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# CloudingSMEs

## Accelerating Cloud Adoption by SMEs

(<http://www.cloudingsmes.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

We provide  
free of charge  
interactive  
Tools

Tools

Analysis

Strategy

# Clouding SMEs Roadmap, Toolbox and 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. |

# CloudingSMEs Roadmap, Toolbox and Services



| Roadmap Corner Points  | Tools and Services for SMEs       | Rationale   |
|--|-----------------------------------|---|
| <b>One-stop-shop and integrated cloud services</b>               | Recommendation                    | Recommendation to support neutral Market platforms  |
| <b>Openness, transparency and how to avoid vendor lock in</b>    | Cloud Standards Catalogue         | A tool, which will be a searchable catalogue of cloud standards and their purpose/usefulness for SMEs.                              |
| <b>Enforcement of EU privacy and security directives</b>         | 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   |
| <b>Supporting ICT SMEs and niche cloud solutions development</b> | 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!



## Contact

### CloudingSMEs

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

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# Partners



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