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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:
 - Lack of *accepted standards*
 - 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
 - Reputation systems
 - Privacy mechanisms
 - Monitoring agents, certifications...