

PRESS RELEASE

**INTRODUCING "CYBEROO BLACK CLUB",  
CYBEROO'S PARTNER PROGRAM AIMED AT THE  
STRUCTURED GROWTH IN THE EMEA AREA**

**CRISTIANO CAFFERATA NEW PARTNER ACCOUNT MANAGER**

Reggio Emilia, 24 September 2020 – **Cyberoo S.p.A.**, An innovative SME listed on AIM Italia, specializing in cyber security for businesses, launches "**Cyberoo Black Club**", the Cyberoo Partner Program intended to support the Partners in the EMEA area in offering Advanced Cyber Security Solutions to final customers.

Cyberoo Black Club thus builds the foundations of the relationship with Partners in Italy and abroad, who play an essential role in the proven "Go to Market Strategy" and in the relative capacity for success of the Emilian company, all the more so in this period marked by the Covid-19 pandemic. The Program is structured to help Partners successfully develop their Cyber Security market.

To further support the growth path on the EMEA markets is the entry, from October 1st, of **Cristiano Cafferata** in the role of **Partner Account Manager of Cyberoo**. Thanks to his important experience of more than twenty years, gained in the world of cyber security and in managing and developing the distribution channel, he will follow the Partners once the collaborations are activated.

**Davide Cignatta**, Cyberoo Channel Development Director stated: *"2020 is a year of great investments. The Partner Program and the entry of Cristiano Cafferata are two fundamental building blocks of further consolidation of our go-to-market strategy. Since the Partners are increasing more and more and the system works, like all the other big vendors, Cyberoo has decided to structure itself in the best possible way. In fact, it is the Partners who will allow us to reach end users faster in the years to come."*

For more information on the Partner Program **Cyberoo Black Club** [click here](#).

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**Cyberoo**

Cyberoo, a company listed on the AIM Italia Market of the Italian Stock Exchange, is an Innovative SME from Emilia specialized in cyber security for companies, intended not only as protection of IT systems from external attacks but as the creation of a real strategy capable of protecting, monitoring and managing the information of the IT ecosystem.

Cyberoo aims to the medium-sized business market with a broad and deep portfolio of enterprise solutions, developed using the most advanced technologies and with a value chain that allows it to offer this market prices in line with spending power.

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