



Removing barriers to Cloud Computing in Europe

Open Workshop by IDC EMEA on behalf of DG Information Society

Thursday May 10, 2012

c/o European Commission, Avenue de Beaulieu 25, Brussels

Background and Scope

This one day workshop will present and discuss the key findings of a study by IDC on the main drivers and barriers to adoption of cloud computing in the EU, with a focus on the best ways to remove barriers and make Europe a cloud friendly and proactive environment.

The main goal of the workshop is to validate the preliminary conclusions and recommendations of the study with representatives of cloud users, service providers, researchers and policy makers. The main results of the workshop will be included in the final report of the study and will feed into the development of the EC Cloud Computing Strategy.

IDC will present and discuss original data on much debated issues such as:

- The current and forecast development of the Cloud computing market in Europe up to 2020, including comparisons with the US and main Asian markets;
- The perception of regulatory, market and organizational barriers to cloud computing, from the different points of view of business users, consumers, service providers, standard bodies and policy makers;
- An overview of the main benefits of the adoption of cloud computing;
- An impact assessment model estimating the impact of the removal of barriers to Clouds in Europe on economic growth and employment in Europe;
- An open discussion on the best ways to solve the problems affecting the cloud computing market in Europe, concerning specifically actions to be taken by the EC, national governments, the ICT industry, university and research actors?

The morning session of the workshop will focus on the market analysis, the afternoon session on the impact model and the discussion on actions to be taken. Senior IDC consultants will present the main findings of the study for discussion. Participants are expected to contribute to the open discussion. If they so desire, they can present ad hoc contributions. Contributions should be no longer than 10 minutes and be focused on the specific issues of the workshop.

During the lunch break, IDC will distribute a short questionnaire listing the main recommendations, asking participants to vote on their usefulness, likeliness to succeed and relevance for the development of the cloud computing market. The results will be elaborated in real time and presented to the participants.

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WORKSHOP AGENDA - DRAFT

MORNING SESSION - 10.00-13.00

09.30	Registration and welcome coffee
10:00	Opening & Welcome Gabriella Cattaneo, Research Director, European Government Consulting, IDC EMEA
10.05	Keynote message: The European Cloud Computing Strategy Ken Ducatel, European Commission, DG Information Society, Head of Unit Digital Agenda: Policy Coordination
10:15	Keynote Presentation - The demand of Cloud Computing in Europe: drivers, barriers, market estimates David Bradshaw, IDC
10.45	Discussant: Lorenzo Valeri, Scientific Manager of LUISS university Government school, Rome
11.00	COFFEE BREAK
11.15	Panel Discussion – Chairman: David Bradshaw <i>David Thornewill von Essen, EVP, IT Global Business Services & Corporate Center, Deutsche Post DHL (invited)</i> <i>Lars Frelle Petersen, Vice Director, Danish Agency for Digitization (invited)</i> <i>Andy Powell, research programme director Eduserve, UK (invited)</i> <i>Ian Winham, Executive Vice President & Chief Financial Officer, Ricoh Europe</i>
12.15	Q & A
13.00-14.00	LUNCH Participants survey: short closed questionnaire

AFTERNOON SESSION 14.00 – 17.00

14.00	Forecast scenarios 2020: the potential impact of Clouds on Growth and Employment Giuliana Folco, VP Industry Solutions, IDC EMEA
14.20	Removing barriers to Cloud Computing: IDC Recommendations Gabriella Cattaneo, Research Director, European Government Consulting, IDC EMEA
14.30	Results of Participants survey

14.45 Panel Discussion on Recommendations – Chairman: Gabriella Cattaneo

Eric Henault, Network Coordinator, EuroCIO (invited)

Sebastiano Toffaletti, PIN-SME, Secretary General (invited)

Zoltán Bellák VP Eurocloud and President Eurocloud Hungary (invited)

Q & A

15.45

16.45 Concluding remarks by Annalisa Bogliolo, policy officer, European Commission, DG INFSO

17.00 END WORKSHOP