



Building A Resilient Cloud Market

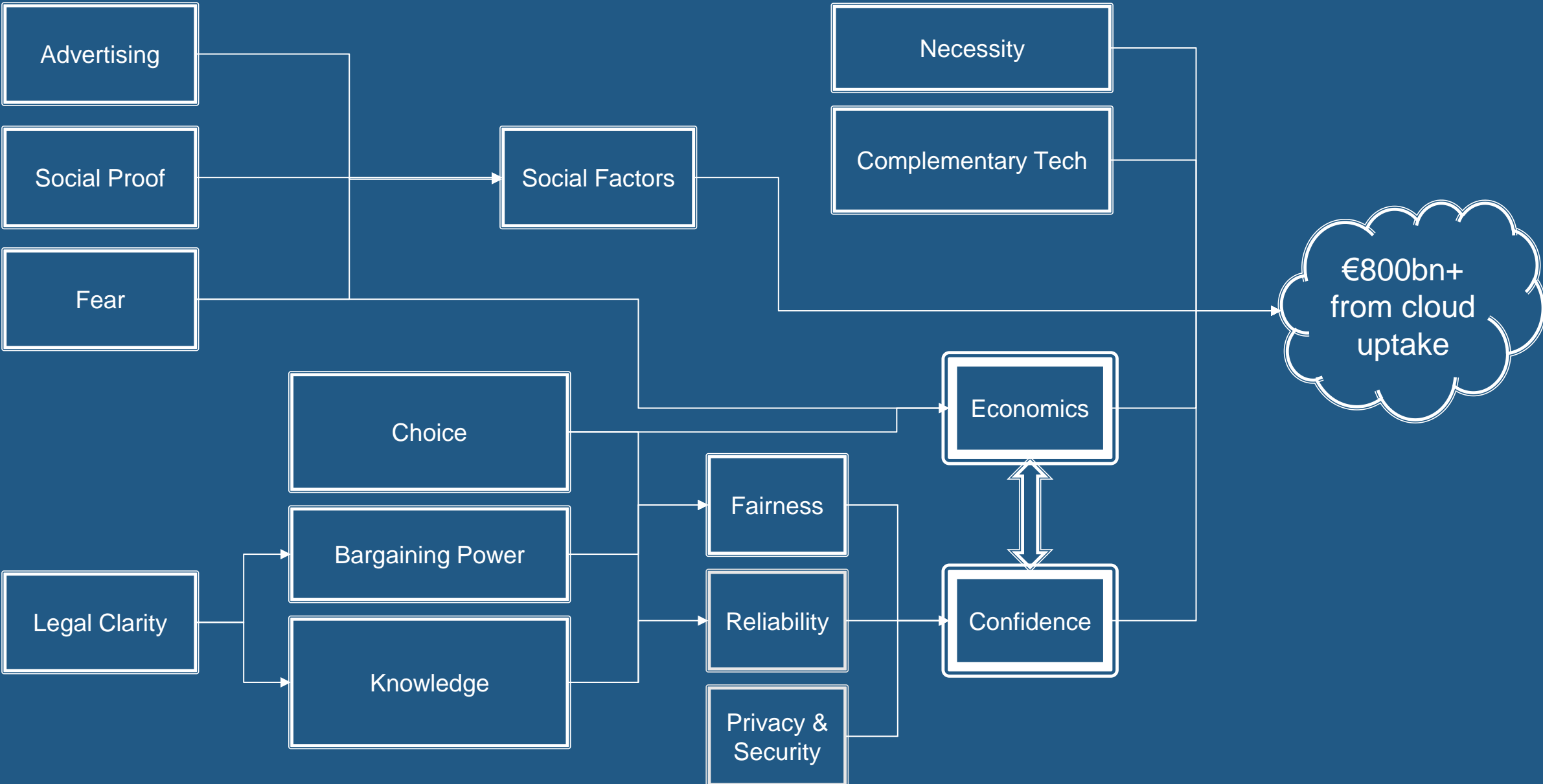
Questions? #NetFutures16

frank@strategic-blue.com

Introduction

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

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



What are we talking about?

- Topics
- Relevance
- Stakeholders
- Findings

What are the key findings from this research?

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

What are some of the key issues identified?

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

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

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)

Questions

- Who needs help to put their output in context? – Raise hands!
- Does anybody want to get lunch to discuss support?