Building A Resilient Cloud Market

Questions? #NetFutures16
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1. High Impact Research
2. Timescale For Project
3. Risks To Growth
4. Goals = Value Creation, Self-Regulation, Uptake, Resilience

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We are here to discuss cloud market uptake... Why?

- Advertising
- Social Proof
- Fear

- Legal Clarity
- Knowledge
- Bargaining Power

- Choice

- Social Factors

- Necessity
- Complementary Tech

- Economics

- Fairness
- Reliability
- Privacy & Security

- Confidence

- €800bn+ from cloud uptake
What are we talking about?

- Topics
- Relevance
- Stakeholders
- Findings

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What are the key findings from this research?

- “Asymmetry” & “Dependence”
- Risk Allocation
- Market Shocks
- Lessons from mature markets

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What are some of the key issues identified?

- Unbalanced contract terms
- Pricing transparency
- Restrictions on resale
- ...

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What are the next steps for this project?

- Address market asymmetry
- Build a complete market
- Create price transparency
- Discuss end user impact

A + B + C + D = Increasing Cloud Uptake

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What do I want right now from you?

- I am looking to collaborate with other projects
- The 18/19 Work Package needs an SIG with experts
- Key recommendations for policy (formative period)

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Who needs help to put their output in context? – Raise hands!

Does anybody want to get lunch to discuss support?