



CloudWATCH project to boost uptake of cloud in Europe

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CloudWATCH is a new European project that will identify and evaluate standards profiles, best practices & guidelines on cloud computing. The project will also create a long-term sustainable, digital platform to showcase the results of European cloud computing research and development projects and, more generally, offer key information for service providers and users in Europe for supply to meet demand.

The CloudWATCH project is being funded by the European Commission (EC) to evaluate competing cloud policies, standard profiles and services, working with providers and users to understand which standards should be adopted for which purpose. The ultimate goal is to accelerate and increase the use of cloud computing across the public and private sectors in Europe and educate SMEs how to choose the right service provider to take account of personal data protection and service level concerns as opposed to price only.

“Our results are aimed at all cloud providers and users,” says Silvana Muscella Managing Director from Trust-IT Services Ltd “we want to help accelerate the uptake of cloud across Europe, especially SMEs who can think of CloudWATCH as their information hub for independent, practical information on the cloud, including steps towards adoption and overcoming legal barriers”.

CloudWATCH will also change the way European cloud R&D results are communicated, highlight the benefits of cloud for Europe, educate people on the real issues facing the area and communicate the need for standards in cloud computing. This will be achieved by organising workshops to bring stakeholders together to understand the existing landscape and community better.

CloudWATCH will support the development of common standards profiles to support user community exploitation of cloud computing in the three areas of focus which can be endorsed by standards bodies”. “e-Infrastructures and services have become an important part of modern education and research. Clouds are a core part of this”, explains David Wallom, Associate Director of the Oxford eResearch Centre, University of Oxford”.

Earlier this month, the CloudWATCH kick-off meeting in Tuscany, Italy set the agenda for activities led by 7 complementary partners, Cloud Security Alliance, DIGITALEUROPE, EGI.eu, Fraunhofer FOKUS, ICT Legal Consulting, Trust-IT Services Ltd and the Oxford eResearch Centre, University of Oxford.

CloudWATCH is already running two sessions at the EGI Technical Forum on 17 and 18 September in Madrid. The project also hosts a focused networking session on cloud for businesses and an exhibition stand on European R&D at ICT2013 in Vilnius, 6-8 November.



Partners will also develop the CloudWatchHUB.eu digital platform to promote European smart cloud services, educate users in understanding benefits of cloud computing in real-world settings and ensure exposure to best practices for cloud standards profiles.

John Higgins, Director General, DIGITALEUROPE emphasises the digital industry's perspective: "As a leading partner of the CloudWATCH consortium, DIGITALEUROPE will ensure that all relevant, reliable information is available at all times through a single point of contact and that face-to-face engagement with cloud suppliers and users keeps enhancing the mutual trust that is the foundation of Europe's successful transition to the cloud".

For more information, queries and how to contribute, please contact Stephanie Parker, s.parker@trust-itservices.com. Landing page: <http://www.cloudwatchhub.eu/>.

Notes for editors

About the Cloud Security Alliance

The Cloud Security Alliance is a not-for-profit organisation with a mission to promote the use of best practices for providing security assurance within Cloud Computing, and to provide education on the uses of Cloud Computing to help secure all other forms of computing. The Cloud Security Alliance is led by a broad coalition of industry practitioners, corporations, associations and other key stakeholders. For further information, visit us at <http://www.cloudsecurityalliance.org>, and follow us on Twitter @cloudsa.

About DIGITALEUROPE

DIGITALEUROPE is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of major multinational companies and national associations from European countries. In all, DIGITALEUROPE represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues. On June 19th, 2013, DIGITALEUROPE announced the formation of a Cloud Council to help ensure Europe reaps the full benefit from the jobs, economic growth and societal benefits that cloud computing can deliver. One of its tasks is to guide DIGITALEUROPE's engagement in the European CloudWatch HUB. Given the increasingly global nature of the Digital Technology Industry, DIGITALEUROPE's activities, including consideration of membership, cover Europe in a geographic sense, including EU accession countries, EU accession candidate countries and non EU countries.

About EGI.eu

EGI.eu is a foundation established under Dutch law to create and maintain a pan-European Grid Infrastructure (EGI) in collaboration with National Grid Initiatives (NGIs) and European International Research Organisations (EIROs), to guarantee the long-term availability of a generic e-infrastructure for all European research communities and their international collaborators. Its mission is to enable



access to computing resources for European researchers from all fields of science, from High Energy Physics to Humanities.

For further information, visit us at <http://www.egi.eu>, and follow us on Twitter @europeangrid.

About Fraunhofer FOKUS

The Fraunhofer Institute for Open Communication Systems, Fraunhofer FOKUS for short, is a Berlin-based research facility devoted to studying and developing communication and information technologies. In particular, it specializes in multi-domain networks and interoperable, user-centered solutions. With more than 20 years' experience, Fraunhofer FOKUS is an important IT research partner for the telecommunications sector, the automobile industry, media services, and public administrations. It frequently cooperates with governmental organisations.

About Oxford eResearch Centre, University of Oxford

The Oxford e-Research Centre focuses on research and development of new information technology to enable groups of researchers to tackle problems with increasing scale and complexity, facilitating interdisciplinary research and creating appropriate e-infrastructure for the support of research. Through the application of distributed computing and information technologies, the Centre aims to accelerate research and allow the exploration of new areas in the sciences, humanities and social sciences, as well as the development of multidisciplinary collaborations both nationally and internationally. The Centre operates as a hub for e-Research activities across the University of Oxford, building a community around e-Research at Oxford, the South East of England and contributing to its development on a national and international scale.

About Trust-IT Services Ltd and ICT Legal Consulting

Trust-IT is a UK SME specialised in analysing and communicating Information and Communication Technologies across Europe and globally. Trust-IT is a multi-national team, highly skilled in creating communication and digital web strategies and digital marketing for today's digital environment, for business, research or public sector organisations. Trust-IT is a prime mover in the cloud computing landscape, and one of the founders of the Cloudscape series, analysing benefits and barriers to mainstream adoption in the public and private sectors. It has gained extensive knowledge on cloud by working closely with international experts, service providers, technology developers and user communities from many different fields. This work has enabled us to build engaged communities in Europe and across the globe. Trust-IT has also built strong links with standards groups with the goal of highlighting practical implementations, testing and certification to broaden choice and boost innovation at all levels.

ICT Legal Consulting is an Italian law firm founded in 2011 with offices in Milan, Bologna, Rome, Amsterdam and a presence in 14 other countries worldwide. The firm was established by Paolo Balboni and Luca Bolognini, leading a network of trusted highly skilled lawyers specialised in the fields of



Information and Communication Technology Law and Privacy. ICT Legal Consulting lawyers regularly advise multinational companies on legal issues ranging from data protection and full service IP advice to cloud computing.
