PRESS RELEASE

Europe-wide launch of Cloud Scout for SMEs aims to build on its success in Germany

- **DIGITALEUROPE and DsiN launch EU Cloud Scout with European Commission Vice President Neelie Kroes**
- **Interactive guide on Cloud Computing for SMEs with focus on IT-Security**
- **EU Cloud Scout is available in multiple languages on** www.cloudwatchhub.eu/cloudscout

BRUSSELS (July 10th 2014) - DIGITALEUROPE and *Deutschland sicher im Netz* (DsiN), a German public/private partnership focused on IT security, today launched the EU Cloud Scout – an online service designed to help SMEs adopt cloud computing in their operations.

The service went live during an event in Brussels, attended by Commission Vice President Neelie Kroes.

EU Cloud Scout invites SMEs to fill out a confidential questionnaire designed to identify SMEs' main questions and concerns about moving to the cloud.

In response to the questionnaire, the Scout provides comprehensive and practical information about cloud computing, tailored to each individual company.

EU Cloud Scout builds on a German Cloud Scout launched a year ago by DsiN with Commission Vice President Neelie Kroes. Since its launch there the free service has attracted considerable interest among German SMEs.

The European service will initially be launched free of charge in Austria, Hungary, Belgium, Spain, the UK and Finland, in addition to Germany, but the aim is to add all remaining EU countries.

"I am delighted that this initiative is being rolled out across Europe," said Ms Kroes. "The cloud offers organizations huge cost saving and growth opportunities. SMEs are the backbone of Europe's economy so it is vital to get them using cloud computing," she added.

The Commission estimates that widespread adoption of cloud computing could boost EU gross domestic product by €160 billion per annum and create around 3.5 million jobs by 2020.

Europe's estimated 20 million SMEs are slower at adopting cloud computing than larger companies. Some 23% of SMEs with less than 100 employees are undecided whether to use cloud services. This is partly because of worries about issues such as IT security and privacy.

"Many small and medium sized businesses are uncertain about the risks and opportunities of cloud computing. Frequently, the reason is insufficient knowledge. The EU Cloud Scout is designed to help SMEs to better understand the advantages as well as IT security and privacy issues for their business", Dr. Christian P. Illek, Chairman of DsiN, explained.

"We are very pleased that many countries are participating in the launch, enabling millions of SMEs across Europe to obtain much more information about cloud computing", said Peter Olson, President of DIGITALEUROPE.

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DsiN: The product and vendor-independent initiative Deutschland sicher im Netz e.V. (Germany safe on the Net) is the central point of contact for consumers and small and medium-sized enterprises. Businesses, associations, and trade associations are committed to DsiN. They make useful contributions based on specific commitments aimed to enhance IT security. The Federal Ministry of the Interior has acted as the patron of DsiN since June 2007. www.sicher-im-netz.de

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. www.digitaleurope.org

CloudWATCH aims to contribute to a European market of services that boosts opportunities for businesses and citizens. Our goals are to accelerate the adoption of cloud computing across European private and public organisations, showcasing success stories, and offering practical tips on why, when and how to move to the cloud. To ensure consumers have freedom in the cloud, CloudWATCH is promoting common standards profiles, with practical guidance on relevant standards and Certification Schemes. This will ultimately help turn best practice on interoperable clouds into common practice. CloudWATCH has received funding through the European Commission's 7th Framework Programme. www.cloudwatchhub.eu