



CloudingSMEs Accelerating Cloud Adoption by SMEs (http://www.cloudings mes.eu/)

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CloudingSMEs Goals

Accelerate the adoption, deployment and use of Cloud Computing by SMEs.

- Driven by a vision for the optimal adoption and use of cloud computing within SME communities, and by a set of road maps aiming at the realization of this vision.
- Joint effort of SME Associations, SMEs and clouding computing experts,

Categorize and point out:

- priority
- criteria
- risk and
- guidelines

Not only lower hurdles; but lower risks Find and initiate the development of sectoral cloud applications

...Tools, Guidelines, Information and online advice



You can expect practice-oriented experience, Knowledge and support to decision:



Sophisticated
Wizards to ease
assessment and
Cost-Benefit
Analysis



Knowledge
Packages for all
Cloud related
aspects



Comprehensive support to decision for a clear Cloud Strategy

Tools

Tools

We provide

interactive

free of charge

Analysis

Strategy

Clouding SMEs Roadmap, Toolbox and SMEs Services

Roadmap Corner Points	Tools and Services for SMEs	Rationale
Clearer and SME focused Cloud Communication	Web Page	Web communication according to different SME's Information level and integration of illustrative success stories.
	Strategic Considerations Scorecard	A Tool which shall provide the means to assess whether the SMEs should adopt a cloud solution or not.
Proved and comprehensible Cost Effectiveness	TCO Calculator	A tool, which shall facilitate SMEs in calculating the TCO (Total Cost of Ownership) of their cloud solutions, but also in comparing this TCO with a data center solutions.
SME tailored SLAs, contracts and procurements	Guide to an effective SLA	A tool, which supports SMEs in effectively understanding and negotiating their SLAs with cloud providers.
	Information-set	Catalogue of recommended contractual components in General Terms and Conditions of Business (AGB) and Service Level Agreements (SLA) for Cloud Service Providers
Comparative analysis of cloud service providers	Cloud Solutions Catalogue	A tool, which will be a searchable catalogue of cloud solutions, including the purpose/functionality of its solution, the target groups, the target industry, as well as the region(s)/countries where these services are offered.

Clouding SMEs Roadmap, Toolbox and SMEs Services

Roadmap Corner Points	Tools and Services for SMEs	Rationale
One-stop-shop and integrated cloud services	Recommendation	Recommendation to support neutral Market platforms
Openness, transparency and how to avoid vendor lock in	Cloud Standards Catalogue	A tool, which will be a searchable catalogue of cloud standards and their purpose/usefulness for SMEs.
Enforcement of EU privacy and security directives	Cloud Security Scorecard	A Tool which allow SMEs to audit/score the level of security offered by their cloud providers.
	Privacy and Data Protection Guide	A tool, which provides information to SMEs about data protection issues in the cloud, including pointers to applicable legislation.
	Information-set	Guidelines Cloud Computing German Law, Data Protection & Compliance
Supporting ICT SMEs and niche cloud solutions development	Recommendation	Recommendations for further sectoral surveys according to our maturity model

Recommendations for Stakeholders



Recommendations to the EC

- Unbalanced competition: Establish same rules for everybody in the European Market
- Lack of transparency:

 Support Initiatives for Vendor listings (neutral market platforms) with appropriate assessment about the full service chain
- Data privacy and security: Support Certification for cloud services with appropriate scope
- Vendor Lock in: Support portability strategies and standardisation
- Legal Compliance: Establish clear rules for a digital single European market

Cloud Services Providers

- Unbalanced competition:

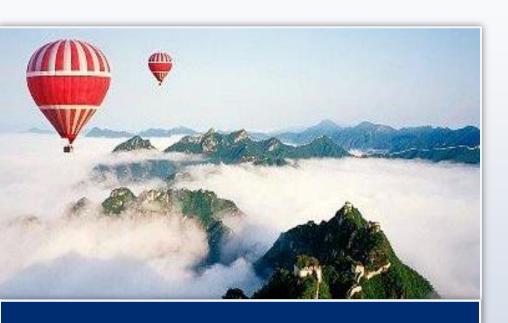
 Join and benefit from ICT SME Stakeholder initiatives
- Lack of transparency:
 Present user group specific solutions; show used technical standards, use standard contract elements
- Data privacy and security:
 Follow legal directives and recommendations and integrate into your service;
 Mandatory + Confidence-building measure
- Vendor Lock in: Use standards for service development and integrate into your service description (confidence-building measure)
- Legal Compliance:
 Mandatory at first in unclear market situation it is a clear competitive advantage.

Cloud End-Users (SMEs)

- Unbalanced competition:
 Prefer trusted local providers
- Lack of transparency: Use our tools, ask and negotiate according our tool results...
- Data privacy and security: use our security score cards to compare and check a prospective provider...
- Vendor Lock in: use our Cloud Standards Catalog to check whether a prospective provider keeps a minimum of standards.
- Legal Compliance: use our Information package for Contents of Contracts and SLAs

Thank you!





www.cloudingsmes.eu

Contact

CloudingSMEs

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

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