Delivering the Cloud to Society. A Look upon SMEs

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Cloud technologies can be Europe's medicine for its economic and societal challenges

Economic responsibility: In times of tight budgets, governments achieve necessary spending cuts without cutting into essential services.

Lower emissions: New cloud facilities are less power-hungry than existing IT infrastructure and require fewer servers to generate the same output by running them more efficiently.

Improve healthcare: Cloud will deliver interoperable, mobile, accessible and affordable healthcare that is citizen-centric.

Grow new businesses: The cloud will emerge new business models in the IT sector that offer clearer value for money, and more global players in all market sectors.

Moving SMEs in the Cloud will:

- Switch on SMEs competitiveness & capacity to innovate.
- Empower businesses to start up in the Single Market & compete at a worldwide scale.
- Cut the IT “red tape” and enable SMEs to focus on their core business.

In Ireland, the delivery of Cloud will create 2,000 new non-IT SMEs employing 11,000 people

Case in point

Skype brought a cheaper way to make long distance calls without owning any infrastructure

Case in point

The Microsoft cloud technology enables 150,000 European partners to generate €120bn, employ 40% of the total ICT workforce in Europe and originate 57% of tax revenues from the European ICT industry.

Removing barriers to the Cloud

Stakeholders should share the responsibility of providing SMEs with accurate information, particularly with regards to:

- Security & data privacy issues
- Management of Transitioning to the cloud
- Performance of cloud technologies

63% of the CIOs saw at least some degree of business risk in moving to the cloud.

61% of CIOs state that poor awareness of Cloud risks in the wider enterprise was, in itself, cause for concern.

Colt European CIO Cloud Survey, January 2011

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