ICT2013 Networking Session,
7 November 2013, Vilnius, Lithuania

CloudWATCH: Boosting EU Competitiveness with Cloud Computing - SME & Industry Perspectives

Savvy cloud providers & innovation from Europe

So let's capitalise on our talent and on European size. Let's link together those pockets of talent and help them scale up their continental ambitions.

Let's give start ups what they need for success: recognition, resources, and the right rules. Established entrepreneurs: but also newer ones, and those who dream of becoming one.

It's time we celebrated Europe's success stories. Championed our role models. And give this community its voice – a voice so loud, decision makers will have to listen. **Neelie Kroes, Vice-President of the European Commission "Supporting startups in a creative, connected continent"**

Spain Startup and Investor Summit /Madrid, 9 October 2013

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DG Connect Software & Services, Cloud. Contract No. 610994

2

Driving the uptake of cloud in Europe

The cloud way is the smart way……
…….but it needs to be secure, fair, trusted and interoperable.

Accelerating and increase the use of cloud computing across the public and private sectors in Europe

Supporting international efforts on interoperability and portability so they become common practices and not just best practices

Multi stakeholder dialogue to increase commitment

Transparency

Openness

Compliance

One Partnership, Vast Network

CloudWatch Consortium Network (chapters, subsidaries & ICT associations)

A European cloud observatory supporting cloud policies, standard profiles & services

DIGITAL EUROPE members represent 10 000 companies employing 2 million citizens and generating EUR 1 trillion in revenue.

Standards groups, research, government, enterprise and media

EU Privacy council & Legal exptertise in 15 countries worldwide

User base: 22,000 in 50 countries; national government & funding agencies in 30 EU countries.

400+ collaborative partnerships with HE and research 150 partnerships with

Large German public administration network, BITKOM, SIBB & German Trusted Cloud

140 Members, 12 EU Chapters, 60 global chapters

80 Corporate members, 10,000 companies and Cloud Council

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Building on support

Setting out the right way

Insights from thought-leaders

Strong support **Wide community** **Benefits** **Best practices** **Big issues**

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Monday, **November 25th** 2013 | **3 p.m.** | **Lloyd Hotel** & Culturele Ambassade | Oostelijke Handelskade 34 1019 BN | **AMSTERDAM**   SAVE THE DATE

ICT LEGAL CONSULTING
BB BALBONI, BOLOGNINI & PARTNERS

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Milan | Bologna | Rome

*Athens Berlin Brussels Istanbul Lisbon London Madrid Moscow New York Paris San Francisco São Paulo Sydney Vienna Warsaw *partner law firms

INVITATION

CLOUD COMPUTING: LEGAL TIPS

What companies (especially SMEs) need to check before entering into a Cloud Service Agreement

speaker: **Paolo Balboni Ph.D.** (ICT Legal Consulting), **Domenico Converso LL.M.** (ICT Legal Consulting), **Reiner Landsman** (Cloud Security Alliance)

ICT Legal Consulting is a law firm with offices in Amsterdam (International Desk), Milan, Bologna and Rome and presence in fourteen other countries (Australia, Austria, Belgium, Brazil, France, Germany, Greece, Poland, Portugal, Russia, Spain, Turkey, United Kingdom and USA). Our lawyers regularly advise multinational companies and innovative SME's on legal issues related Information and Communication Technology (ICT), Intellectual Property (IP), Privacy and Data Protection. The Firm also offers solid and strategic support to international clients doing business in Italy and Italian clients doing business abroad by advising them on a wide range of areas related to Italian civil, commercial and corporate laws. Our business lawyers act as negotiators in the pre-litigation phase and regularly represent foreign clients in court proceeding in Italy. Our main goal is to turn legal advice into strategic advice to create competitive market advantages.

Entrance **free** | Admission subject to availability of seats | elisa.bertieri@ictlegalconsulting.com | T: +31 (0)20 894 6338

EVENT IN COLLABORATION WITH: AND THE OTHER PARTNERS OF CLOUDWATCH:

CloudWatch
www.cloudwatchhub.eu

CSA cloud security alliance   DIGITALEUROPE   egi   Fraunhofer FOKUS   e-Research   OXFORD   Trust-IT Services Ltd

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Tell us about what you're doing in the cloud

EU Cloud Innovation Hub Zone [R4 intelligent connecting intelligence](#). Stand number: **4C14**

www.cloudwatchHUB.eu

https://twitter.com/CloudWatchHub

http://linkd.in/1eLoBjl

info@cloudwatchhub.eu

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Questions to the audience

◆ How many are from:

   ◆ Research/academia/non-profit?

   ◆ Commercial organisations (SME, large corps.)

◆ How many already use production clouds?

◆ How many people are interested in moving to the cloud?

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Panel Questions

◆ What are your top three benefits for European businesses moving to the cloud?

◆ What essential piece of advice would you give to people moving to the cloud?

◆ Where does Europe need to make the most progress to overcome barriers to wider adoption?

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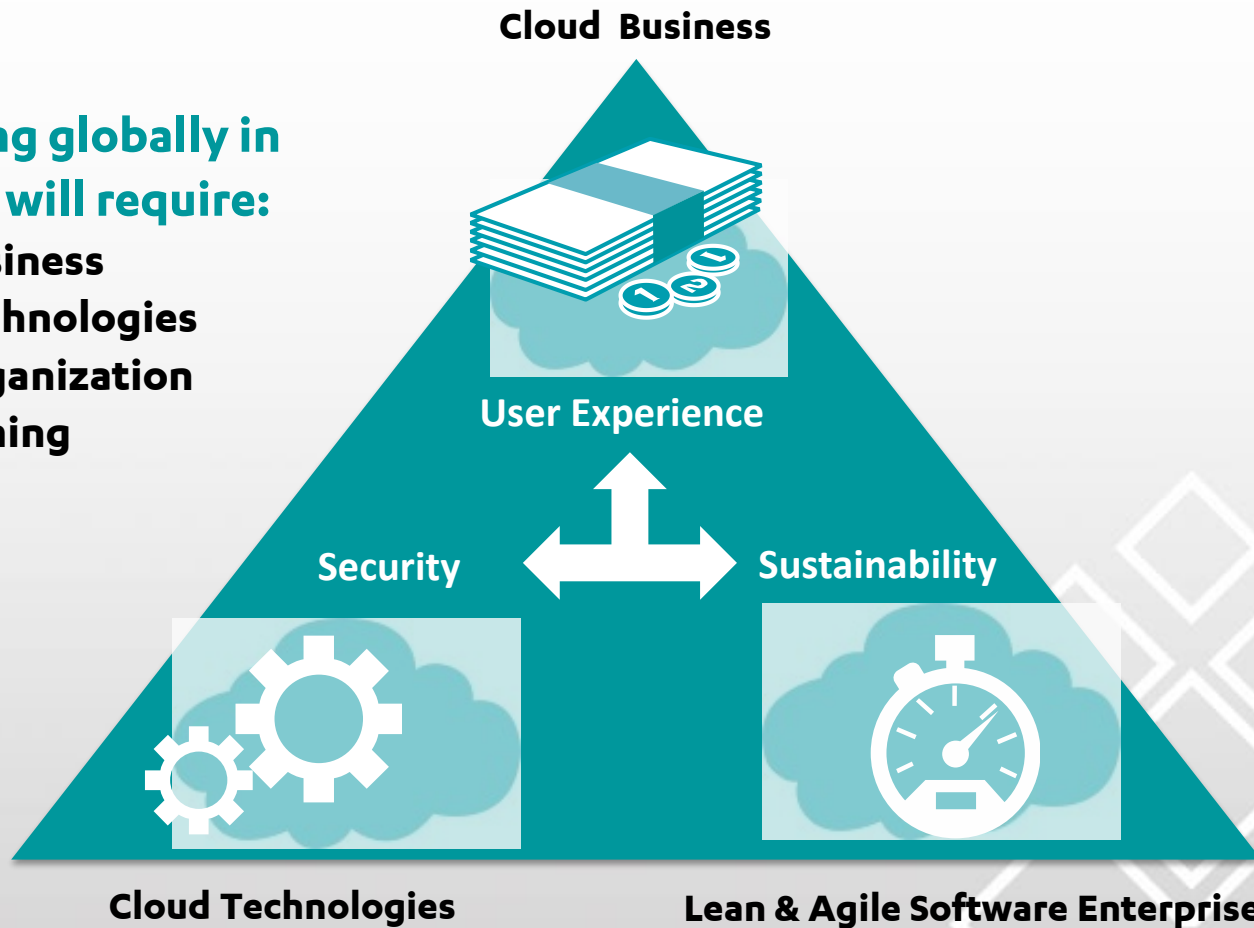**Networking Session 7 November 2013, Room H1C**

Janne Järvinen

F-Secure & Cloud Software Finland

Focus of Cloud Software Finland

Succeeding globally in the cloud will require:
- **Right Business**
- **Right Technologies**
- **Right Organization**
- **Right Timing**

Cloud Business

User Experience

Security

Sustainability

Cloud Technologies

Lean & Agile Software Enterprise

Why is it important?

◆ *Cloud Software Finland: Well-rounded approach to Cloud adoption increases probability of being competitive: "The Holistic Approach by combining Cloud technologies, Lean thinking and new business models is a strength for creating new business and expanding existing business, the answer lies in the combination of all three dimensions not in a single one alone"*

DIGILE

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Who stands to benefit

- *All who need to be competitive in the cloud*
- *Results from Cloud Software Finland show tens of millions Euro savings and 100s millions of business potential*
- Examples:
    - F-Secure: New cloud based business: younited.com & lok.ki
    - Ericsson: Up to 6x faster delivery
    - Tieto: 7,3 MEUR savings in one half-year period alone
    - Steeri (SME): Revenue tripled during Cloud Software
    - Vaadin (SME): Arvue: develop cloud applications within browser
- www.cloudsoftwareprogram.org

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Xavier Aubry (Appear, Sweden)

Project Coordinator

MobiCloud (CIP 325195)

◆ Mobile Cloud Applications for Business
  - ◆ Cloud-hosted platform
  - ◆ Cross-platform mobile app container
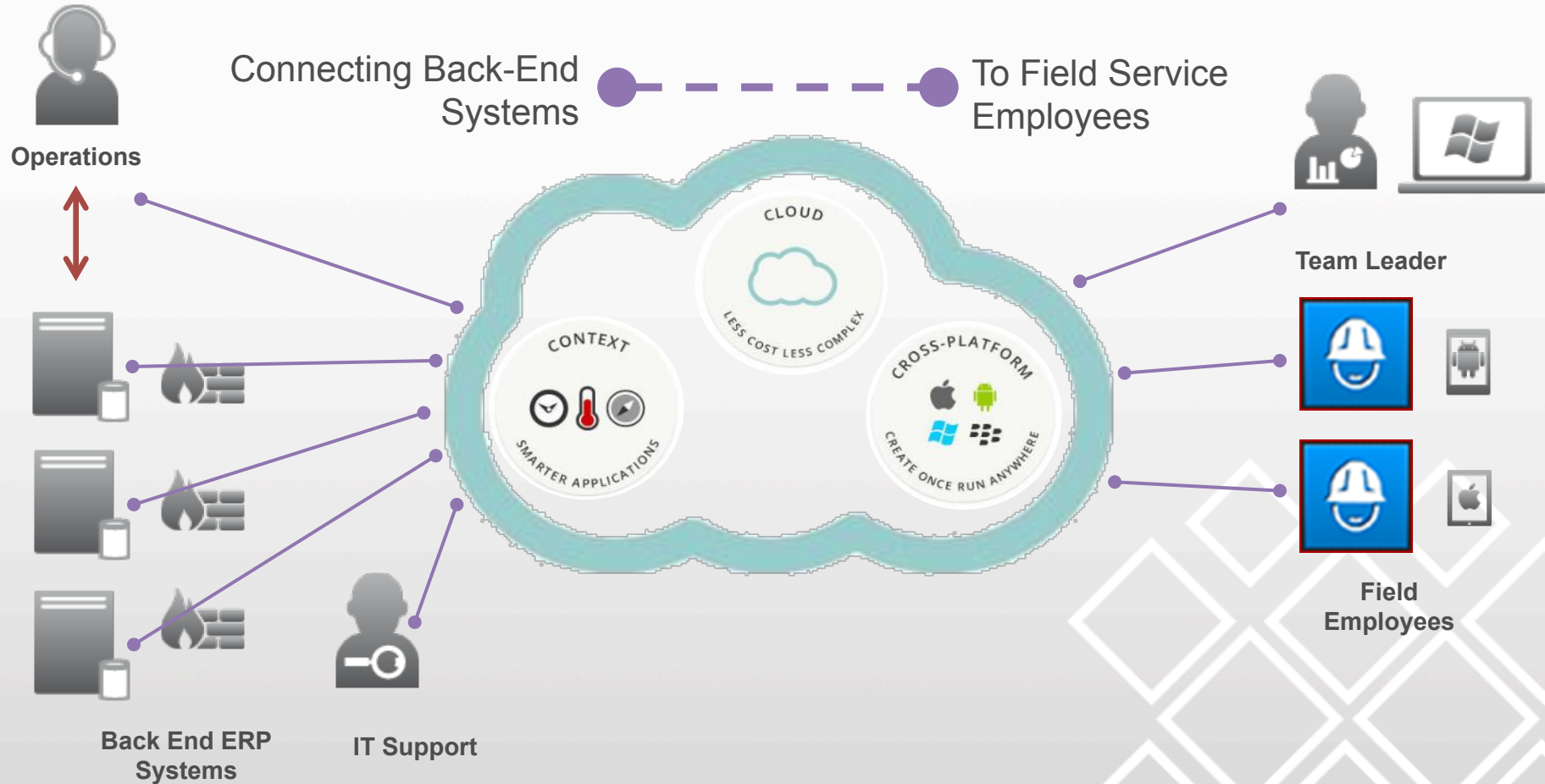 - ◆ Context-aware user interface

◆ Four pilots deployed in 2013-2014
  - ◆ City Transit (City of Karlsruhe, Germany)
  - ◆ Rail Transport (TKAB, Sweden)
  - ◆ Field Service (Tence, Netherlands)
  - ◆ Construction (Costain, UK)

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Technology

Connecting Back-End Systems ----- To Field Service Employees

Operations

Team Leader

CONTEXT — SMARTER APPLICATIONS

CLOUD — LESS COST LESS COMPLEX

CROSS-PLATFORM — CREATE ONCE RUN ANYWHERE

Field Employees

Back End ERP Systems

IT Support

Cloud Application Scenarios

City Transit

Rail

Construction

Field Service

Cloud Application Example

- Mobile Site Diary
- Costain = Large Corp
- Subcontractors = SMEs

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The European Corporate Appstore

- ◆ The reduction in the cost and complexity of mobile application development using cloud technologies is a **strategic objective** of the European Commission.

- ◆ With MobiCloud it becomes feasible for SMEs, and not only global ERP vendors, to **quickly develop and market** mobile extensions of their existing business applications.

- ◆ MobiCloud's initial demonstration scenarios focus on industries where collaborative mobile applications can support a **more efficient, greener** organization.

The European Corporate Appstore
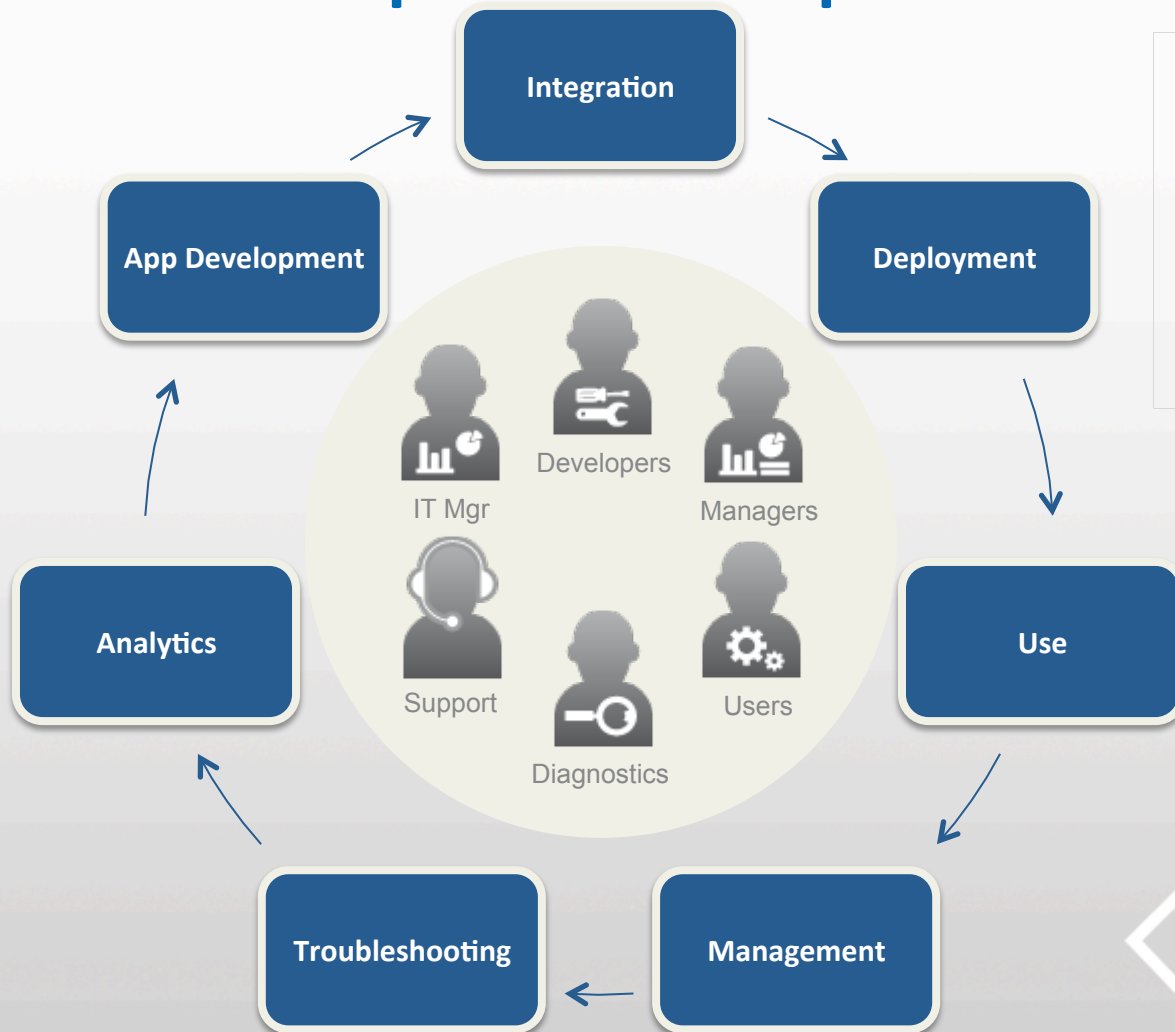
Join the Community!

◆ System Integrators, Application Developers, End-Users

◆ Innovative SMEs focusing on Mobile Cloud Technologies

◆ Benefits:

  ◆ Access the MobiCloud SDK

  ◆ Leverage MobiCloud Best Practices

  ◆ Run your own mobile pilot on the MobiCloud Infrastructure

  ◆ Add your own application to the MobiCloud marketplace

  ◆ Gain visibility in the European Mobile Cloud ecosystem

Supported by

Founding members

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CloudWATCH at ICT2013
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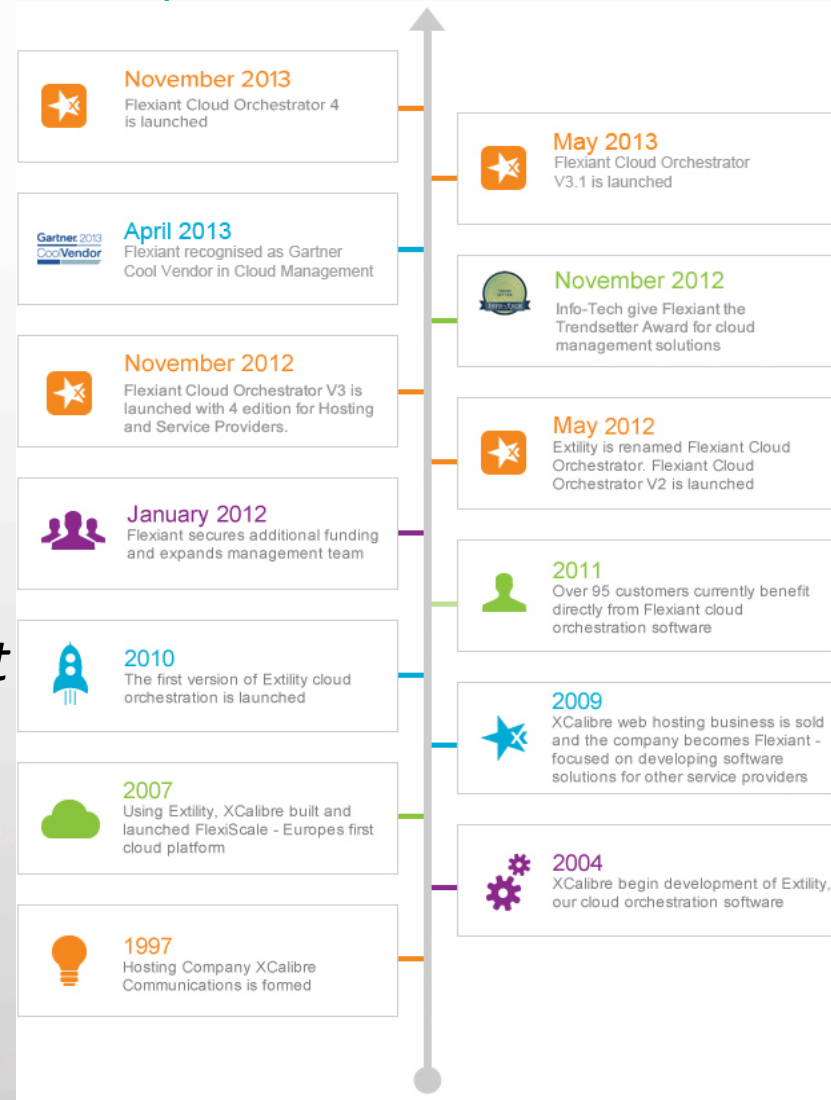**Networking Session 7 November 2013, Room H1C**

Craig Sheridan, Flexiant

Agenda

- ◆ Flexiant
- ◆ Innovation
- ◆ Research Projects
- ◆ CELAR project
- ◆ Conclusions

- *Offices in London, Edinburgh and New York*
- *40+ employees*
- *Investor funded*
- *100+ customers*
- *Revenue Generating*
- *Aimed at Service Provider market*
- *Doubled work force in last 12 months*

November 2013
Flexiant Cloud Orchestrator 4 is launched

April 2013
Flexiant recognised as Gartner Cool Vendor in Cloud Management

November 2012
Flexiant Cloud Orchestrator V3 is launched with 4 edition for Hosting and Service Providers.

January 2012
Flexiant secures additional funding and expands management team

2010
The first version of Extility cloud orchestration is launched

2007
Using Extility, XCalibre built and launched FlexiScale - Europes first cloud platform

1997
Hosting Company XCalibre Communications is formed

May 2013
Flexiant Cloud Orchestrator V3.1 is launched

November 2012
Info-Tech give Flexiant the Trendsetter Award for cloud management solutions

May 2012
Extility is renamed Flexiant Cloud Orchestrator. Flexiant Cloud Orchestrator V2 is launched

2011
Over 95 customers currently benefit directly from Flexiant cloud orchestration software

2009
XCalibre web hosting business is sold and the company becomes Flexiant - focused on developing software solutions for other service providers

2004
XCalibre begin development of Extility, our cloud orchestration software

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Innovation

flexiant™ Cloud Orchestrator

- Single pane of glass
- Multi-hypervisor
- Multi-cluster
- <u>Ridiculously</u> configurable UI
- Flexible self-service
- Multi-level metering & billing
- Fine-grained permissions
- Application management
- Dynamic workload placement

- Bento Boxes
- Hyper-V
- Universal Storage
- System Interface
- High Availability
- HostBill and WHMCS
- Parallels Automation

flexiant™ your cloud simplified

- ** New for v4 **
- Triggers
- Internationalisation
- PP Plugins
- Chef Integration
- Multi-tier Billing

FP7 Projects

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CELAR Project

◆ Automatic , multi grained elasticity provisioning for the cloud

◆ Platform resource scaling to meet exact demand and performance at runtime

◆ Correct approach by concentrating on individual Cloud providers. Will result in prototyping with more interoperability and lead to better cases for the commercial exploitation of innovation features and will respect the important functionality of the individual provider.

◆ Over the last few years, approaches that try to be all things to all actors of a Cloud ecosystem can result in poor output with somewhere between none and very little commercial uptake.

◆ Essential for Flexiant business model to differentiate from other providers and emphasise the added value ignored by vendor agnostic tools to tick the interoperable box.

◆ Cloud orchestration providers not all the same; value of tying common features together exaggerated (although we are a supporter of open standards). Flexiant look forward to furthering our 'uniqueness' thanks to the CELAR innovations.
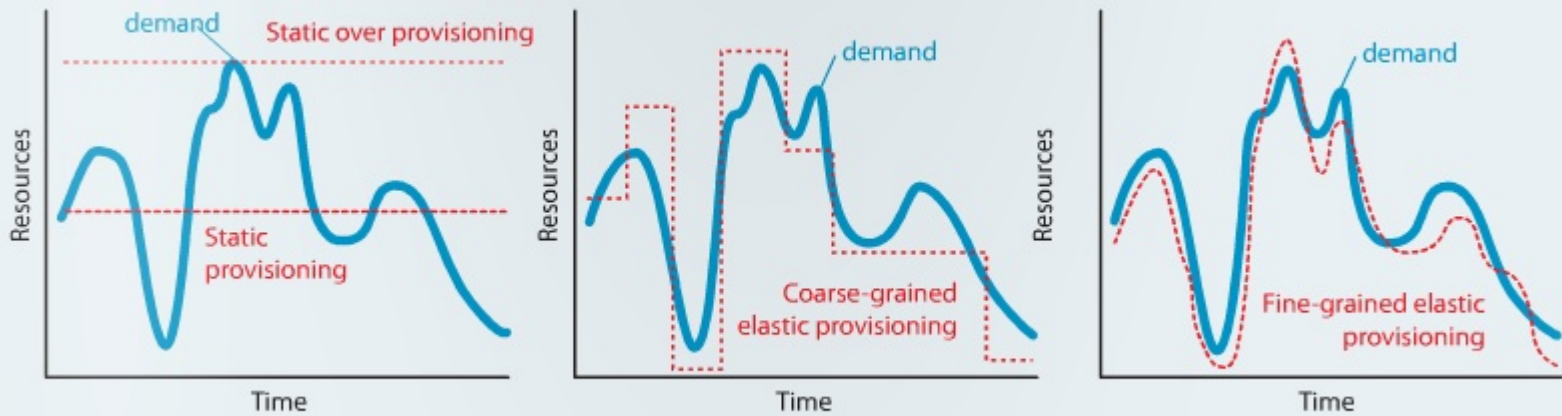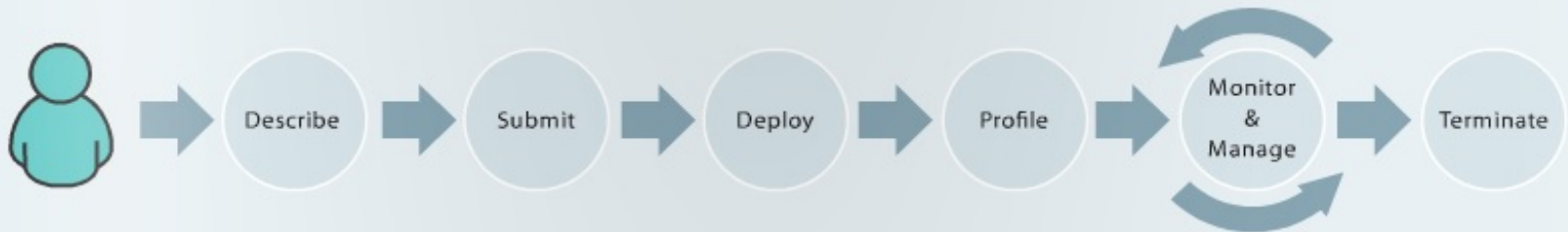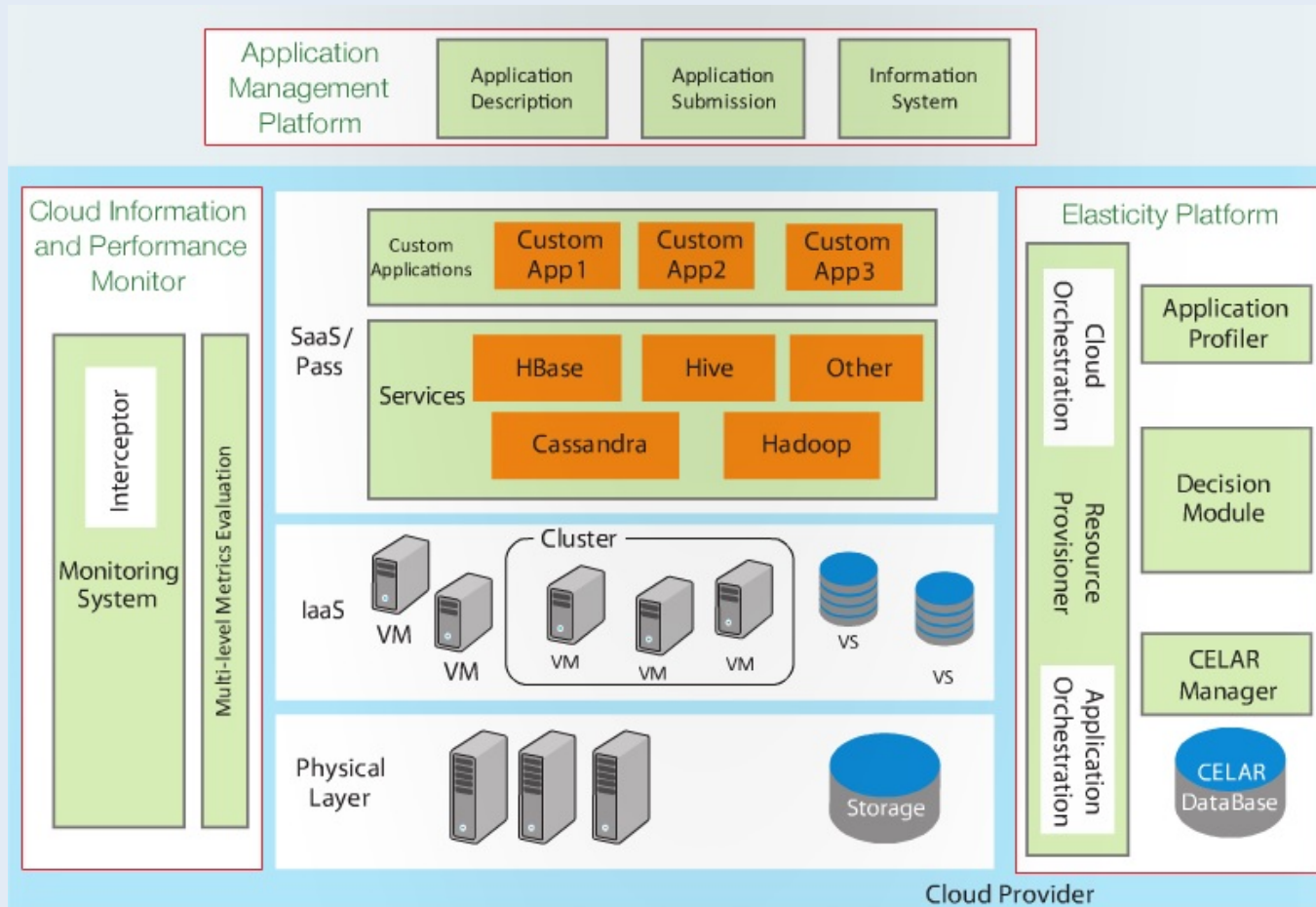
CELAR Project

Figure 1: Resource provisioning strategies

CELAR modules

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Customer Advantages

Conclusions

- ◆ *Who Benefits?*
  - ◆ *Enterprise*
  - ◆ *Service Providers*
  - ◆ *End Users*
- ◆ *Why is it important?*
  - ◆ *Speed to market*
  - ◆ *Enter at low cost*
  - ◆ *Scale as service grows*
  - ◆ *Differentiation*
  - ◆ *Professional support*
- ◆ *Knowledge transfer>>Features>>Commercial Exploitation*
- ◆ *V4.0 of Flexiant Cloud Orchestrator released!*
- ◆ *CELAR: Better synergy between customer workflow demand and Platform resource scaling at runtime*

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Adomas SVIRSKAS

President, Lithuanian National Software and Services Cluster

Coordinator, EuroCloud Lithuania

Lithuanian National e-Document Platform

◆ **Standards-based interoperable** e-Document solution

  ◆ September 2011: The **Government of the Republic of Lithuania**, probably the first in the world, started issuing documents in the form of **electronic originals**, signed by **qualified electronic signatures**

  ◆ 2011: The **Office of the Chief Archivist** of the Republic of Lithuania launched the **State Archive of electronic documents**

  ◆ January 2014: **The Parliament** of the Republic of Lithuania will start issuing **legal acts in the form of electronic documents**

◆ **The Challenge**: e-Document platform needs to be **available for SMEs**

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The solution - MitSoft Signa®

◆ Create, sign & manage e-Documents

  ◆ Signa® Desktop & SDK for integration

  ◆ Signa® Web (e-Documents stored locally)

  ◆ Signa® Cloud – SaaS-based solution

◆ **Signa® received The Most Innovative Lithuanian Product award in 2011**

http://www.mitsoft.lt

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e-Document Platform in Action

◆ The **Electronic Documents Signing System (ELPAS)** used by the Government of Lithuania is based on Signa® Docs platform
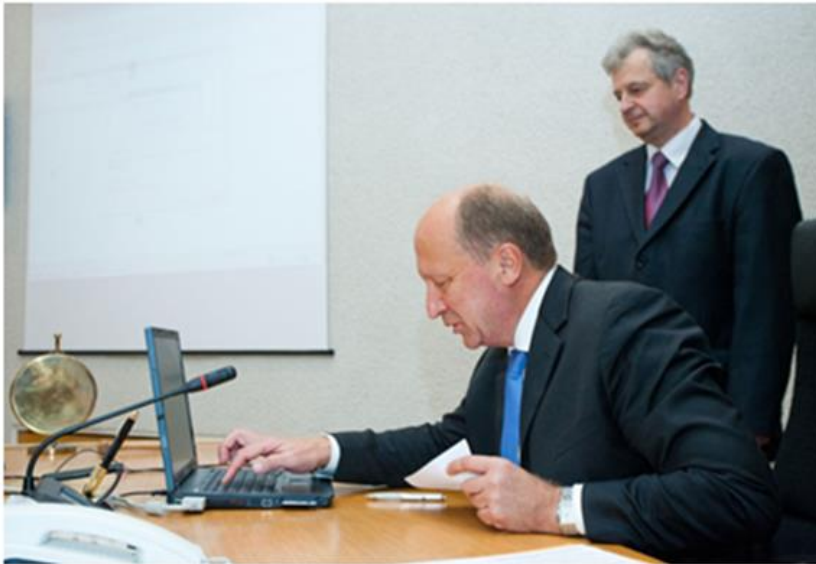
Andrius Kubilius Prime Minister of the Republic of Lithuania signs first electronic document, September 6, 2011

http://www.lrv.lt/lt/veikla/sistema-elpas/

Signa® Cloud

- Cloud-based DMS as a service & Document Lifecycle Management solution

- E-documents created and managed using **SaaS** approach, served from the Cloud

- An **open platform** allowing and encouraging creation of **service ecosystem** for e-document management

- Currently in the final stage of "cloudification"

Who stands to benefit

◆ Already benefitting:

    ◆ The Government of Republic of Lithuania, all 14 ministries and the public administration offices

    ◆ The Parliament

    ◆ The Chief Archivist Office

    ◆ A number of companies, where Signa® is used as a part of DMS

    ◆ European partners, Signa is used in the SPOCS (Simple Procedures Online for Cross- Border Services) project solution - http://www.eu-spocs.eu/, pilots with Slovenia & Portugal

◆ Future beneficiaries of Signa® Cloud:

    ◆ Business users (special focus on SMEs) in Lithuania, EU & beyond

    ◆ Governments, European interoperability initiatives

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EU Regulation on electronic identification and trust services

◆ Electronic documents issued by the **persons who are competent** to issue the relevant documents … in accordance with national law of the Member State of origin, **shall be accepted in other Member States without additional requirements**

◆ Member States shall **put in place the necessary technical means allowing them to process electronically signed documents that service providers submit** in the context of completing procedures and formalities through the Points of Single Contact as foreseen by Article 8 of Directive 2006/123/EC

◆ Regulation *should not affect* Member States' **right to determine what constitutes an original** or a copy at *a national level* but ensures that these can be used as such **across borders** as well

http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2012:0238:FIN:EN:HTML

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Thank you!

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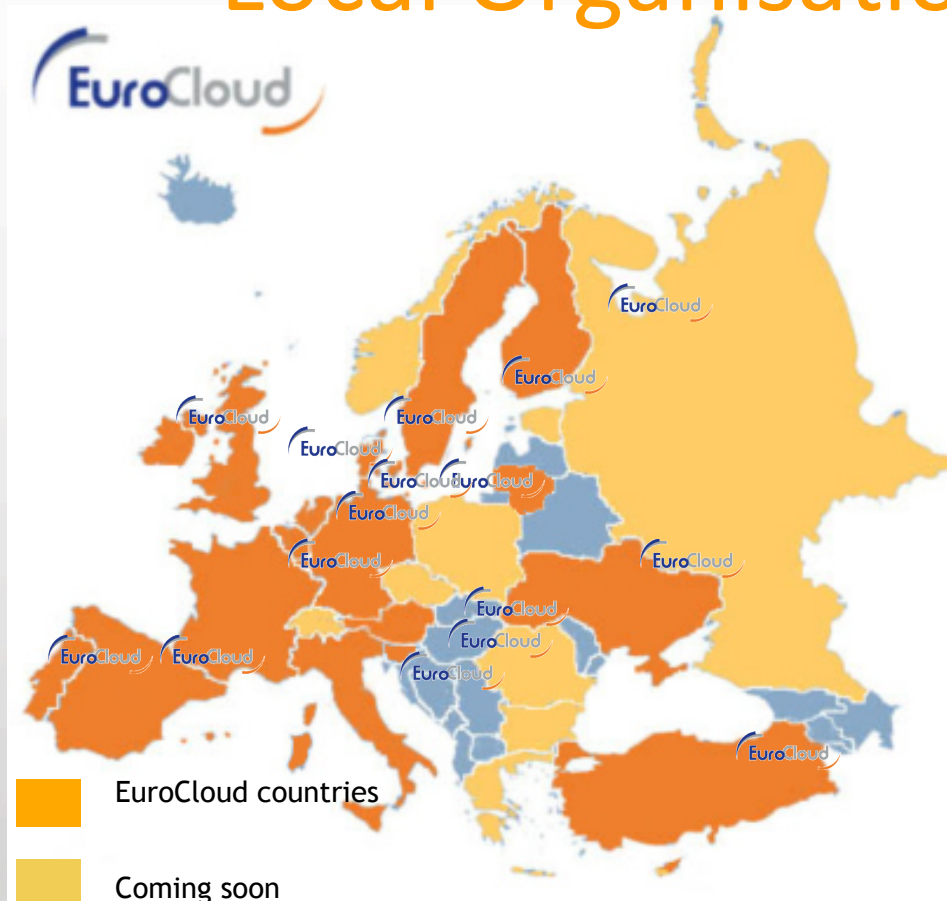
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Dalibor Baskovc, VP EuroCloud Europe,

Chairman EuroCloud Slovenia,

EuroCloud
Local Organisations

EuroCloud's European Associations

(June 2013)

1. Denmark
2. France
3. Germany
4. Austria
5. Italy
6. Lithuania
7. Luxemburg
8. Spain
9. Portugal
10. Swiss
11. Poland
12. Sweden
13. Ireland
14. Malta
15. Netherlands
16. Finland
17. Serbia
18. Slovenia
19. UK
20. Turkey
21. Russia

EuroCloud countries

Coming soon

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Objectives of CloudingSMEs

◆ Development and support of a sustainable pan-European SME community on Cloud computing

◆ Production of a vision document reflecting the common voice of SMEs in terms of cloud computing issues

◆ Building the SME community and provide support and training through the multilingual SaaS PROMIS® platform which will be tailored to the CloudingSME's needs. It will include tools and templates for cloud adoption issues

   www.cloudingsmes.eu / *info@cloudingsmes.eu*

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Objectives of Cloud Catalyst

◆ Launch a set of actions to foster the emergence of a strong and enthusiastic community of cloud adopters and supporters in Europe:

1. Support entrepreneurs, researchers and software developers to create value-added Cloud products and services;

2. Increase the awareness of Cloud Computing benefits and positive impact in the European economy and ensure project sustainability

   www.cloudcatalyst.eu / *info@cloudcatalyst.eu*

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Objectives of MO-BIZZ

◆ MO-BIZZ will offer companies advanced mobile services and applications, fostering the involvement of a vibrant developers' community.

◆ Several apps will be deployed in industries with a high need for real-time business processes and intelligence.

◆ It is a simple way to put technology at the centre of IT businesses' strategy, so they can rapidly deploy services to their customers using mobile cloud solutions.

www.mo-bizz.eu / info@mo-bizz.eu

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Key areas of KC Class

◆ Develop knowledge, interfaces, services in the fields of cloud computing (everything as a service - Xaas), innovative services in the fields of customer relation management and product lifecycle management, learning through cloud services, managing logistic problems, e-health and environment services…

... to summarise!

- Cloud Computing (CC) is not a goal, but a **tool**
- Pilot and demonstration projects with which we **implement,** development strategy and **achieve** the country's as weel as EU development goals, as a basis for **business effects**
- CC **realize** and „export" (replicate on the market) reference pilot and demo solutions
- Spreading of „membership" and strengthening of CC as **internationally recognisable centres** and strengthening of EuroCloud as a EU cloud trademark

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