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**CloudingSMEs : Accelerating the adoption, deployment
and use of Cloud Computing by SMEs**

(<http://www.cloudingsmes.eu>)

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How can WP 2016-2017 support SMEs, start-ups and innovation? (1)

SMEs (as end users):

- Creating trust and transparency;
- Awareness raising, training, information, adapted toolboxes;
- Support tools: “trip advisor” for SMEs;
- Follow-up programme.



How can WP 2016-2017 support SMEs, start-ups and innovation? (2)

ICT SMEs (cloud providers):

- Need for differentiating innovative SME cloud vendors from giant vendors;
- To facilitate ICT SMEs to implement and deliver cloud innovations for specific niche markets;
- Should be programme with open calls processes.



SME concerns

- Data are crucial for the continuity of the enterprise;
- What *if* ?
- Diversity of the SMEs : need for tailored and personalised advice;
- Need for neutral and understandable information.

