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Cloud Research

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Cloud - Barriers for SMEs

• Need for a strong initial involvement of SMEs, caused by 2 main obstacles:

  o Lack of *accepted standards*

  o Lack of *market visibility*
Lack of Accepted Standards

- Different working groups working on standards for the Cloud
  - Need for consideration, comparison, evaluation and rationalization of these proposed standards
  - Need for promotion of these standards
  - Need for tools driving providers and consumers to adopt these standards
Lack of Market Visibility

- For Cloud consumers
  - Facilitated by Cloud Brokers
  - Sufficient for long-term strategies?

- For Cloud providers
  - Need of tools for Market Analysis
    - Foster competition
Quest for Trust

• Keep on the efforts for building trust in the cloud paradigm
  o Reputation systems
  o Privacy mechanisms
  o Monitoring agents, certifications...