

## **TRUST THE CLOUD?**

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@tuajh, #trustedcloud

## **EIT ICT Labs**



## **ICT Innovation & Education & Business**

Our mission is to foster innovative technology and entrepreneurial talent for economic growth and quality of life in Europe.

EIT ICT Labs was established in 2010 as one of the first Knowledge and Innovation Communities of the European Institute of Innovation and Technology (EIT), at the initiative of the European Union.





### **Ecosystem of Innovation Hotspots**

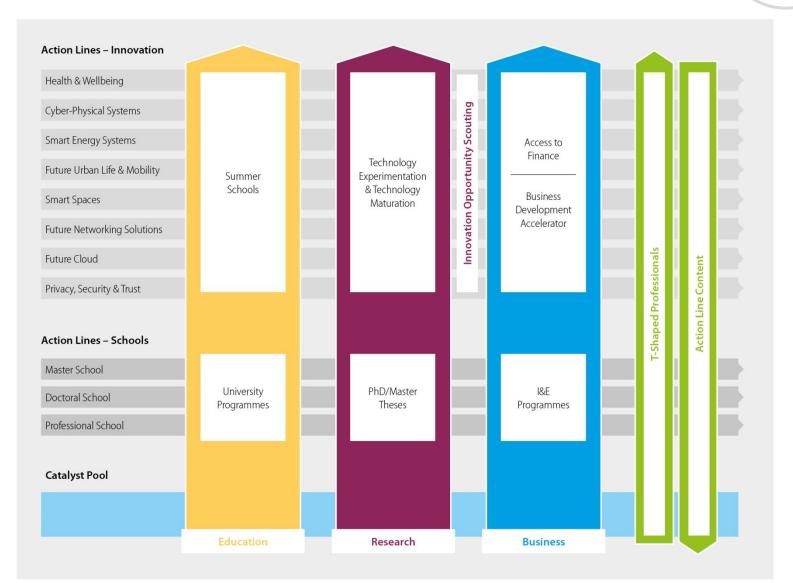




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# **Building The Pillars -** Acting as a Catalyst through focused Action Lines





### 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.

## **TRUST THE CLOUD?**



US and UK accused of hacking Sim card firm to steal codes



The stolen encryption keys allowed agencies to decode data that passes between mobile phones and cell towers

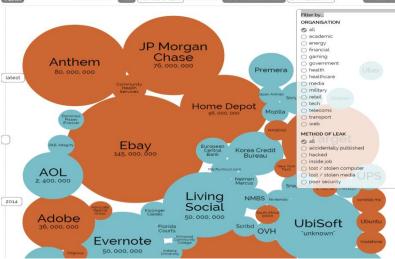
The future of how Europeans' data is shared with US companies such as Facebook and Google is set to be considered by the EU's highest court.

Lawyer and activist Max Schrems said revelations by whistleblower Edward Snowden showed agreed privacy practices were being ignored by Facebook and others.

He called for the current Safe Harbour deal, which allows the transfer of data to US firms, to be scrapped.

World's Biggest Data Breaches Selected losses greater than 30,000 records (updated 19th Mar 2015)

YEAR BUBBLE COLOUR YEAR (METHOD OF LEAK) BUBBLE SIZE (NO OF RECORDS STOLEN) (DATA SENSITIVITY) (B) HIDE FILTER



#### Careful what you say: Your Samsung TV might be listening





## **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...

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

Source: Uptake of Cloud in Europe by IDC on behalf of DG CONNECT, 2014 & http://ec.europa.eu/digital-agenda/en/our-goals

## **Cloud adoption by SMEs is slow**

#### Key Barrier is "Security Concerns"

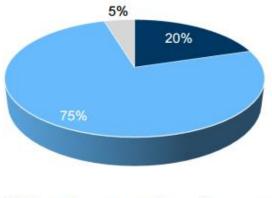


#### Cloud 🆚 Catalyst

	:						
:	GLOBAL		Answers 204				
:	:				:		
Se	Security concerns		87		28 <mark>11</mark>	28 <mark>11</mark>	
Fear of	vendor lock-in	59		84	37 <mark>10</mark>		
· · · · · · · · · · · · · · · · · · ·	Integration			79	42 <mark>7</mark>		
SLA per	ormance is not	43	8	6	43 <mark>13</mark>		
Lack of capab	lity to evaluate	34	64	67	7 : <mark>19</mark>		
	Lack of budget	· 32 · ·	· · · · 79·	••••6	50 · · · <mark>16</mark>		
Lack of	upport from IT	31	65	68	: 20		
Lack of mana	gement buy-in	26	81	6	7 : 17		
Lack of cer	ified providers	23	· 57 · · ·	···66··	· · <mark>· 35</mark> · ·	/	
Lack of information about cloud		22	72	66	23	- 7	

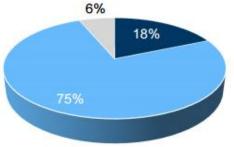
SMEs share of EU Cloud spend (% value, €Bn)

**Baseline Forecast 2020** 

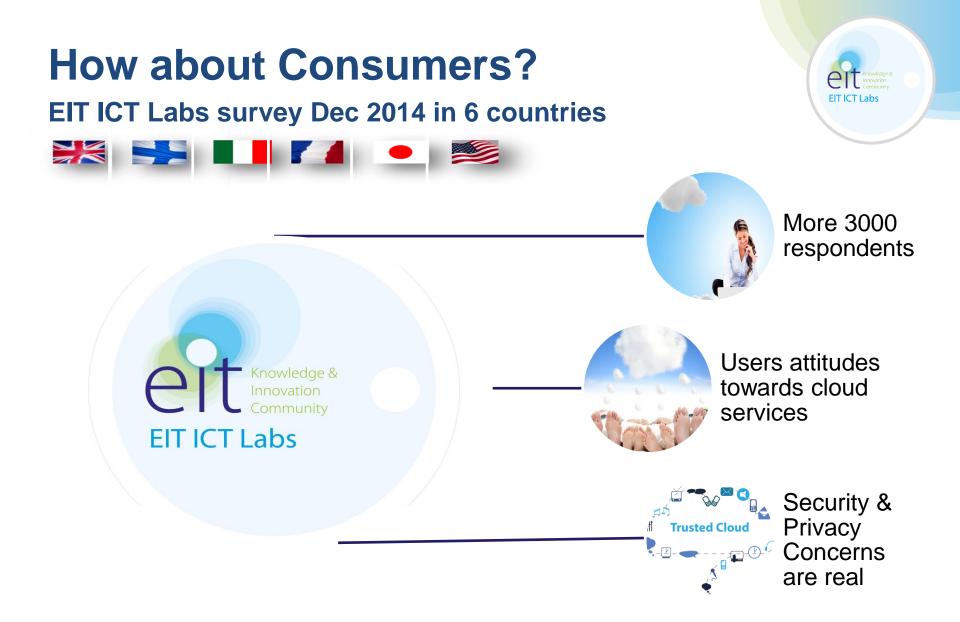


SMEs = Large companies = Government

2015

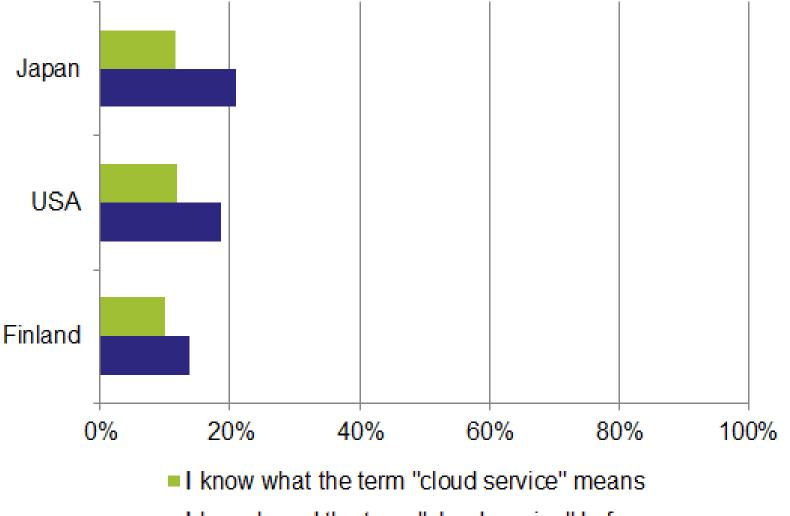


Source: IDC



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

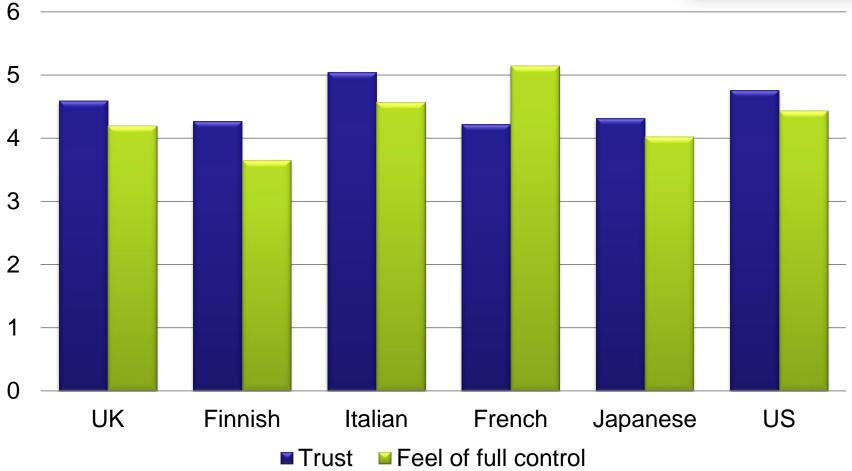
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I have heard the term "cloud service" before

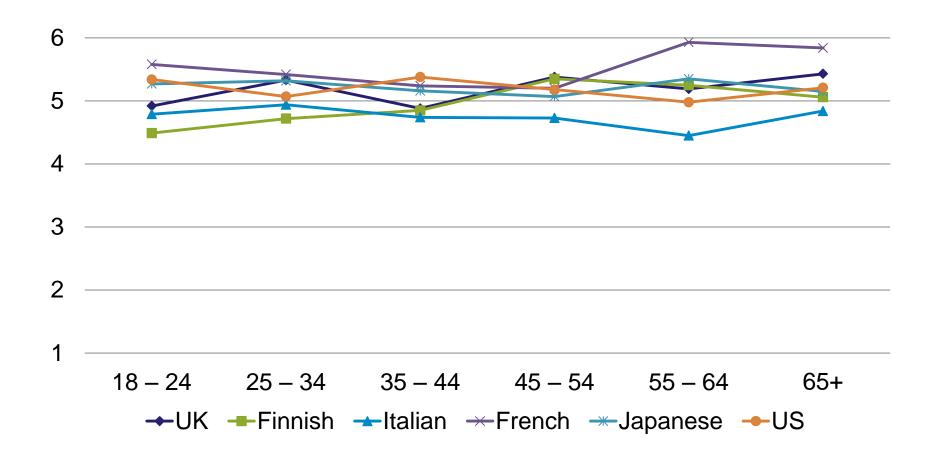
# People generally trust Internet service providers

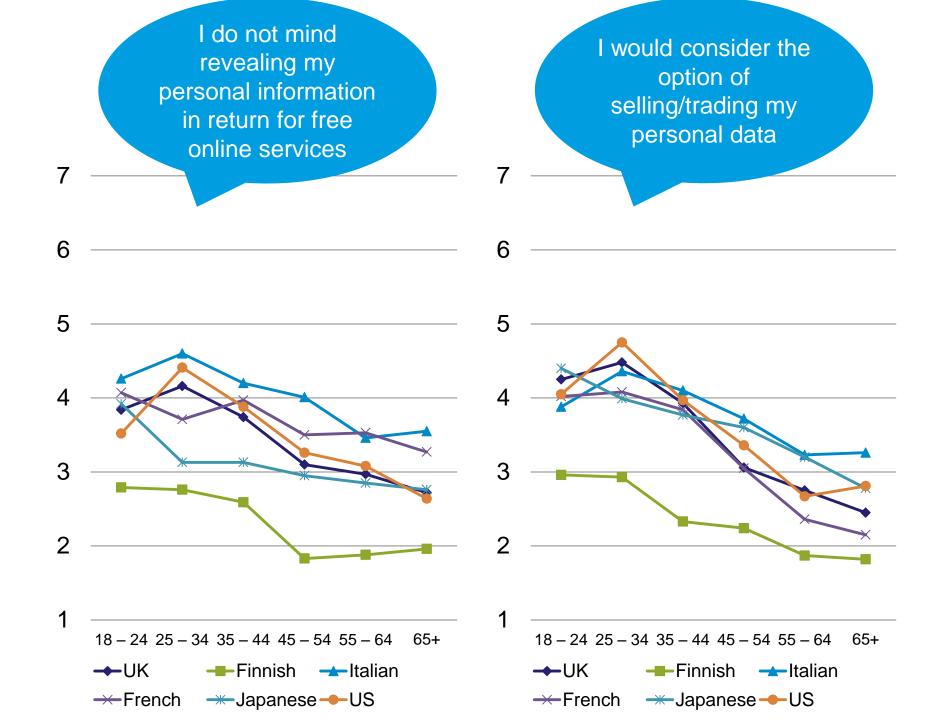






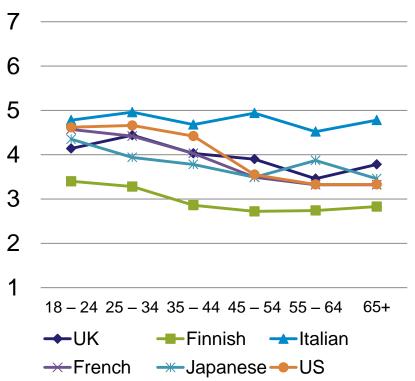
## I believe that Internet service providers can easily use my data against me



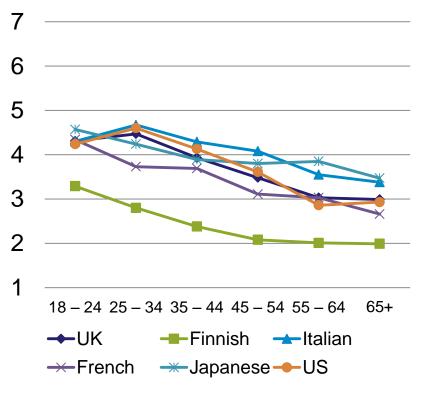


## **Sharing personal data**

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 EIT ICT Labs DATA **EXPERIENCE CONTRACTS** TRANSPARENCY **CERTIFICATION** LEGAL PERCEPTION CONTROL **OPEN SOURCE OWNERSHIP AUTHENTICATION** SECURITY **Trusted Cloud** Infrastructures and Services **BUSINESS** PRIVACY **ANALYTICS SLA**s 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. EIT ICT La

# 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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