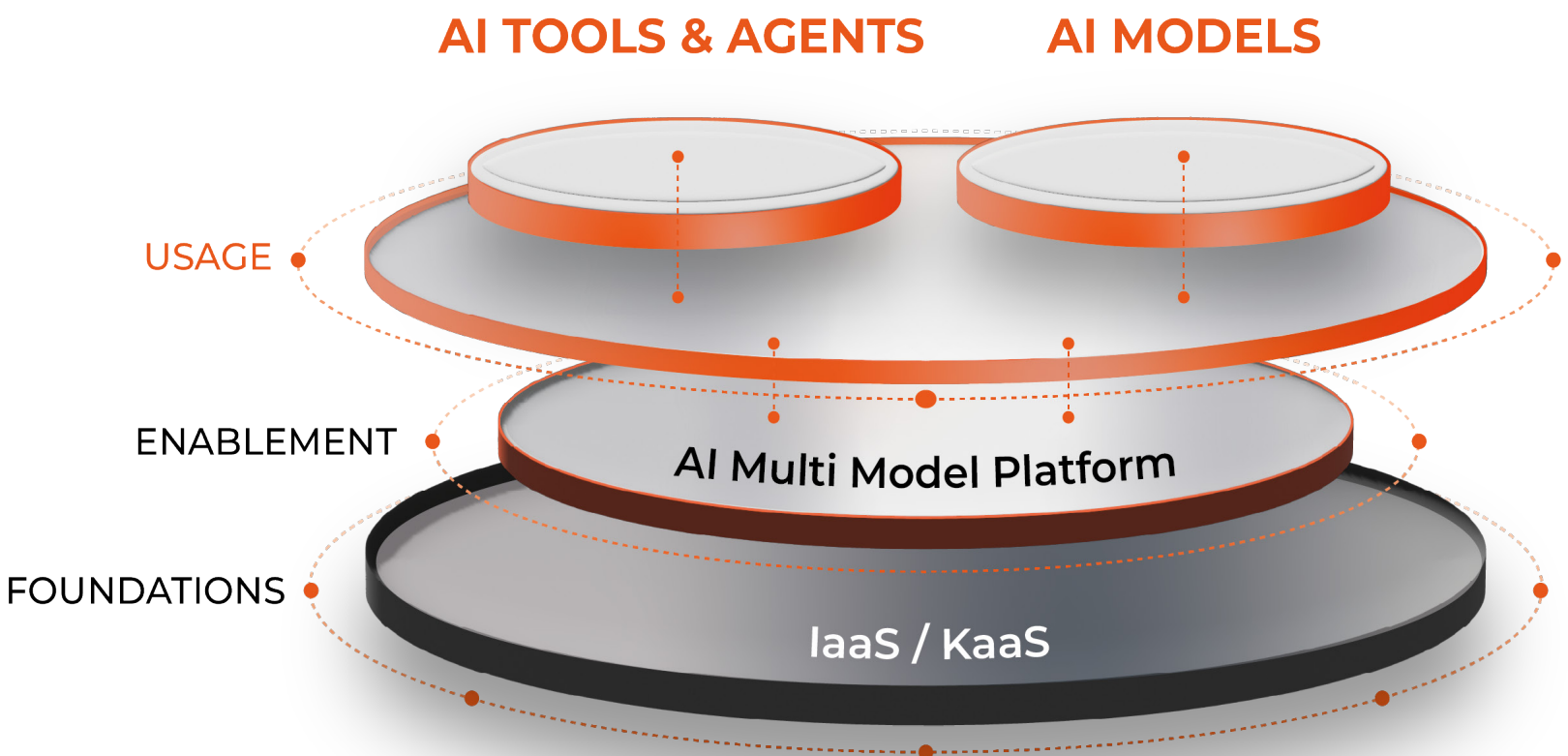
This approach makes it possible to build reusable components and combine them according to the use case. A business process can, for example, use a language model, a document extraction system, a knowledge base and a vertical tool at the same time, while keeping the different elements of the architecture separate.

3. Use

Is the level through which the platform's capabilities enter users' systems and daily activities.

Services can be exposed through APIs, used as the basis for vertical applications, or configured through composition environments intended for the creation of chatbots and widgets. The same platform can therefore support different needs: from cloud-based designs developed by system integrators and IT departments, through to the adoption of ready-to-use AI applications.

The result is an open, multi-model approach in which the organisation can choose, case by case, the most appropriate balance of performance, cost, data, security and governance requirements.
The objective is not to impose a single model or a single mode of use. It is to offer an environment in which AI can evolve without compromising control over the architecture and over future choices.


AI TOOLS & AGENTS
AI MODELS
USAGE
ENABLEMENT
AI Multi Model Platform
FOUNDATIONS
IaaS / KaaS

THE ARUBA AI PLATFORM: THREE ADOPTION ROUTES

The platform can be adopted with increasing levels of autonomy and specialisation.

More structured **organisations** can access models and tools directly through APIs and integrate them into their own environments.

Software houses and **partners** can use them as the basis for vertical applications.

Companies and **end users** can instead access pre-configured experiences such as chatbots, widgets and dedicated AI applications.

1. APIS AND AI SERVICES

- **Who it is for**: system integrators, software houses, IT departments;
- **Primary value**: integrating models and tools into their own projects.

2. VERTICAL APPLICATIONS

- **Who it is for**: companies, public administration, professionals, sector markets;
- **Primary value**: solving specific use cases with ready-made services.

3. STUDIO AND CHATBOTS

- **Who it is for**: organisations that want to configure AI experiences quickly;
- **Primary value**: composing models, data and tools without building everything from scratch.

Three examples:

- ENTERPRISE AI
  A chatbot powered by the internal knowledge base, with controlled access to the organisation's documents and processes.
- DOCUMENT AUTOMATION
  A combination of OCR, classification, information extraction and response generation.
- VERTICAL APPLICATION
  A service built on a language model, a specialist database and one or more domain tools.

EVIDENCE OF ARUBA'S AI FOUNDATIONS

Three-layer, multi-model AI platform.
Aruba operates an open, multi-model AI platform: IaaS (sovereign GPU and CPU compute), PaaS (Aruba AI Platform, AI Endpoints, AI Tools & Agents), and SaaS (Private AI Platform for regulated industries, Flowlyze, AI-integrated PEC and webmail), with no model lock-in.

AI on proprietary renewable power, under EU jurisdiction.
AI compute runs on Aruba's AI-ready European data centers powered 100% by renewable energy, including proprietary hydroelectric and photovoltaic generation, addressing AI Act sustainability obligations and ESG procurement requirements at the infrastructure layer.

Academic partnership for AI adoption.
As part of 20+ academic partnerships and collaborations, Aruba works with LUISS University on structured AI-adoption programmes for Italian SMEs, combining academic validation with infrastructure access and connection to public incentives (MIMIT voucher).

+300K
ITALIAN CAMPUS FOOTPRINT (SQM)

80MW
IT POWER CAPACITY OF ITALIAN CAMPUSES

+16M
USERS

8
COMPANY-OWNED DATA CENTERS ACROSS EU

evidence box

CHAPTER 05

Our approach: beyond AI, enabling digital foundations



Aruba designs, builds, and operates the foundations on which intelligence runs. The focus is on the layers that determine long-term control: infrastructure, energy, and connectivity.

Control is achieved by owning the foundations AI runs on. When compute, data location, and compliance are managed within a European framework, organisations can use AI while retaining full control over their data and business logic.

Artificial intelligence serves as a measure of architectural maturity.

In enterprise environments, AI no longer appears as an isolated capability, but as a distributed system composed of models, data, workflows, services and integration logic that must operate coherently within the broader enterprise architecture.

Moving from pilots to production depends on the alignment of three dimensions: compute, data, and law. When these elements are coherent and transparent, AI initiatives scale sustainably.

By operating on European, composable foundations, from GPU-ready bare metal to trusted digital identity services, organisations gain the confidence to innovate with clarity and control. **Aruba focuses on long-term responsibility rather than short-term acceleration, enabling AI adoption as a deliberate, accountable strategic choice**.

CHAPTER 06

A sustainable path to AI at scale

AI is becoming part of the operational fabric of European institutions, amplifying both the value, and the responsibility, embedded in their foundations.

Long-term success will belong to organisations that invest in resilient, European infrastructures designed for continuity over time. Foundations built on **Reliability**, **Agility**, **Proximity**, and **Integrity** enable enterprises to absorb technological acceleration and regulatory change while preserving control, predictability, and trust.

Two structural realities now shape the sustainability of AI at scale. The first is energy. As AI workloads grow in intensity, the availability, stability, and provenance of power become strategic factors. Aruba's data centers are supplied by proprietary hydroelectric production, embedding renewable energy directly into the operational foundations that support AI.

The second is geopolitics. In an increasingly fragmented global environment, digital infrastructure has become inseparable from jurisdiction and alignment.

Aruba operates as a European actor open to global collaboration, engaging with leading international players while remaining anchored in European values, governance, and responsibility.

Through active participation in research, business ecosystems, and European digital initiatives, Aruba contributes to shaping a resilient and open digital future.

Aruba's ambition is to build and operate these foundations: European by nature, secure at the core, and engineered for long-term sustainability, so strategic control is not a temporary advantage, but a durable condition.

APPENDIX

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APPENDIX

Aruba AI Offering

Aruba's approach to Artificial Intelligence is designed as a foundational ecosystem, positioning the company as an infrastructural enabler rather than an AI model provider. The focus is on enabling AI adoption under conditions of data **sovereignty**, energy **sustainability**, and European **compliance**, allowing organisations to deploy intelligence at scale while retaining architectural control. Aruba provides the environments in which AI can be built, integrated, and operated,across infrastructure, platforms, and applications,without prescribing models or constraining future choices.

BENEFITS

Adopting AI on Aruba's foundations provides organisations with:

- **Architectural control**, through ownership of infrastructure, data location, and governance boundaries
- **Regulatory alignment**, with compliance embedded by design under European frameworks (GDPR, NIS2, AI Act)
- **Cost predictability**, avoiding hidden fees and structural lock-in
- **Sustainability at scale**, supported by renewable energy sourcing and long-term operational continuity
- **Flexibility** over time, enabling private, hybrid, and ecosystem-based AI strategies to evolve without re-platforming



our offering

Aruba's AI offering is structured across three complementary layers, enabling organisations to adopt AI progressively, according to their technical maturity and governance requirements.

1

Infrastructure (IaaS) — AI-Ready Compute

This layer provides direct access to compute resources for organisations that design and manage their own Artificial Intelligence environments.

Key capabilities include:

- **On-demand GPU resources**, including temporary and elastic GPU capacity for Kubernetes-based environments;
- **Dedicated GPU servers** for large-scale inference and training, based on latest-generation hardware (including NVIDIA H100, H200, and L40S);
- **Private Cloud with GPU**, available in managed and unmanaged configurations, supporting isolated and controlled AI deployments.

All infrastructure is operated under European jurisdiction, with predictable performance and proximity to data sources.

2

Programmable AI Platform (PaaS)
Aruba AI Platform

The Aruba AI Platform is designed around an open, multi-model approach that enables you to select the most suitable model for each scenario, optimising response quality, costs, performance and governance requirements, while avoiding technological lock-in and enabling AI architectures that are flexible, governable and truly sustainable over time.

It includes:

- **AI Endpoints**, providing API access to Generative AI models, public or private, with transparent, token-based pricing;
- **AI Tools & Agents**, preconfigured services for tasks such as text generation, translation, summarization and document classification, OCR, Autorouting and Orchestrator, and EKBA for RAG scenarios.

This layer enables rapid AI integration while maintaining control over data governance and costs.

3

Ready-to-Use AI Applications (SaaS)

For organisations seeking immediate operational value, Aruba offers end-to-end AI applications designed for SMEs, Public Administration, and professionals.

Examples include:

- **Flowlyze + AI**, supporting intelligent document workflow analysis and automation;
- **AI embedded in core Aruba services**, such as Webmail, PEC, and Electronic Invoicing, enhancing features like assisted writing and document management;
- **AI Powered Digital Presence** (AEO/GEO, WordPress AI Assistant, AI Site Builder, AI Site Manager – OpenClaw in SaaS).

These applications deliver AI functionality without the need to manage infrastructure or platforms.

APPENDIX

Focus on: AI Models & AI Tools

Aruba AI Platform lets you choose the level of abstraction that best fits your project: direct API access to models to build custom AI logic, or pre-orchestrated functions that deliver processed outputs ready to be used in application workflows.

AI Models

AI models ready for inference via API

API access to AI models without having to manage infrastructure, deployment or scalability. The multi-model approach lets you choose the technology best suited to each workload and integrate it directly into applications and services, while maintaining flexibility, data control and the freedom to evolve over time.

AI Tools

From inference to an output ready for the process

Specialized AI functions that combine models, application logic and multiple processing steps within API-accessible services. Text Management, OCR & Information Extraction and Knowledge Base Assistant transform inputs into structured, tailored outputs, reducing the processing required by the application and making the results directly integrable into business workflows.

Private and Dedicated AI Environments

For regulated sectors and Public Administration requiring maximum isolation, Aruba provides a Private AI Platform with dedicated resources, full data sovereignty, and advanced governance controls.



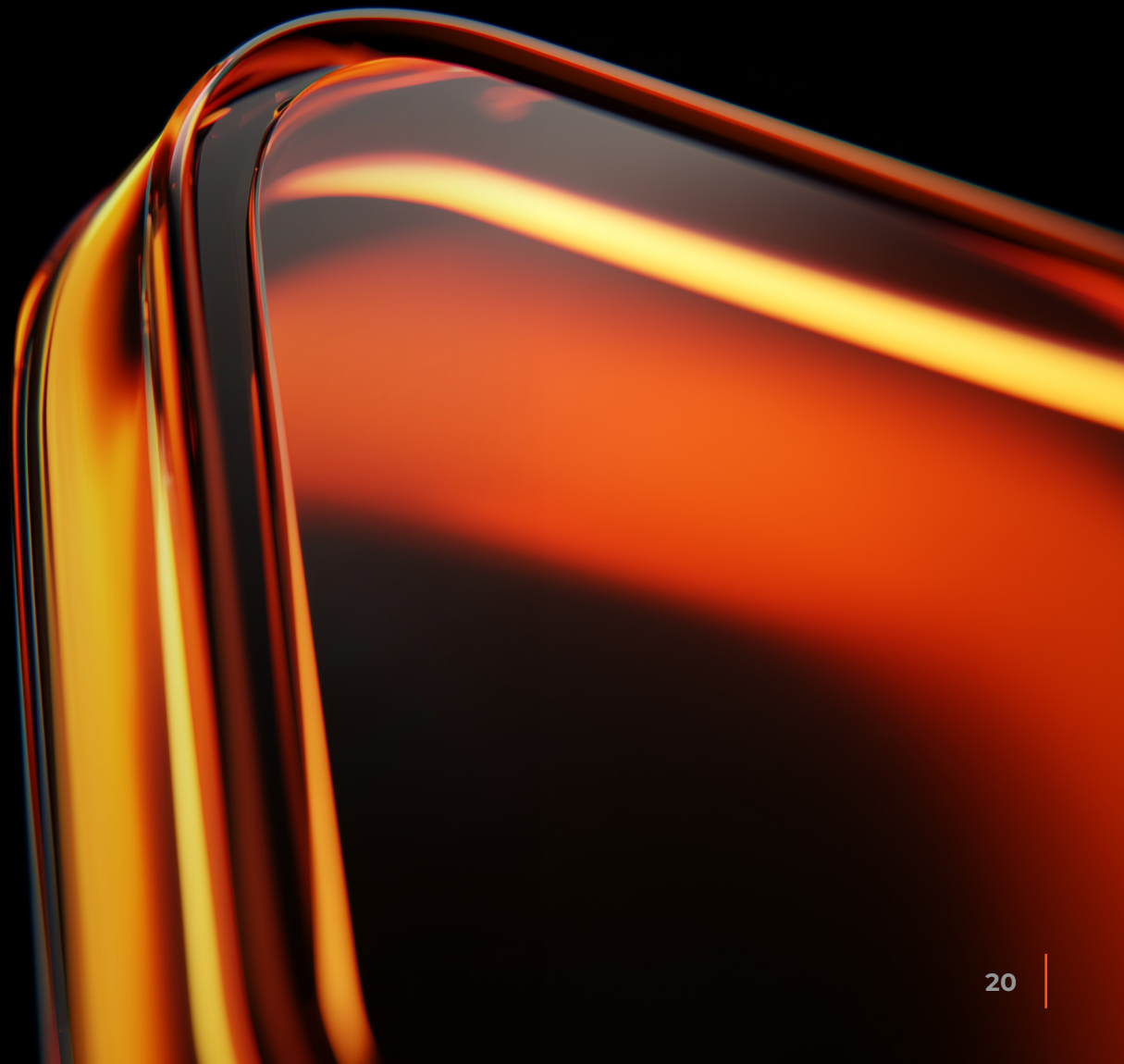
Conclusions

Aruba's AI offering is designed for organisations that require control, compliance, and durability as AI moves into production, including:

- **Enterprises** in regulated industries (finance, insurance, utilities, healthcare)
- **Public Administration** and public-sector entities
- **SMEs and professional organisations** seeking ready-to-use AI with immediate value
- **Technology providers, ISVs, and system integrators** building AI-enabled solutions on European foundations

Aruba enables AI where control, governance, and sustainability matter. By providing European, composable foundations across infrastructure, platforms, and applications, Aruba allows organisations to adopt artificial intelligence in the form best suited to their needs, today and over time.

Aruba enables AI that is open, governable and sustainable over time. Through European foundations, AI-ready infrastructure and an open, multi-model platform, **Aruba enables organisations to integrate Artificial Intelligence while maintaining control over data, architecture and future evolution**.



About Aruba

Aruba, founded in 1994, is Italy's Cloud Champion and one of Europe's leading providers of digital infrastructures and platforms based on proprietary assets. The company designs and manages the entire technology stack: from the design and construction of data centers to cloud platforms, from trust and cybersecurity services to connectivity and software solutions that support digital strategies and AI-based applications.

With entirely Italian capital, Aruba serves 16 million users from over 100 countries and operates an infrastructure distributed across 8 data centers, hosting thousands of customers' IT infrastructures.

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