Trusted and transparent cloud services for innovation and growth in Europe

Dr James Mitchell, CEO of Strategic Blue
Shades of Grey exist across the cloud market

Debate is needed to reach consensus on cloud regulation, cloud standards, interoperability, and much else in the cloud market.

Good, except for this

Good, except for that
ARGUMENTUM – a process for debate

- A “Volunteer” introduces themselves, and then argues **FOR** each argument

- A “Volunteer” introduces themselves, and then argues **AGAINST** each argument

- The audience can cut off the speaker at anytime **after 2 minutes**, by shouting “**TIME**”

- We will then vote for who made the most convincing argument.
We’re debating these fundamental issues today:

- Private Cloud v. Public Cloud
- A market of the few, or the many?
- Cloud Buying - Direct v. Intermediaries
- Standards in Cloud
- EC support v. market forces
1: Is Private Cloud better than Public Cloud?

FOR
The case for **Private Cloud**, rather than Public.

AGAINST
The case for Public Cloud, rather than Private.
2: Can it ever be a good thing for the Cloud market to be dominated by a few hyper-scale vendors?

FOR
The case for a market dominated by a few hyperscale vendors.

AGAINST
The case for multiple vendors of cloud.
3: Is it better for cloud buyers to cut out the middleman and buy direct from the provider?

**FOR**
The case for buying cloud direct from the providers.

**AGAINST**
The case for buying cloud through Intermediaries
4: Should standards be applied to cloud computing whenever possible?

FOR
The case for creating industry standards.

AGAINST
The case against creating industry standards.
5: Should Europe back a “champion” IaaS cloud provider?

**FOR**
The case for EC state aid to create a cloud “super supplier”.

**AGAINST**
The case against intervention.
Read our Roadmap for more on this...

8 Recommendations for the European Commission

The authors would like to put forward the following two lists of recommendations, one being policies to encourage, the other to avoid.

**Encourage:**
1. Public sector procurement of cloud through intermediaries such as cloud resellers, managed service providers, or even public sector cooperatives, in order to aggregate buyers' purchasing power, whilst keeping tailored procurement terms.
2. Even-handed treatment of each class of cloud intermediary by cloud providers, in order to maximise competition in the cloud supply market, maximising buyer choice.
3. Innovation in how to facilitate switching between cloud solutions, and how to abstract the user experience away from the underlying cloud provider.
4. Uptake of standards, where commonality brings economic advantage through increased sharing and competition.

**Avoid:**
1. Distorting market forces by providing state aid to a European “cloud champion”
2. Imposing standards where that would inhibit innovation
3. Disadvantaging local cloud buyers, by creating local rules
4. Repeating the mistakes already made in other related markets, by looking for analogous past situations in other markets.