

*Eurocloud Europe a.s.b.l.*

*It's all about Europe's  
future with Cloud*

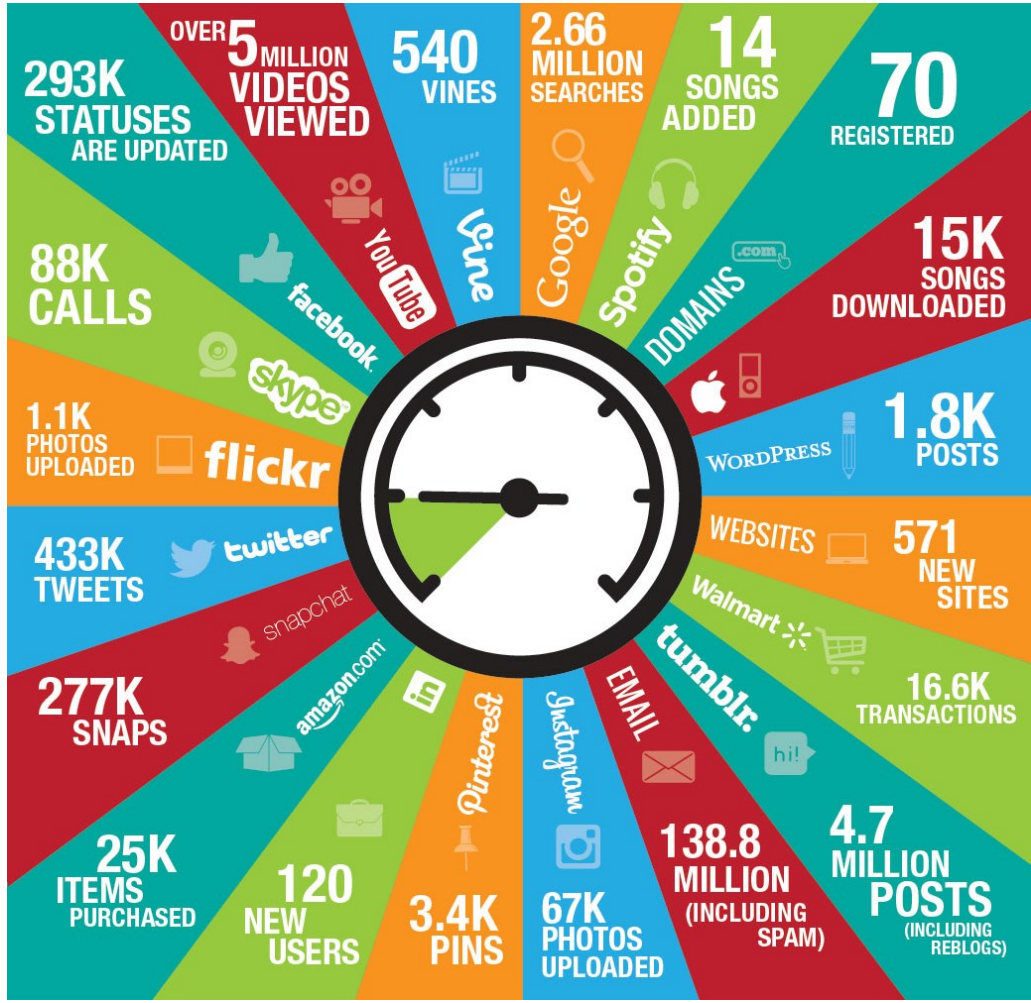
EuroCloud Europe a.s.b.l.

ILNAS World Standards Day  
14.10.15  
Luxembourg

Shaping a brighter  
**Cloud Future**



# What happens in *ONE* Internet Minute?



Apple	Songs downloaded	15.000
Amazon	Items Purchased	25.000
Twitter	Feeds	433.000
Skype	Calls	880.000
Google	Searches	2.660.000
YouTube	Videos viewed	5.000.000
eMails	sent (incl. SPAM)	138.800.000
Facebook	Status updates	293.000.000

... *and growing* ...

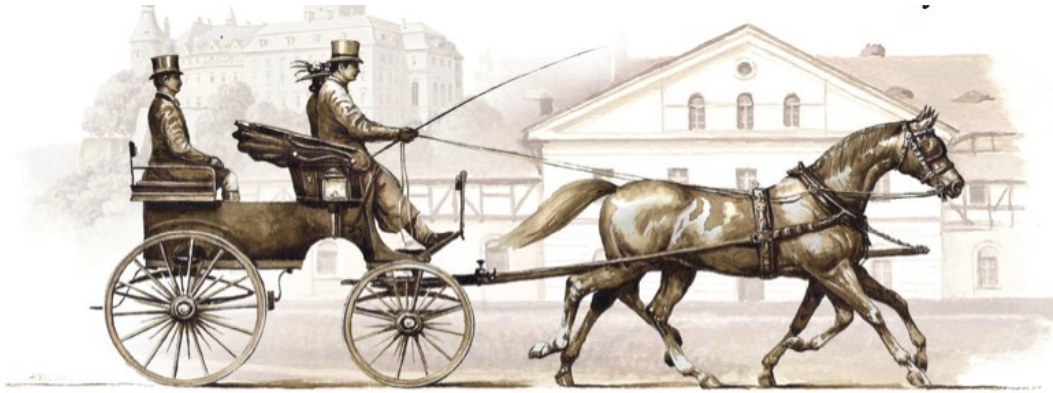
A wide-angle photograph of a beach at sunset or sunrise. The sky is a mix of blue and orange, with soft clouds. The ocean is a deep blue, and the waves are gently washing onto the shore. Overlaid on the water is a grid of binary code (0s and 1s) that recedes into the distance, creating a perspective effect. The sand in the foreground is a light, golden-brown color.

*Are we living in the Information Century?*

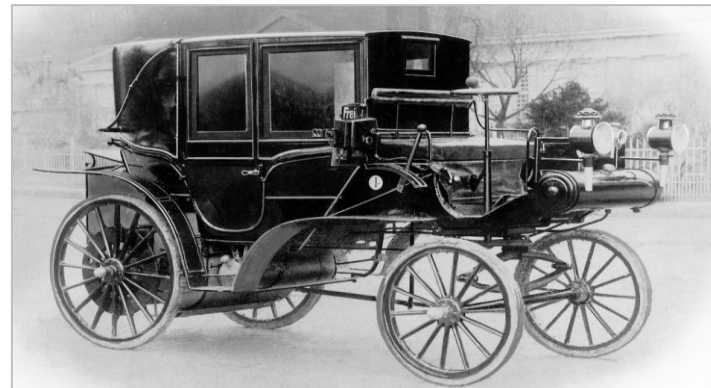
*No, we are not.  
We are just entering!*

**We need to prepare ourselves for  
a tremendous, irreversible Digitalization of life**

# 100 Years ago

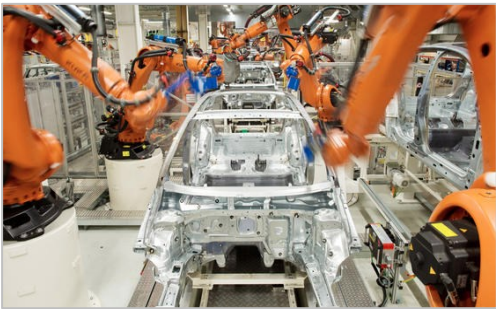
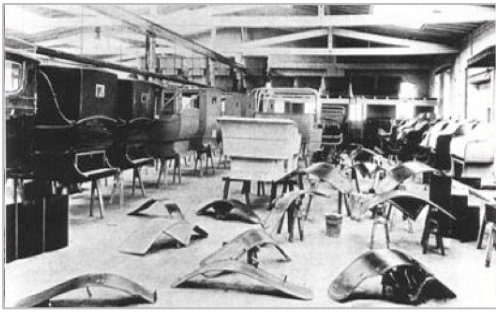


*Public Opinion:  
Motor Coaches are just a temporary phenomenon*



# Evolution of Mobility

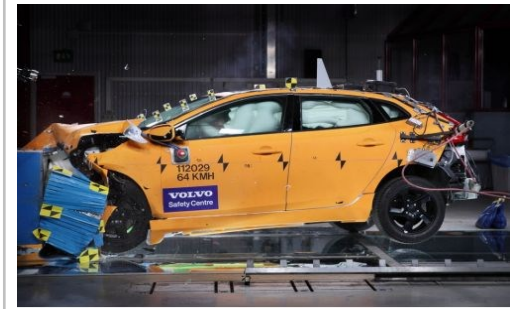
## Value Creation



## Infrastructure

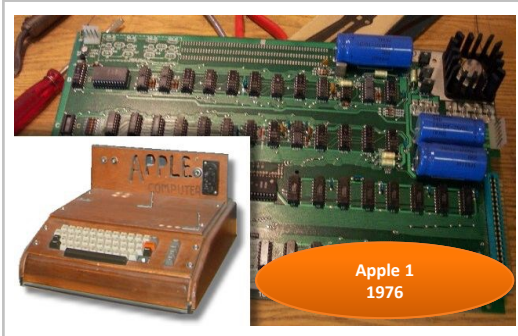


## Security

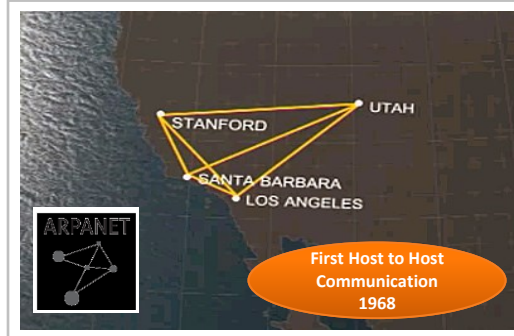


# Evolution of Data Mobility

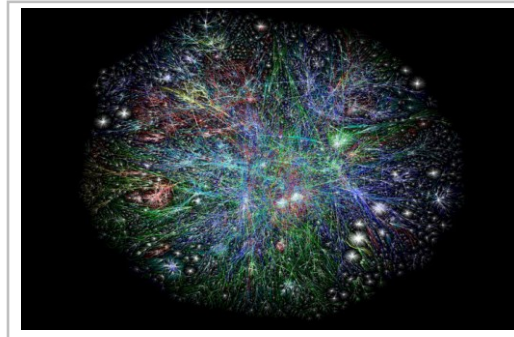
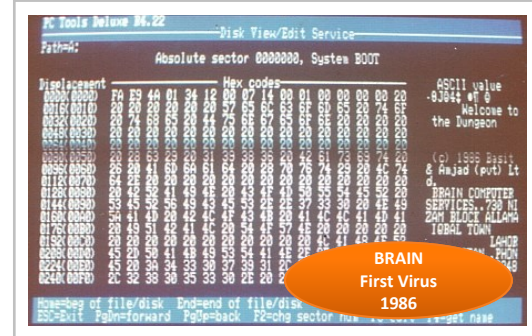
## Value Creation



## Infrastructure



## Security



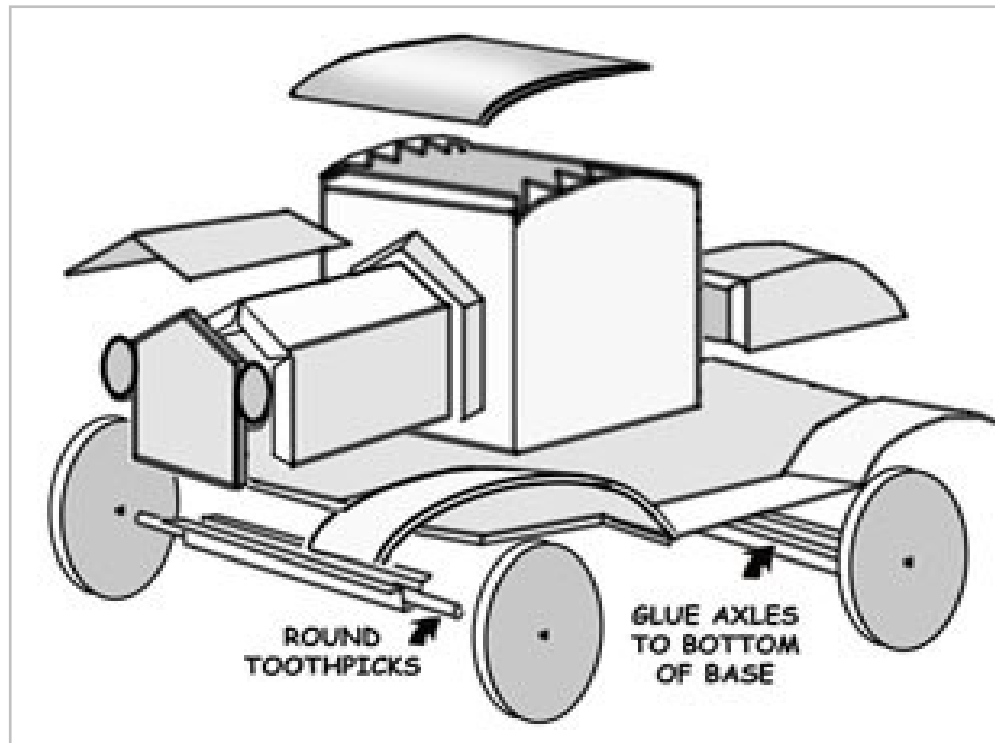
# *Do it yourself versus Expert Services*



# *Do it yourself versus Expert Services*

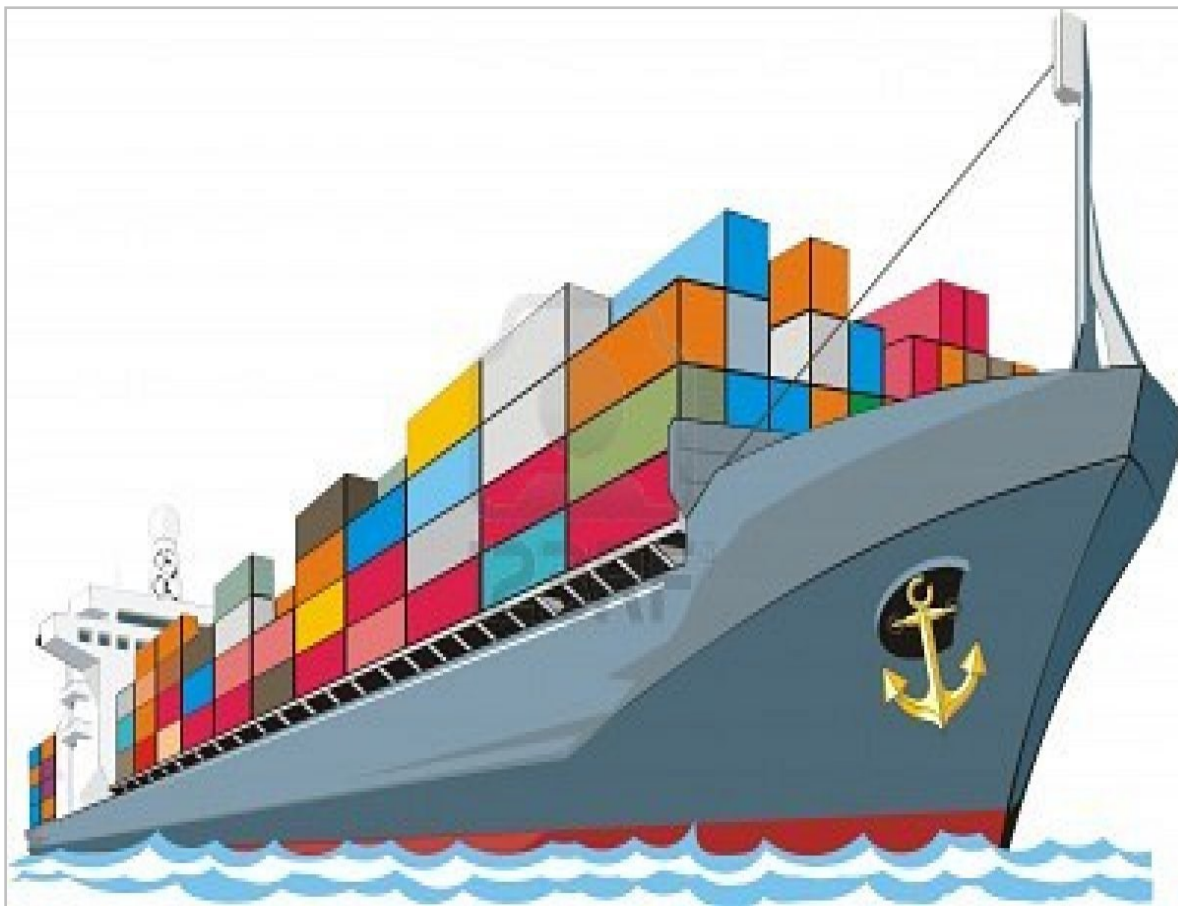




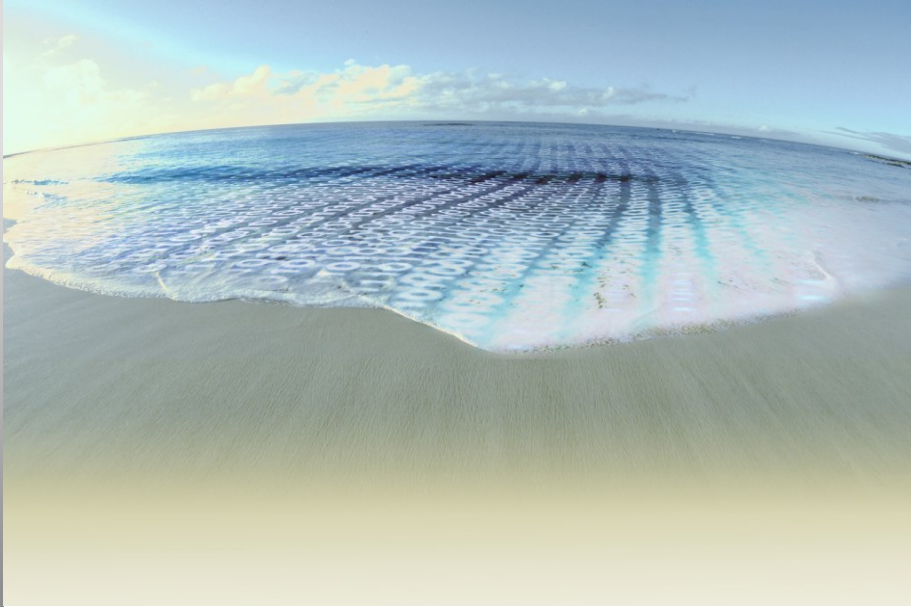


## Broad Market Acceptance only became possible due to

- Agreed common Standards
- Proved Quality products secured by neutral Certification Audits

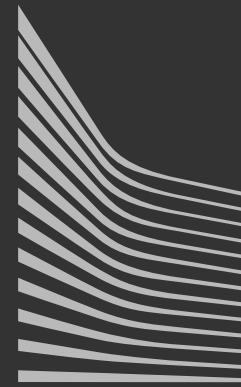


# *Europe in the Cloud*



Eurocloud Congress

Luxemburg, 9 October 2012



# The European Cloud Computing Strategy: Key Actions

**“Europe [...] should develop an  
EU-wide strategy on 'cloud  
computing'”**





# Why?

1. **Economic potential** for cloud supply & especially demand sides
2. Cloud computing will happen: **to** or **with** us?
3. Many policies impact cloud & vice versa: **horizontal view** needed

Digital Agenda

1001100101011101110000100 2010-2020

for Europe

<http://ec.europa.eu/digital-agenda>



# Three Key Actions

- 1. Cutting through Jungle of Standards**
- 2. Safe & Fair Contract Terms & Conditions**
- 3. European Cloud Partnership**

# EU Cloud Strategy



## Current analysis

- **Increase in EU-28 GDP in 2020 due to cloud computing**
  - €65 billion pessimistic scenario
  - €165 billion optimistic scenario
  
- **Job creation in the EU-28 by 2020 (related to cloud)**
  - 0.8 million pessimistic scenario
  - 2.3 million optimistic scenario
  
- **Adoption:**
  - approx. 60% of **all** businesses in the EU-28 have at least one cloud-based solution in their IT mix
  - The **public sector is lagging behind** (data security, operational and procurement practices, traditional outsourcing)

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# EU Cloud Strategy Status Quo

## The Cloud computing strategy

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

**September 2012**

Designed to speed up and increase the use of cloud computing across the economy

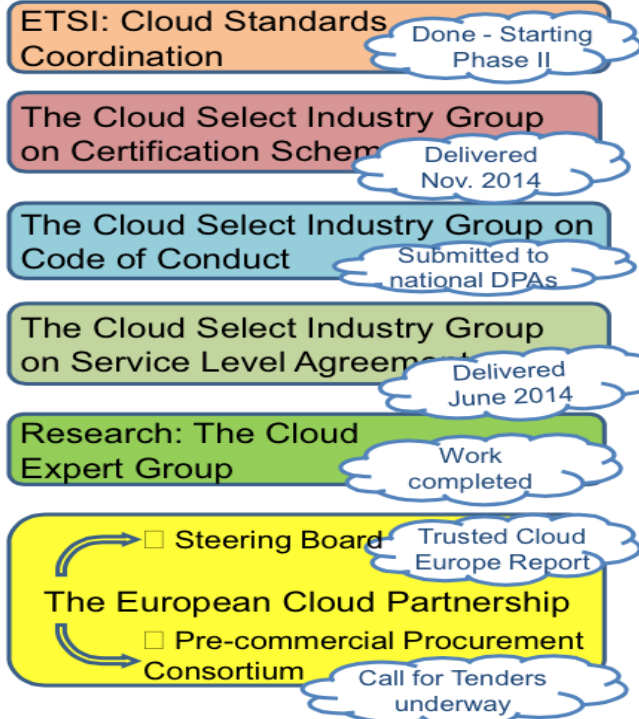
## Cloud strategy's key actions

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.

## DG CONNECT working groups for the implementation of the strategy



3





# Why we need a Digital Single Market

I.

Better access  
for consumers  
and businesses  
to digital goods  
and services  
across Europe

II.

Creating the right  
conditions for  
digital networks  
and services to  
flourish

III.

Maximizing  
the growth potential  
of the  
Digital Economy

# *Differences USA - EU*



## USA

- **BIP 16,2 Trillion US\$**
- **1 country**
- **1 Language**
- **1 Currency**



## EU

- **BIP 13,2 Trillion€**
- **28 EU countries**
- **24 (official) Languages**
- **11 Currencies**

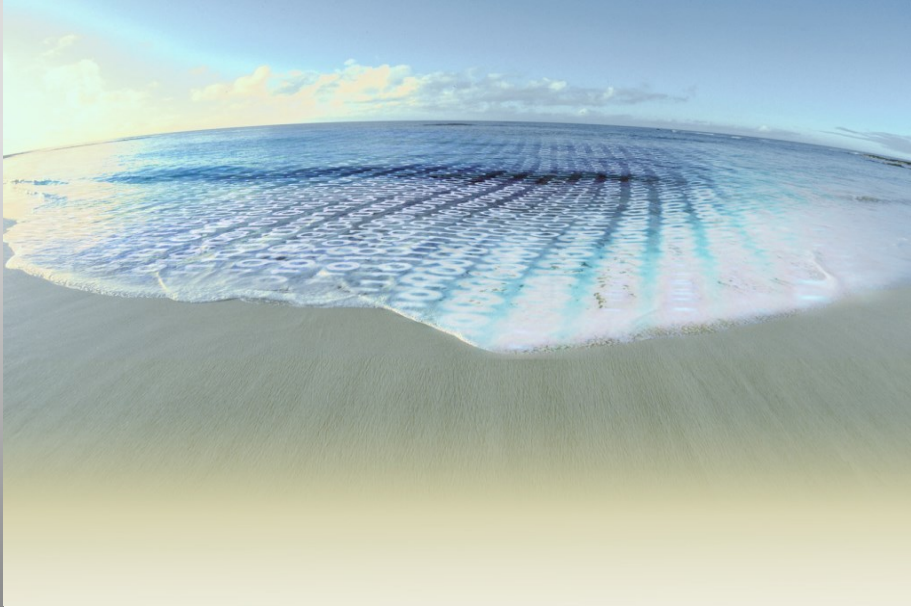
# Enterprises in Europe

Type	Employees/ Turnover		Nuner of Enterprises		Number of Employees		GDP* (in Mio. €)	
<b>Micro</b>	< 10	< 2m	19.143.000	92,2 %	38.400.000	29,6%	1.307.000	21 %
<b>Smal</b>	< 50	< 10m	1.357.000	6,5 %	26.800.000	20,6%	1.143.000	18,5 %
<b>Medium</b>	< 250	< 50	226.000	1,1 %	22.300.000	17,2%	1.136.000	18,5 %
<b>Total SME</b>			20.726.000	99,8 %	87.500.000	67,4%	3.586.000	58,0 %
<b>Large</b>			43.000	0,2 %	42.300.000	32,6%	2.591.000	42,0 %
<b>Total</b>			20.769.000	100,0 %	129.800.000	100%	6.179.000	100,0 %

Source: Eurostat 2011 / National Statistics Offices of Member States/Cambridge Econometrics/Ecorys

GVA = a measure in economics of the value of goods and services produced in an area. It is output minus intermediate consumption without taxes, including subsidies

# *Europa in the Cloud – where to go?*



# The Cloud (R)evolution

Cloud  
Computing  
today

## Transformation of historical IT towards the Cloud Business Model

- **Uncontested benefits**
- **Uncertainty**



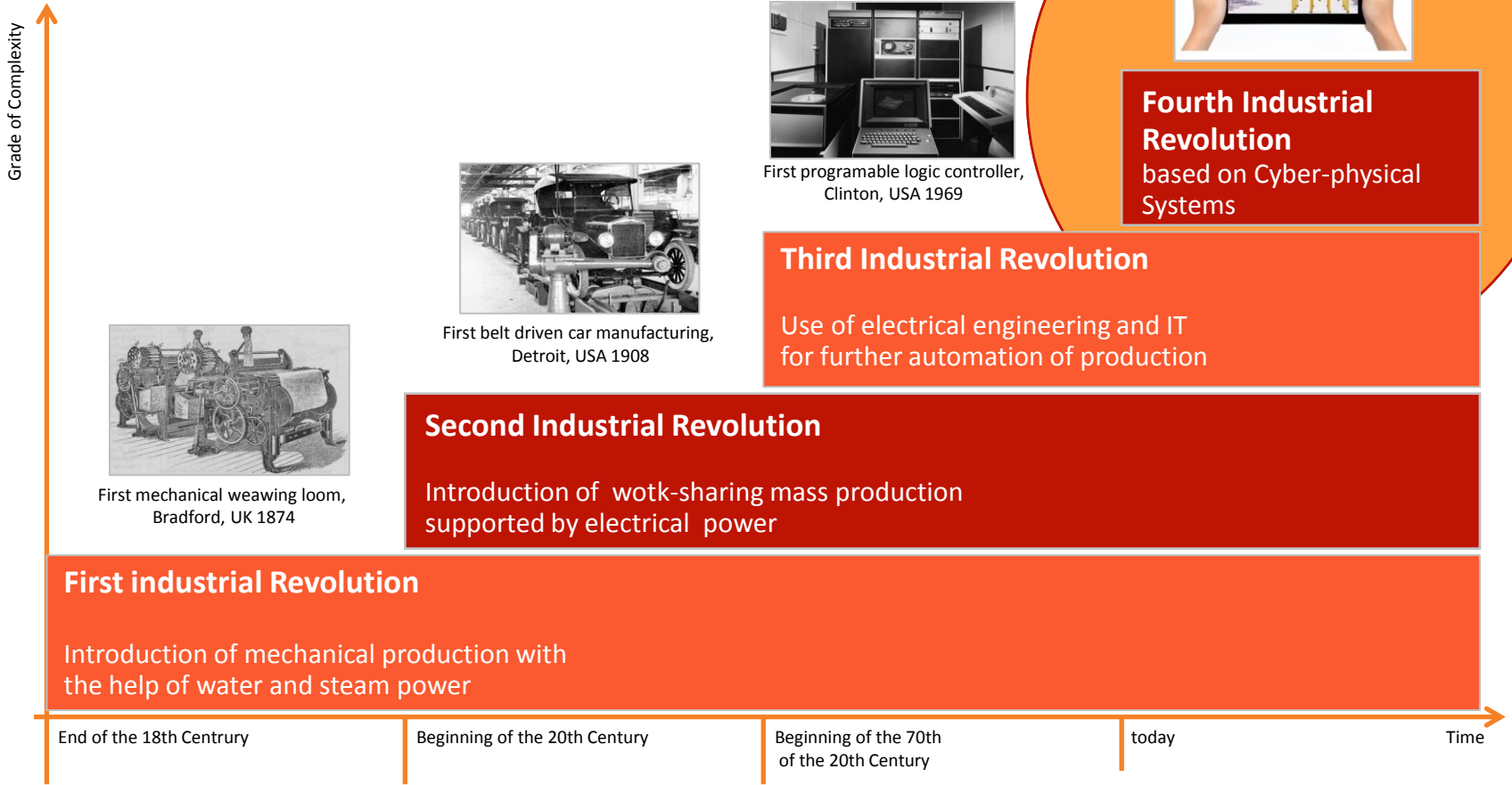
Cloud  
Computing  
Future

## Platform for Innovations in all Areas of Business and Life

- Cloud becomes the precondition for Innovation
- Development and Provisioning Platform



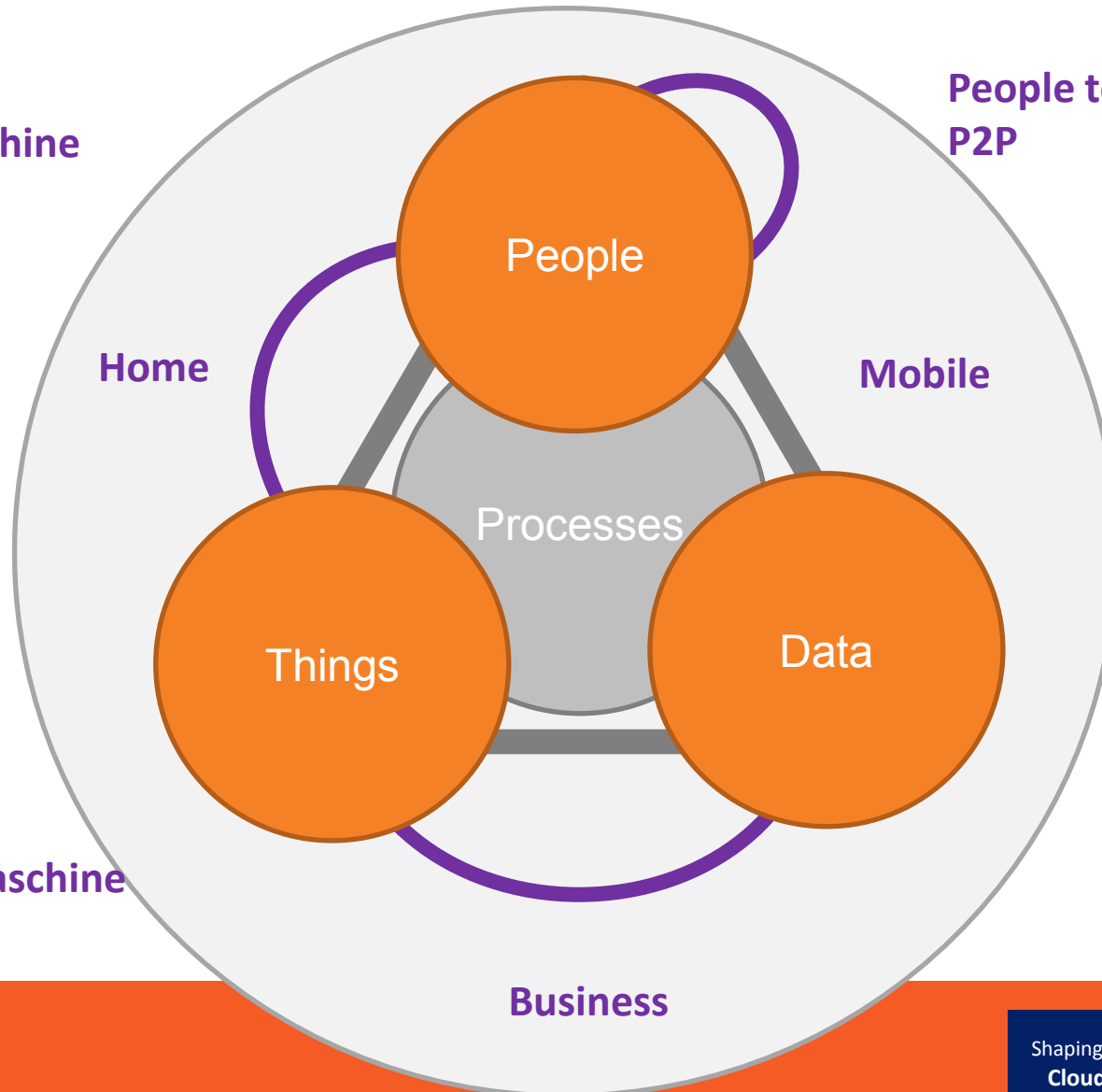
# The Next Industrial Revolution is heading up



# *The Internet of EVERYTHING*

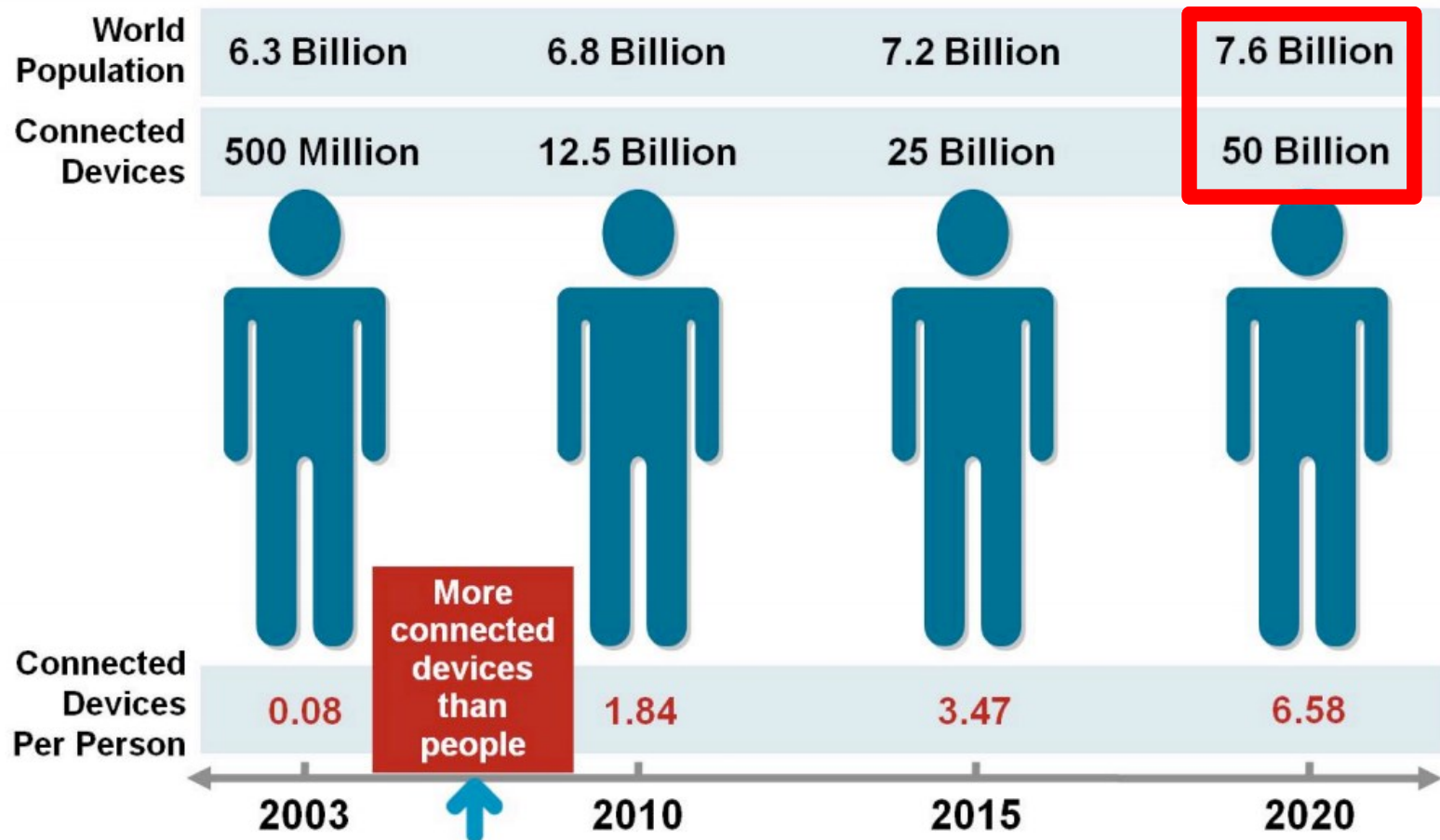
People to Maschine  
P2M

People to People  
P2P



Maschine to Maschine  
M2M

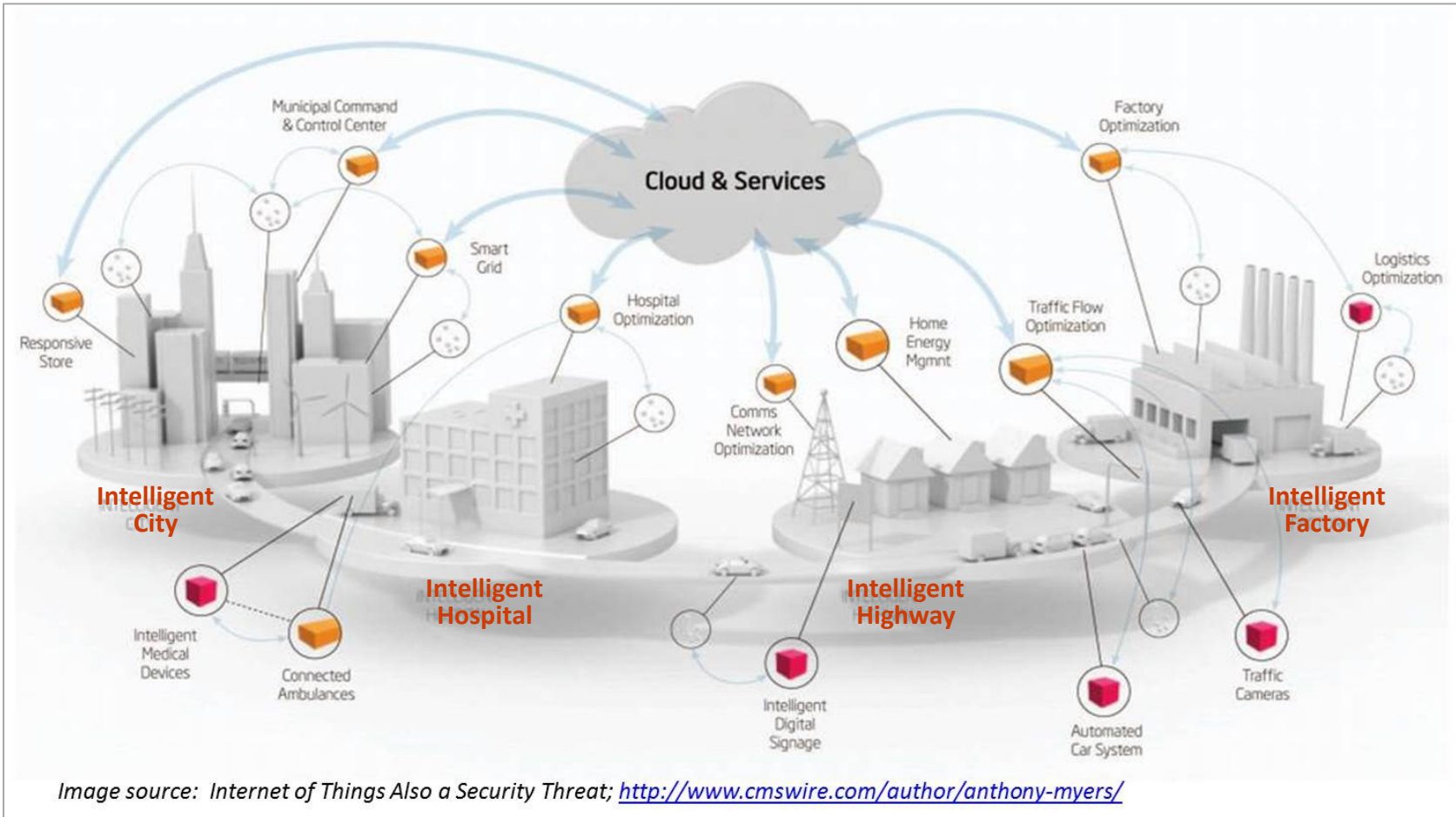
# SMART Devices



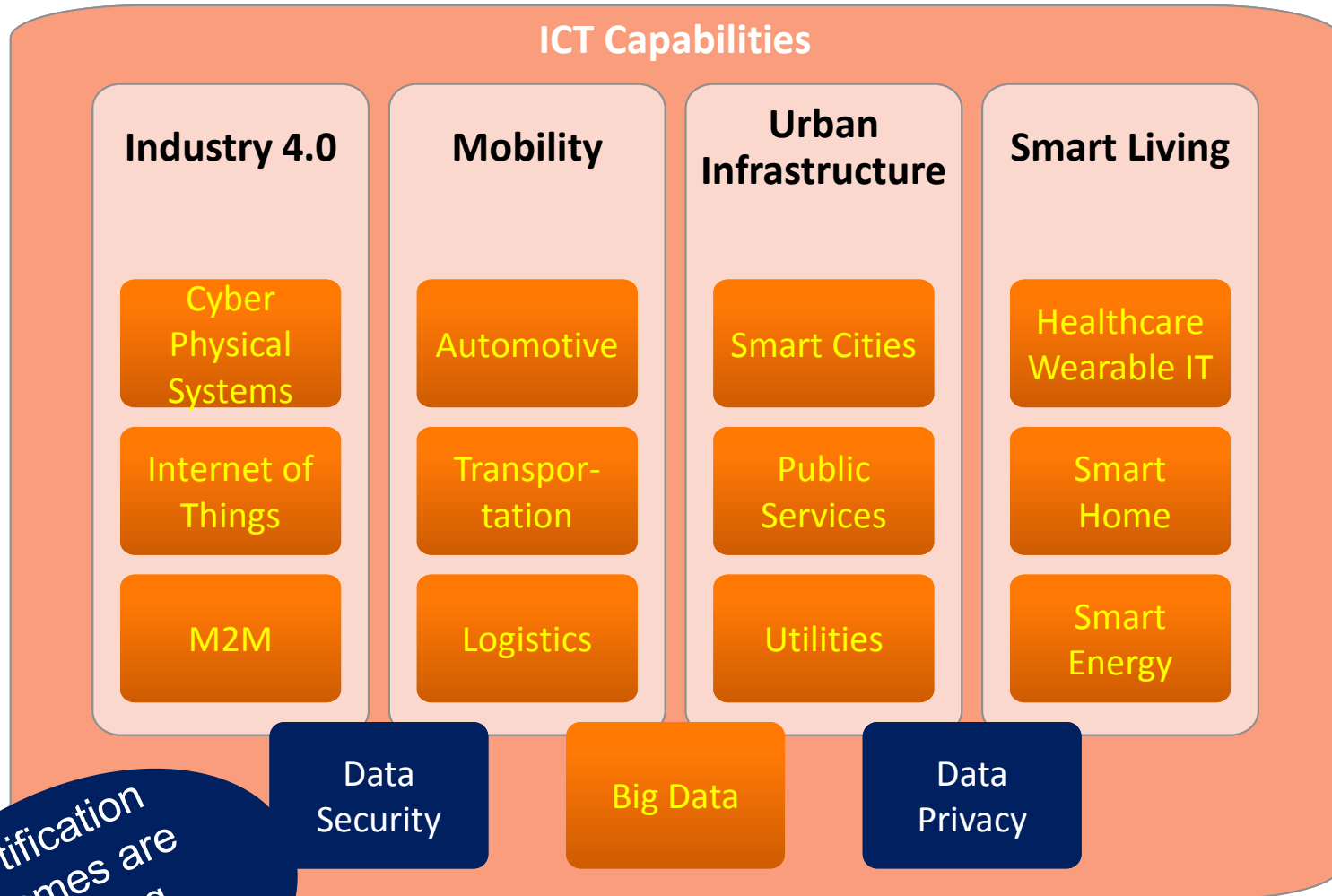
Source: Cisco IBSG, April 2011



# Connected World



# Fields of Cloud based Innovation



Certification Schemes are becoming increasingly relevant

# *Eurocloud Star Audit*

*Based on European Quality Values for a Worldwide Usage*



<https://eurocloud-staraudit.eu/de.html>

**International Partner Program**

