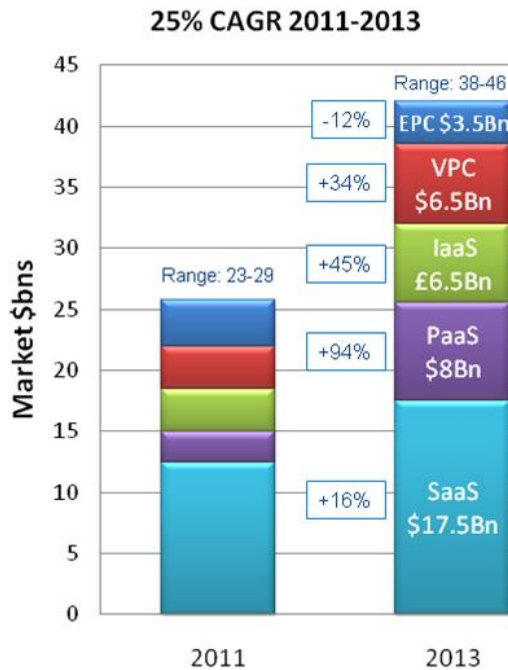


Impact on providers and users

Cloud services: market forecast



Source: Bain Analysis, Forrester, IDC, Gartner, William Blair & Co.

- Many potential users still associate cloud computing with **increased risks**, such as: privacy, security, continuity of services, legal jurisdiction, etc.
- Supply side:** new business opportunities for telecom operators, cloud services providers and system integrators
- Demand side:** increased productivity, enhanced competitiveness, faster deployment of advanced IT services, especially for start-ups and SMEs

The Cloud Computing Strategy

The European Commission's strategy 'Unleashing the potential of cloud computing in Europe'

Adopted on 27 September 2012, it is designed to speed up and increase the use of cloud computing across the economy

Cloud strategy's key actions

Cutting through the jungle of technical standards

Development of model 'safe and fair' contract terms and conditions

A European Cloud Partnership to drive innovation and growth from the public sector.

Groups working on implementing the strategy

ETSI: Cloud Standards Coordination

Final Report
11/12/2013

The Cloud Select Industry Group on Certification Schemes

Launched on
21/02/2013

The Cloud Select Industry Group on Code of Conduct

Launched on
10/04/2013

The Cloud Select Industry Group on Service Level Agreements

Launched on
21/02/2013

The Cloud Computing Contract Group

Launched on
19/11/2013

Steering Board
The European Cloud Partnership
Cloud for Europe

Launched on
19/11/2012

Launched
In 11/ 2013

Research and Innovation

- Continuing core research in cloud computing
- Cloud as an enabler of new applications (Big Data, IoT)
- What is beyond Cloud Computing?
- Software as a key driver for productivity and growth
- Open source development and innovation
- Cloud supporting industrial / public sector innovation
- Cloud as an enabler for SMEs / startups



Further Information

Horizon 2020

www.ec.europa.eu/research/horizon2020

Digital Agenda – Cloud Computing

<https://ec.europa.eu/digital-agenda/en/telecoms-and-internet/cloud-computing>

Join us in this exciting journey

