



TRUST THE CLOUD?

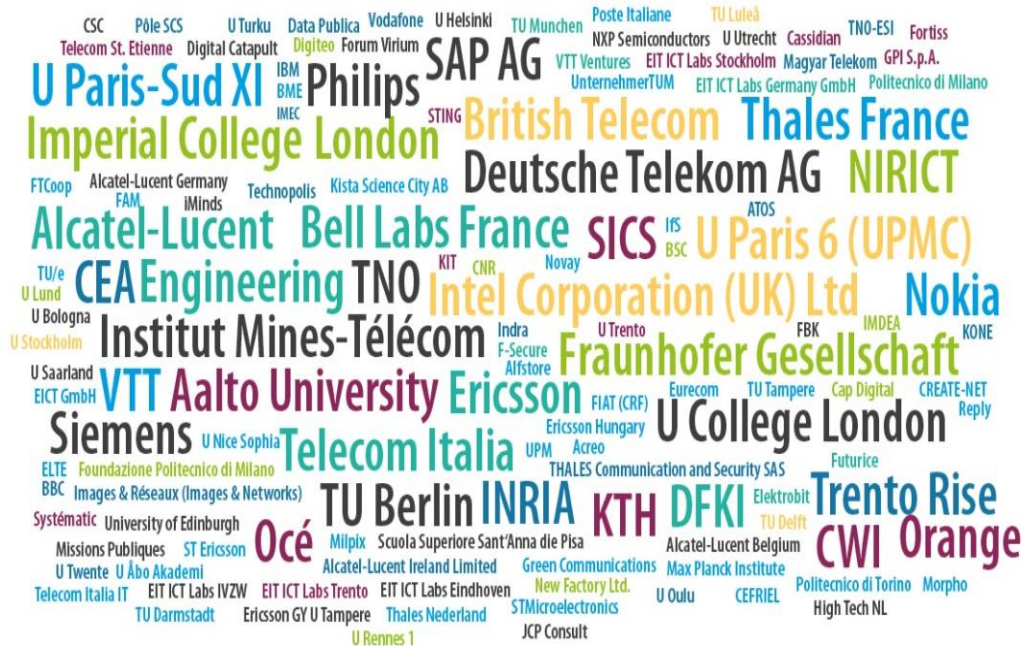
Dr. Tua Huomo, EIT ICT Labs

Future Cloud action line leader

tua.huomo@eitictlabs.eu

@tuajh, #trustedcloud

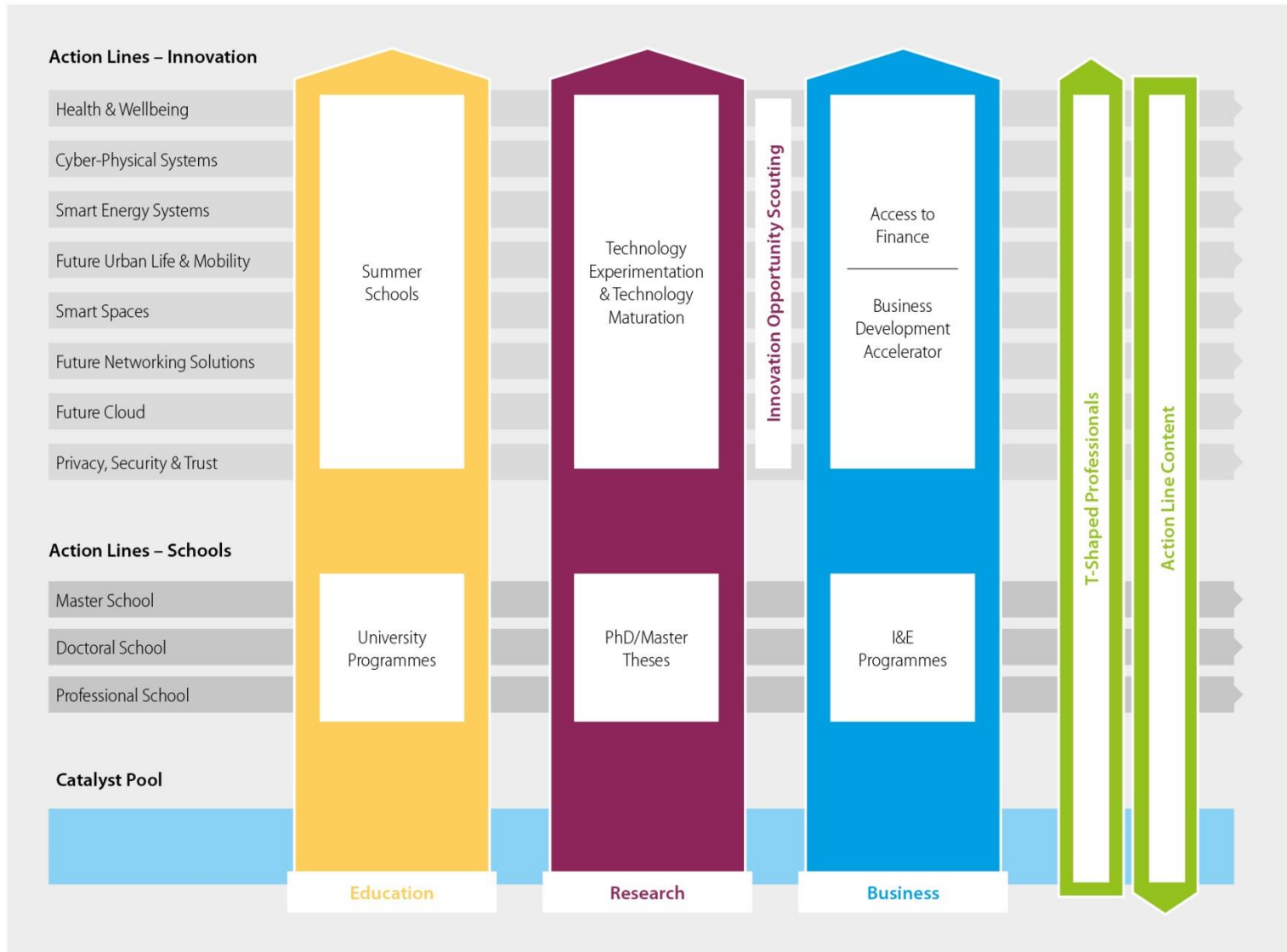
Ecosystem of Innovation Hotspots



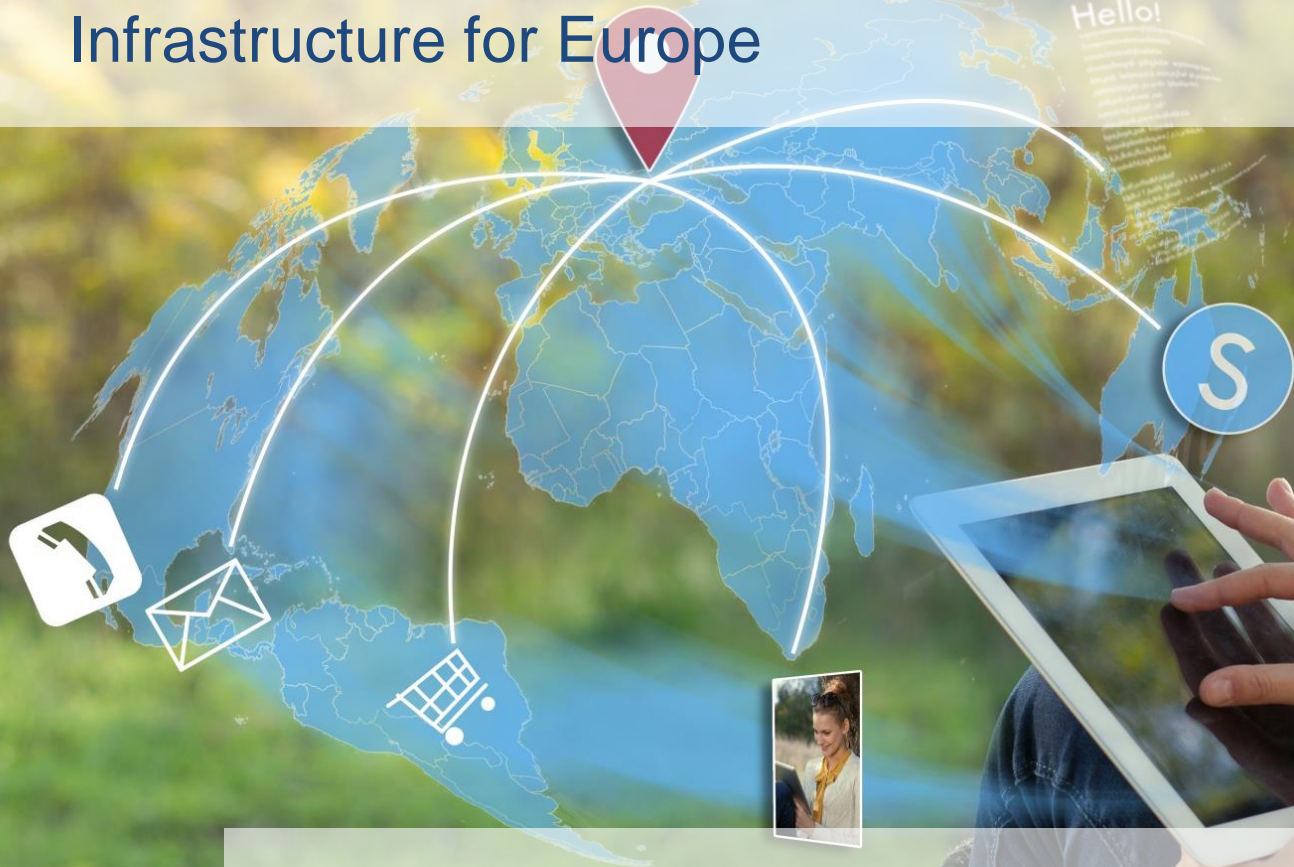
- Node
- Satellite
- Associate Partner



Building The Pillars - Acting as a Catalyst through focused Action Lines



Future Cloud – A Secure Data and Service Infrastructure for Europe



Drive European competitiveness in the area of Cloud services and Big Data via the deployment of trusted Cloud technologies and Big Data Analytics Cloud infrastructures.

EU & Cloud: Strategy and Impact



2012: The European Commission's strategy
"Unleashing the potential of cloud computing in Europe"

2015: Digital Agenda in the Europe 2020

***Digital single market*

***Strengthening online trust and security*

- Goal: Deliver new jobs and business in Europe
- Europe must strengthen its policy **to combat cybercrime, and breaches of privacy and personal data security.**
- By 2020 Cloud Spending in the EU will represent almost 11% of total (44.8€Bn)
- EU SMEs adoption of Cloud is projected to grow – but slowly



303K new companies...



Up to 1 Mill jobs...(from 2015)

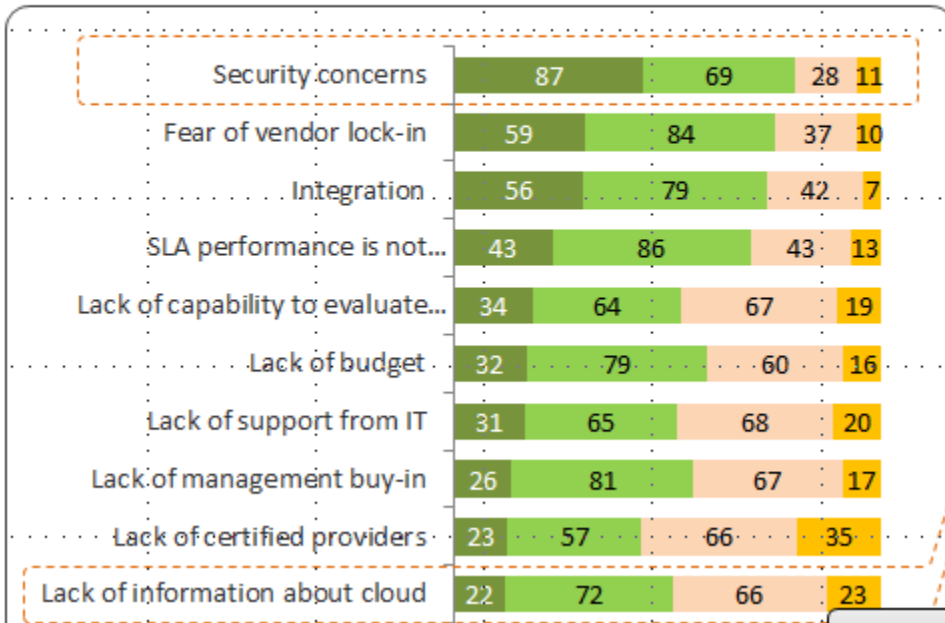
Cloud adoption by SMEs is slow

Key Barrier is “Security Concerns”



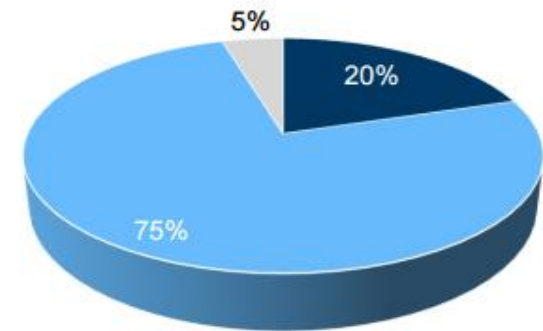
GLOBAL

Answers 204



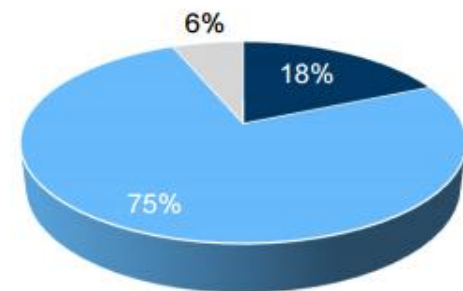
SMEs share of EU Cloud spend (% value, €Bn)

Baseline Forecast 2020



■ SMEs ■ Large companies ■ Government

2015



Source: IDC

How about Consumers?

EIT ICT Labs survey Dec 2014 in 6 countries



eit Knowledge & Innovation Community
EIT ICT Labs

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More 3000 respondents

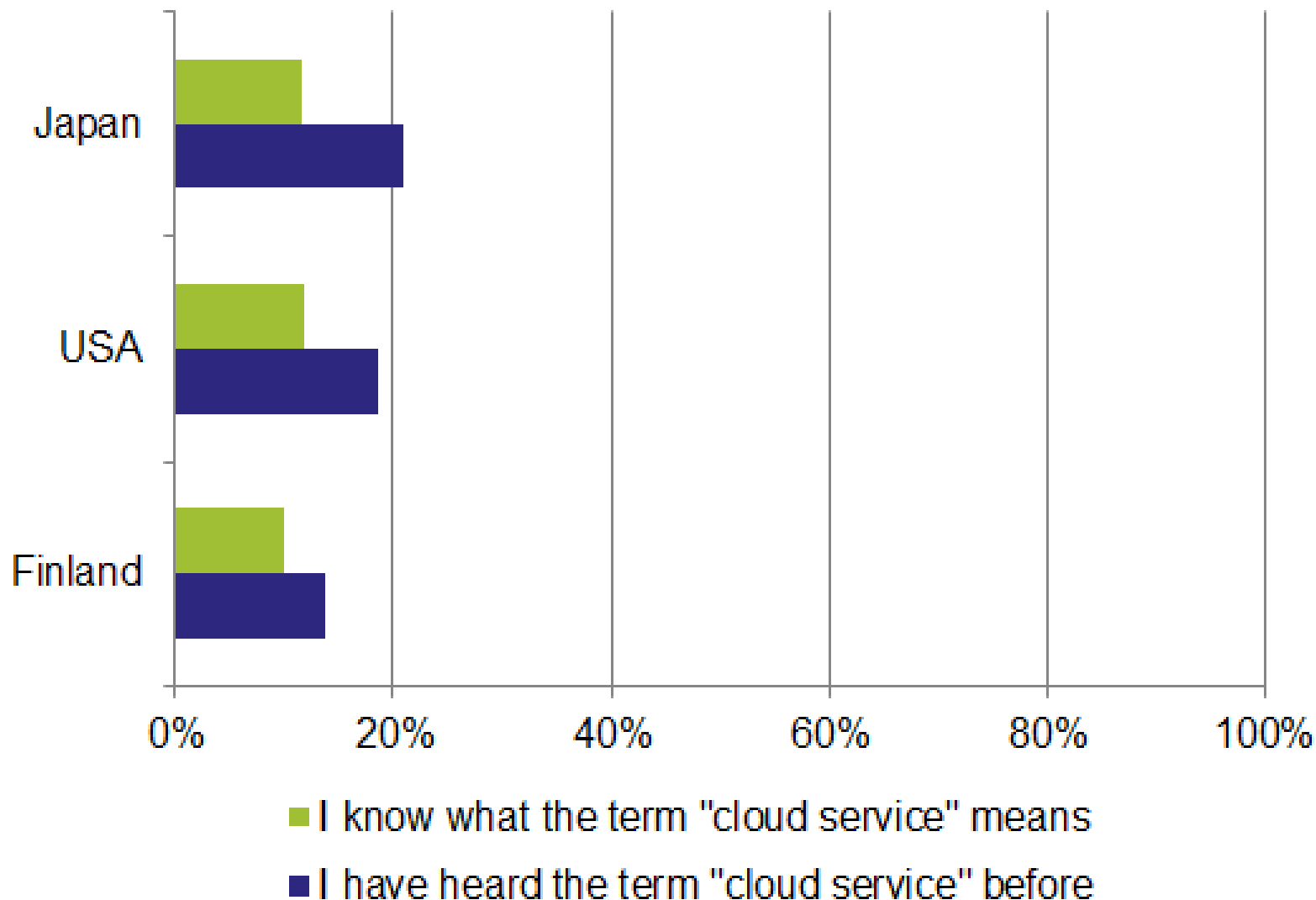


Users attitudes towards cloud services

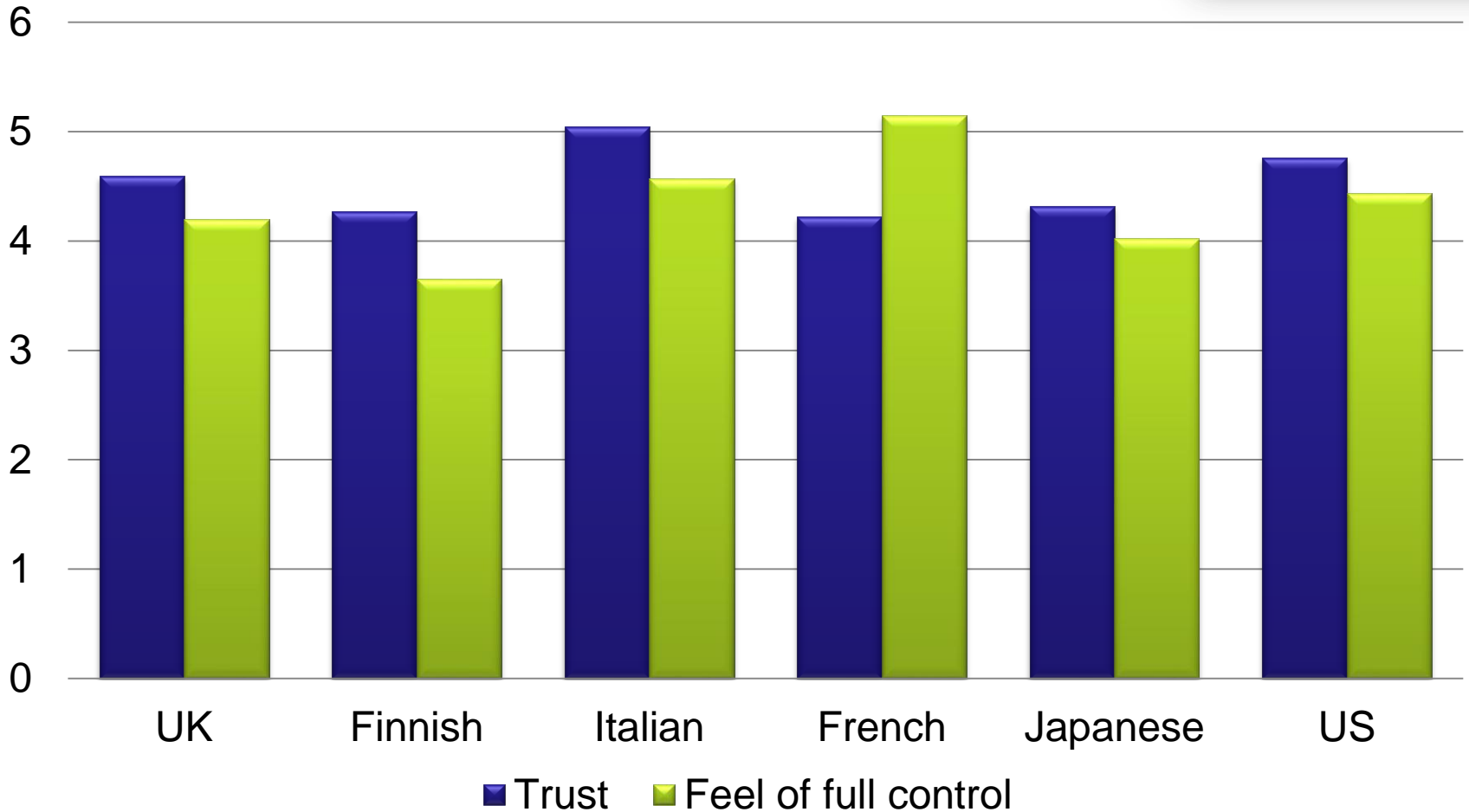


Security & Privacy Concerns are real

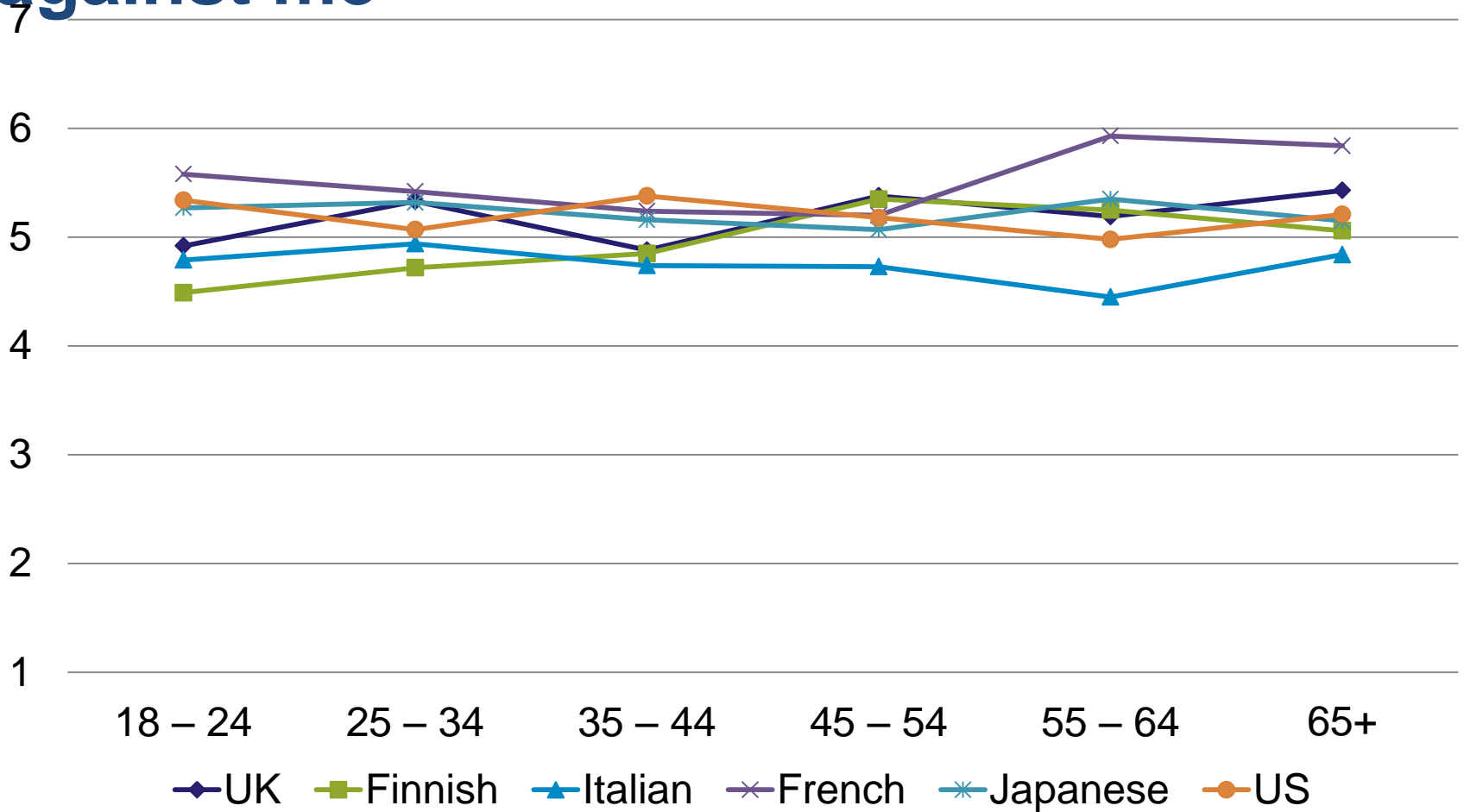
2010: Have you heard the term "cloud service"? Do you know what it means?



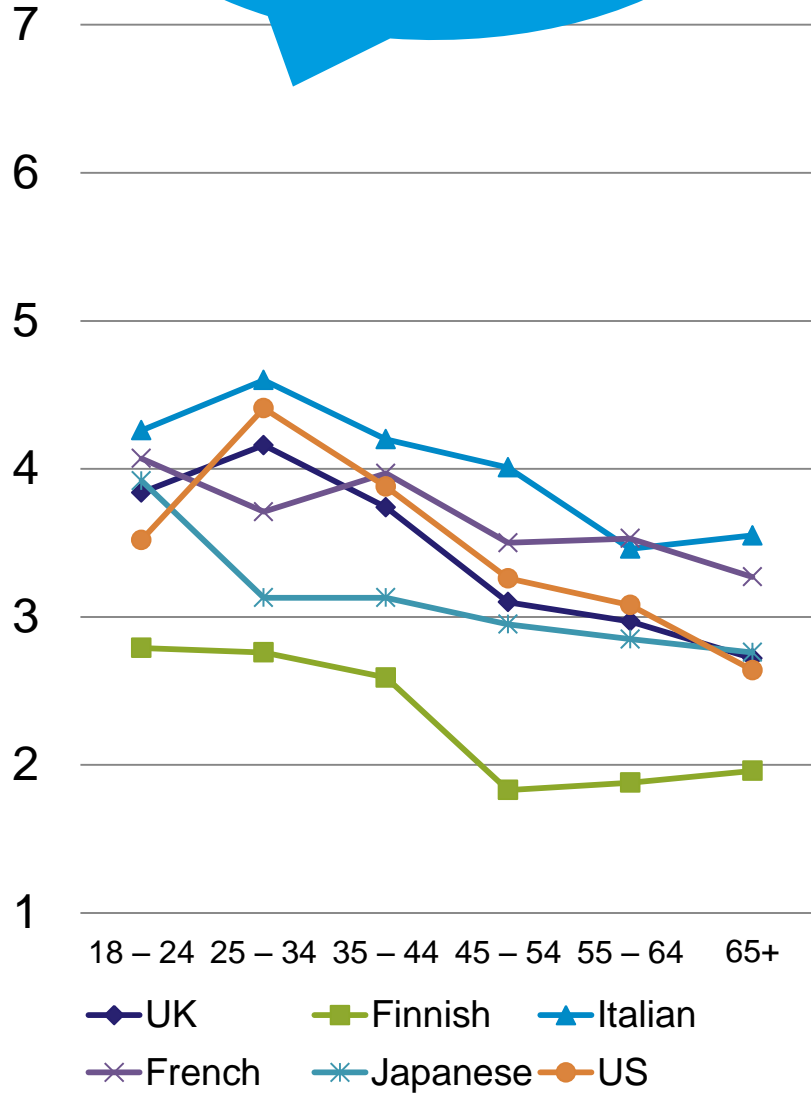
People generally trust Internet service providers



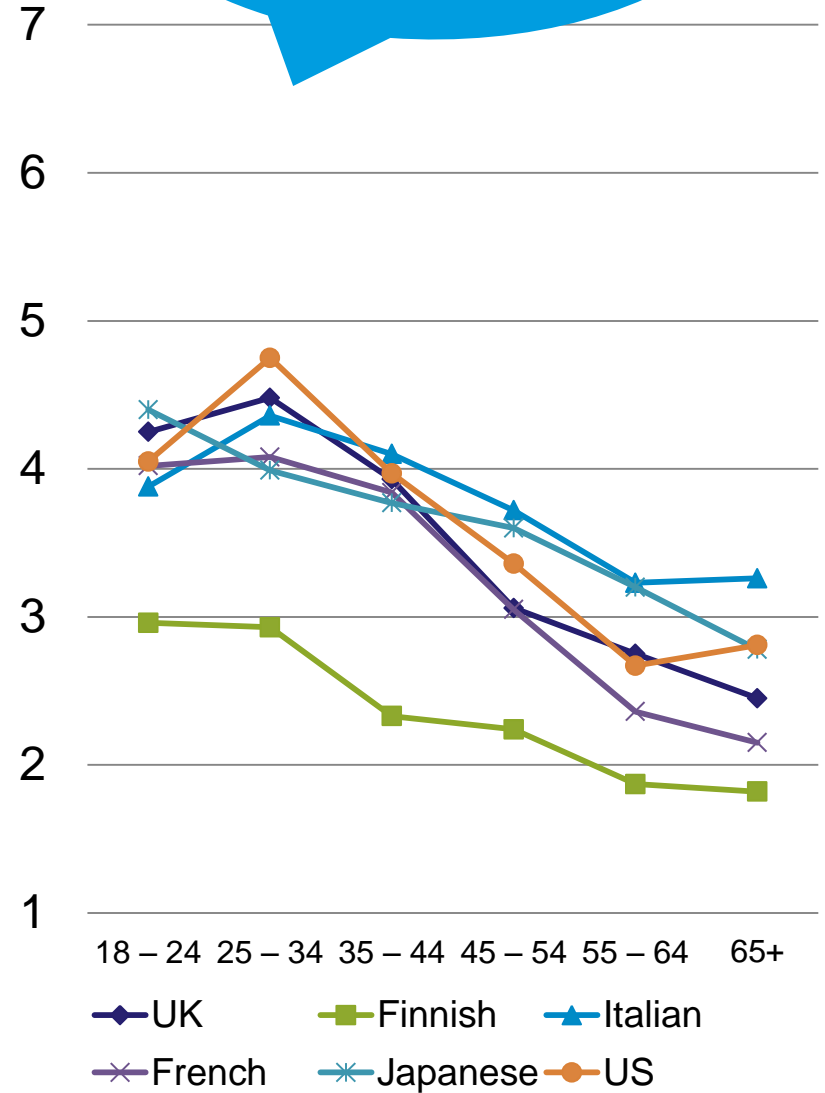
I believe that Internet service providers can easily use my data against me



I do not mind revealing my personal information in return for free online services



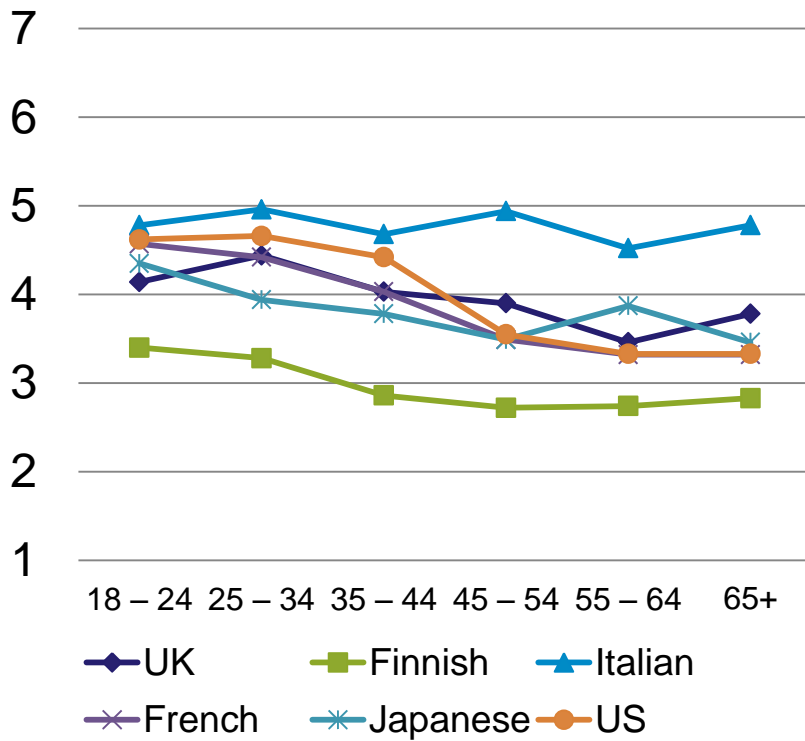
I would consider the option of selling/trading my personal data



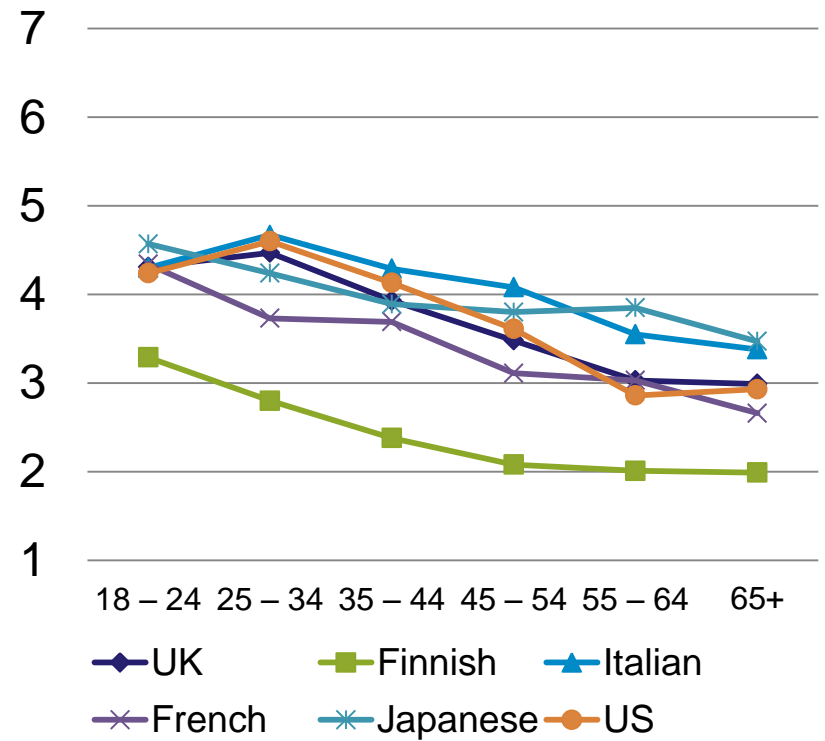
Sharing personal data



I am willing to share my personal data with public bodies in case it helps improving their services and policies



I am willing to let on-line applications access my data in order to get services to improve the quality of my life



Trust @Cloud – Just an Act of Faith?

Challenge: How to Build & Deploy TRUSTED Cloud Solutions



DATA

EXPERIENCE

CONTRACTS

TRANSPARENCY

CERTIFICATION

PERCEPTION



LEGAL

CONTROL

OWNERSHIP

OPEN SOURCE

AUTHENTICATION

SECURITY



Trusted Cloud
Infrastructures
and Services



BUSINESS

PRIVACY

SLAs

ANALYTICS

FEELING

QUALITY

EIT ICT Labs: High Impact Initiative: European Trusted Cloud.



To provide
consumers and **businesses**
better tools and services
to take greater control over
the use of **sensitive** and **personal** data
created by and about them.



SMEs are key drivers for the Trusted Cloud Ecosystem



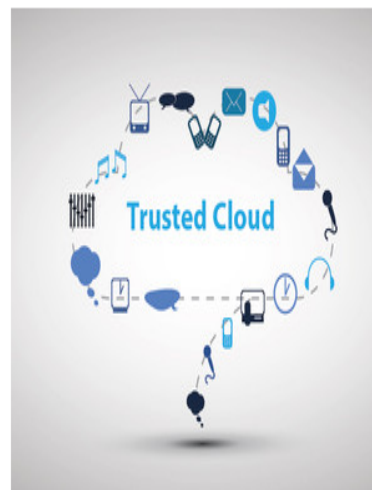
- We need more concrete business experiments and good examples
- Lessons learnt and guidelines for trust in the cloud
- EIT ICT Labs High Impact Initiative: **European Trusted Cloud Ecosystem**



News

Europe at the vanguard of creating trust in the cloud - A call for participation for SMEs

Tuesday, 13 January 2015



Are you an innovative company from Italy, Finland or the UK? Do you want to make an impact on Europe's business culture and consumer experience? Are you interested in joining one of Europe's biggest entrepreneurial communities? These are just some of what's on offer to participants in an ambitious project aiming to create a European trusted cloud platform, which has issued a call for participation (CFP) to SMEs. Created and coordinated by EIT ICT Labs, the project will see a raft of different partners working together in the same physical space on developing the components and technologies needed to turn Europe into a byword for trust in the cloud.



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