












Cloud Computing is the future!

For sure!

But secure!

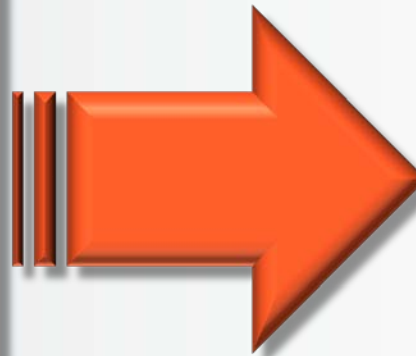
The EuroCloud Network

- ❖ EuroCloud Europe was founded on Jan., 22nd 2010 in Paris
- ❖ Today EuroCloud is present in 27 European Countries, 17 of those with established National associations, the others are in the foundation process

 *Austria	 *Belgium	 Bulgaria	 Cyprus	 *Denmark	 *Finland	 *France
 *Germany	 Greece	 *Hungary	 *Ireland	 *Italia	 Lithuania	 *Luxembourg
 Malta	 *Netherlands	 Poland	 *Portugal	 Russia	 *Slovenia	 *Spain
 *Sweden	 *Switzerland	 Turkey	 Ukraine	 *UK	 Romania	

*There is
no Business
without
Trust*

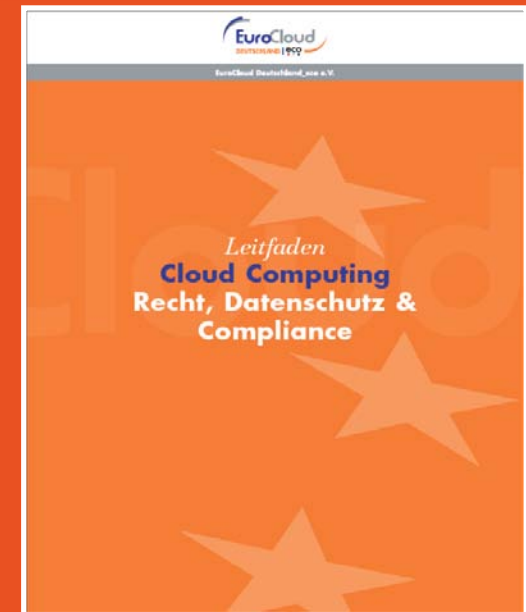
EuroCloud Mission



Eurocloud Deutschland_eco e.V.

Expert Groups:

- ❖ Law and Compliance
- ❖ Cloud Quality Seal
- ❖ Interoperability and Standards
- ❖ Cloud Managed Services



Paradigm Changes

How IT Innovations conquer the Market



*Business **virtual***

Cloud Means

Cloud Service Providers

Customers

CAPEX

to

OPEX

Customers

CAPEX

to

OPEX

Customers

CAPEX

to

OPEX

Cloud Means

Industrialization of IT

Customers

Less Individuality



Customers

Higher Mobility

Customers

Lower Costs

Standardization of Production an Provisioning

Cloud Means

Developer Clouds

Ease of Use



*Increasing IP Capability of
Maschines of all Kind*

*Lower Development Costs
Fast Deployment*

Innovation Speed increases in all Branches

Cloud Means

Global Cloud Service Providers
Competitive Advantage

Global Market Domination



European IT Ecosystem breaks

Smaller CSP's partner along to Value chain

Partnering requires Quality Standards

Cloud Means

Fragmented Regulatory Framework

National European Regulations differ



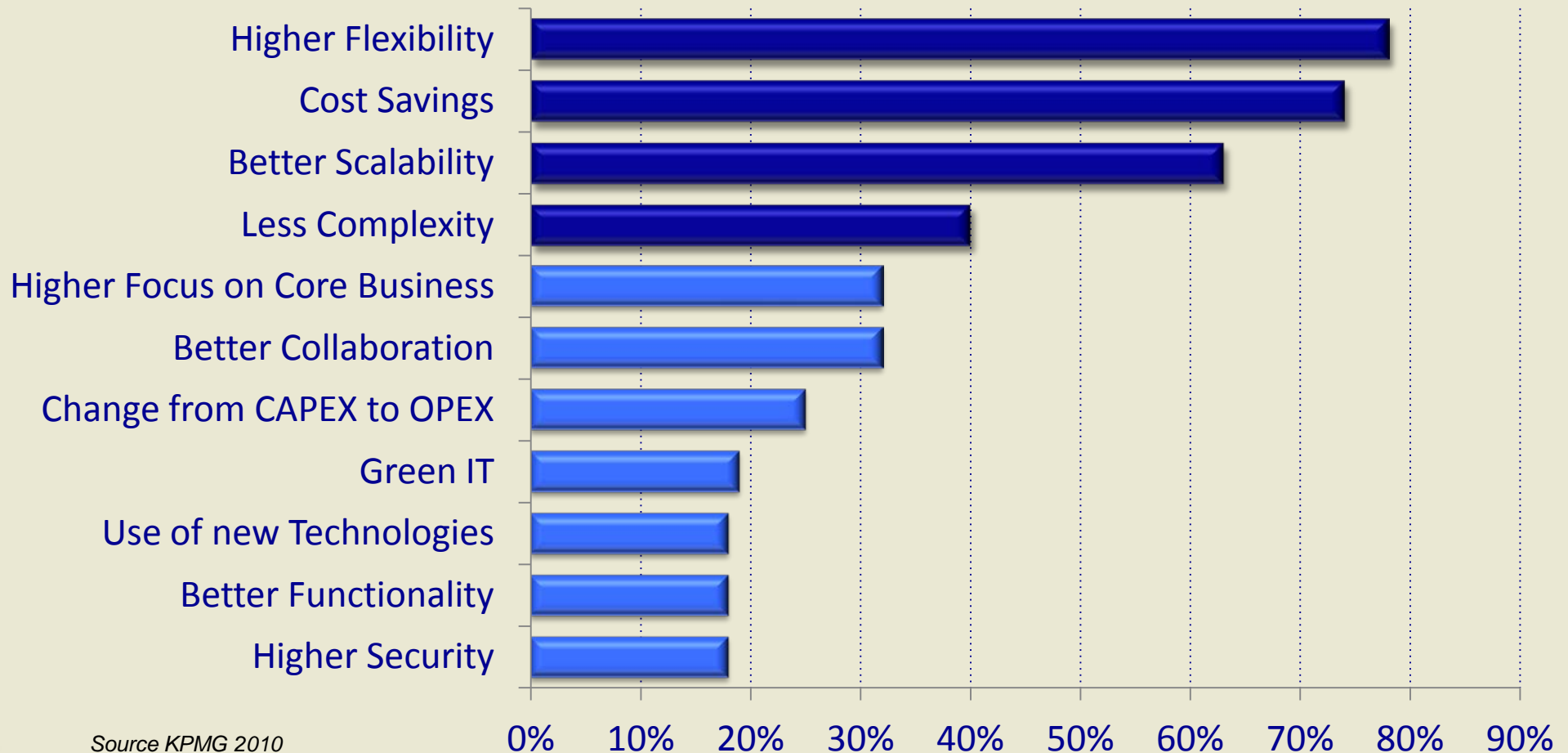
Data Security and Data Privacy to be synchronized

Confidence as Market Stimulator

Best of Breed Global Data Protection Standards

Cloud Computing Benefits

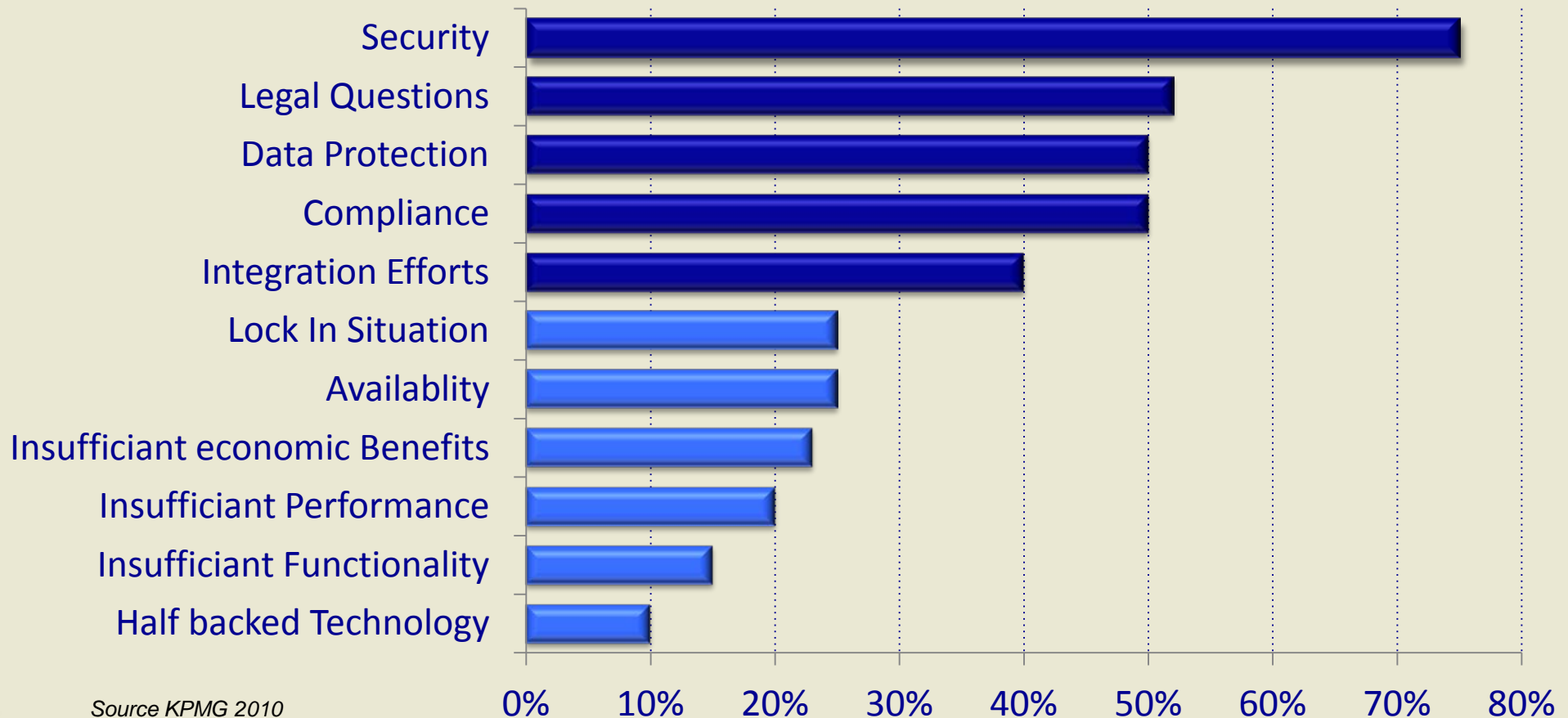
Question: Which Benefits do you expect from Cloud Computing?



Source KPMG 2010

Cloud Computing Obstacle No 1: Security

Question: What are to most concerns with Cloud Computing?



Source KPMG 2010

ENISA: Cloud Computing Risk Assessment



PROBABILITY

4 R.5 R.6	5 R.15 R.19	6 R.26 R.9 R.10 R.11 R.14	8	
3 R.34 R.33 R.33	4 R.8 B R.4 R.17 R.27 R.28 D	5 R.23 R.1 R.13 R.15 R.21 R.29	6	7 R.2 R.3 R.22
2	3 R.20 R.7 R.30 R.31	4 R.8 A R.18 R.24	5	6
1	2	3	4	5
0	1	2	3	4

IMPACT



Link: <http://www.enisa.europa.eu/act/rm/ries/deliverables/cloud-computing-risk-assessment>

ENISA: Cloud Computing Risk Assessment

R.1 LOCK-IN

Probability	HIGH	Comparative: Higher
Impact	MEDIUM	
Vulnerabilities	V13. Lack of V46. Poor pr V47. Lack of V31. Lack of	
Affected assets	A1. Company A5. Personal A6. Personal A7. Personal A9. Service d A10. Service	
Risk	HIGH	

R.3 COMPLIANCE CHALLENGES

Probability	VERY HIGH – depends on PCI, SOX	Comparative: Higher
Impact	HIGH	Comparative: Equal
Vulnerabilities	V25. Audit or certification not available to customers V13. Lack of standard technologies and solutions, V29. Storage of data in multiple jurisdictions and lack of transparency about THIS V26. Certification schemes not adapted to cloud infrastructures V30. Lack of information on jurisdictions V31. Lack of completeness and transparency in terms of use	
Affected assets	A20. Certification	
Risk	HIGH	

EuroCloud Star Audit SaaS Expertise for the Criteria Definition



EuroCloud Star Audit SaaS Outcome

Statement on the Professionalism, Trustworthiness and Reliability of the Cloud Service Provider and involved Sub-Providers

- ❖ Examination of the specific contractual elements, e.g.
 - ❖ Compliance Conformity
 - ❖ Order Processing
 - ❖ Data Protection Regulations
 - ❖ Book Keeping Regulations
 - ❖ Data Export Regulations
- ❖ Data Center Infrastructure Capabilities
- ❖ Maturity of Operational Processes
- ❖ SLA Fullfillmant Capabilities
- ❖ Scalability and Interoperability



The EuroCloud Star Audit Family

EuroCloud Star Audit
App Ready

EuroCloud Star Audit
SaaS

EuroCloud Star Audit
SaaS Ready

Law & Compliance

Data Security & Data Privacy

Datacenter-Infrastructure

Operational Processes

Application
Implementation and
Interoperability

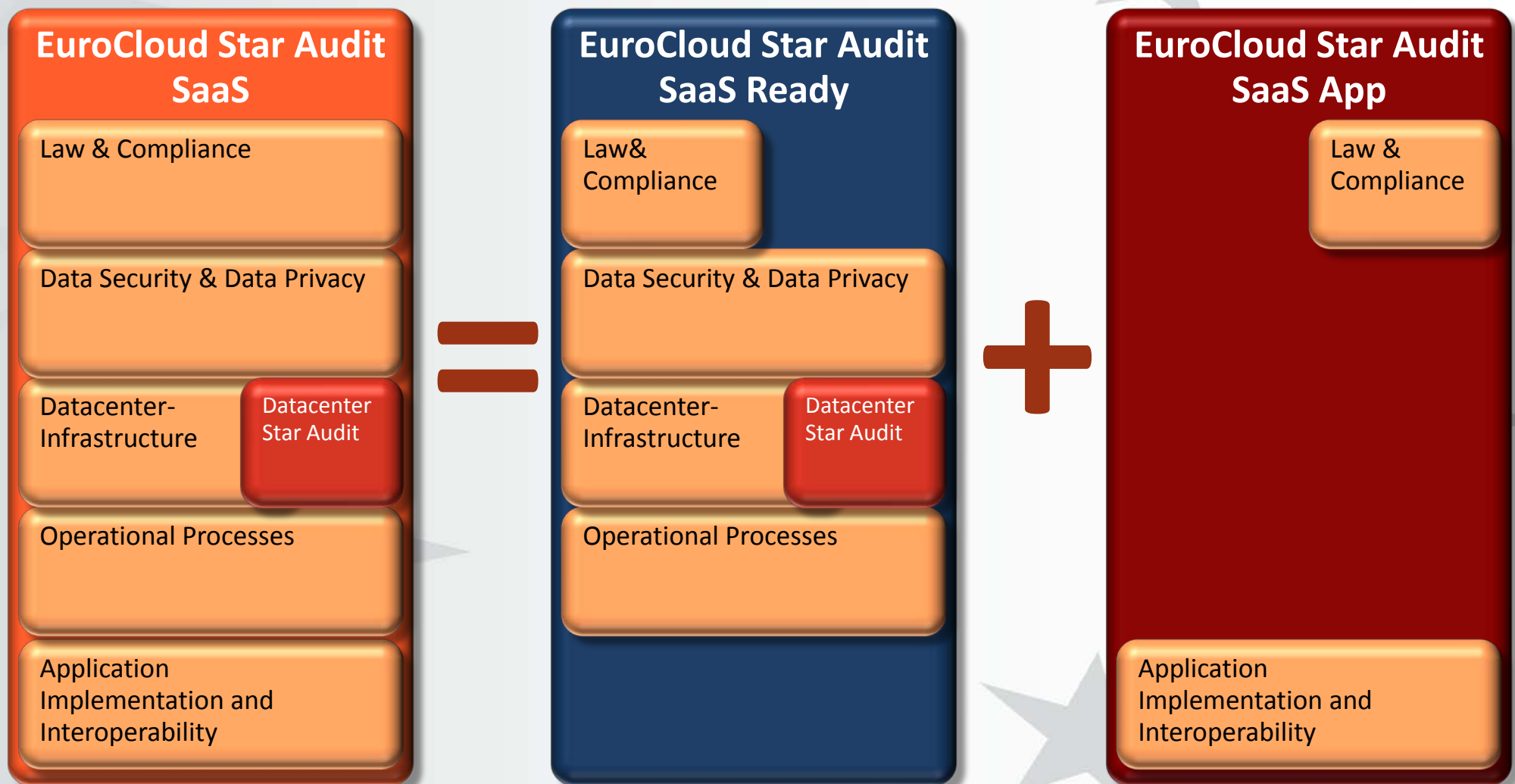
❖ EuroCloud Star Audit SaaS certifies SaaS Provider with 1 to 5 stars

❖ EuroCloud Star Audit SaaS Ready certifies DC-Provider with 4 to 5 stars

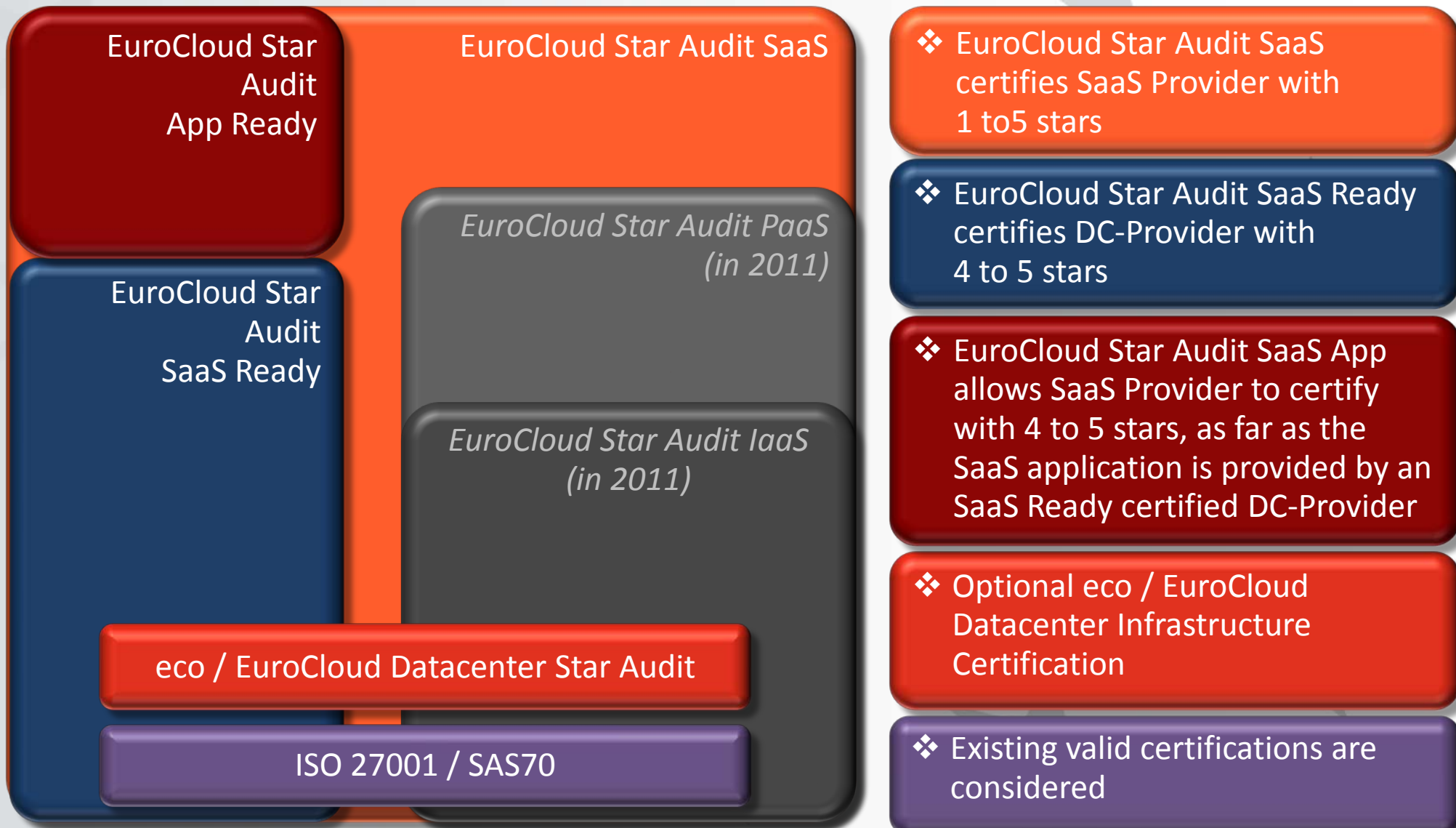
❖ EuroCloud Star Audit SaaS App allows SaaS Provider to certify with 4 to 5 stars, as far as the SaaS application is provided by an SaaS Ready certified DC-Provider



EuroCloud Star Audit SaaS Offerings



The EuroCloud Star Audit Family



EuroCloud Star Audit SaaS Audit Scope is Customers Choice

★★★★★
Trusted Cloud
High Available

★★★★
Trusted Cloud
Advanced

★★★
Trusted Cloud

Company
Profile

Law &
Compliance

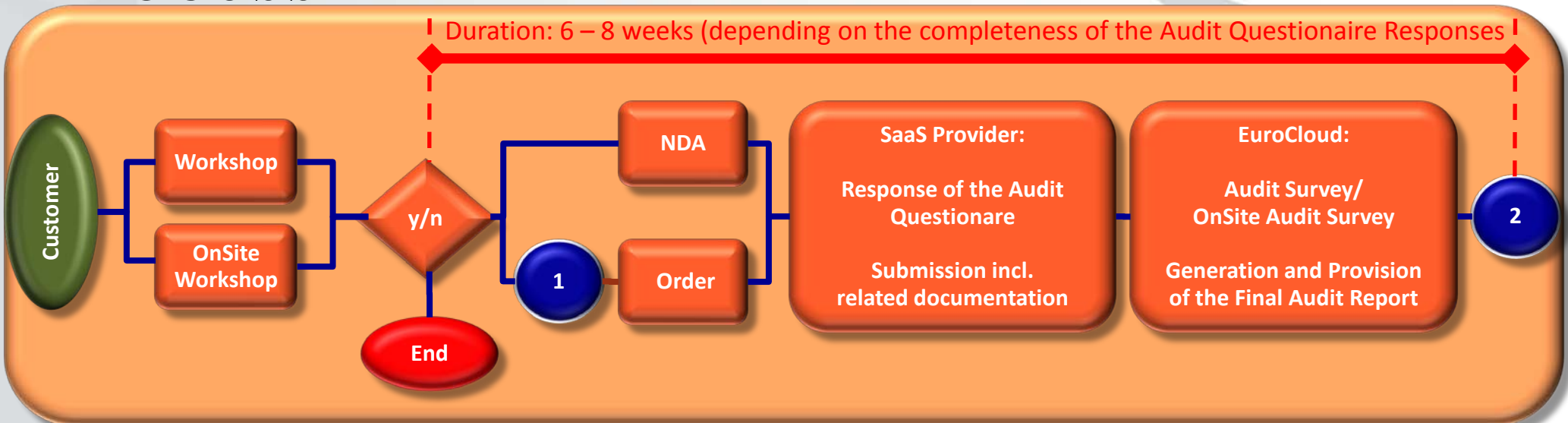
Data Security &
Data Privacy

Datacenter
Infrastructure

Operational
Processes

Application
Implementiion &
Interoperability

EuroCloud Star Audit Process



EuroCloud Star Audit SaaS

Benefits for Provider and Customers

Benefits for Cloud Service Provider

- ❖ Determination of own efficiency
- ❖ Quality assurance measure
- ❖ Quality of Service Improvement
- ❖ Measure of improved effectiveness in Service Delivery Processes
- ❖ Measure of harmonized multinational European Service Offerings
- ❖ Persuasive Sales and Marketing argument

Benefits for Cloud Customers

- ❖ Objective evidence for quality and safety
- ❖ Positive competitive positioning
- ❖ Easier and more cost-effective selection process
- ❖ Reduced effort in the tendering and procurement process
- ❖ Increased market transparency
- ❖ Precise coordination of requirements and offer
- ❖ Universal standards

EuroCloud Links

- ❖ EuroCloud Deutschland_eco e.V.
 - ❖ www.eurocloud.de
- ❖ EuroCloud Europe
 - ❖ www.eurocloud.org
- ❖ EuroCloud Guideline German Law, Data Protection and Compliance
 - ❖ <http://en.eurocloud.de/2011/03/04/eurocloud-guidelines-cloud-computing-german-law-data-protection-and-compliance/>
- ❖ EuroCloud Star Audit SaaS
 - ❖ www.saas-audit.eu
- ❖ eco e.V.
 - ❖ www.eco.de
- ❖ eco (EuroCloud) Datacenter Star Audit
 - ❖ www.dcaudit.de

Thank you for your attention!

Any Questions?

