Driving Europe towards a forward-looking, productive, fair and globally competitive Data Economy

Our vision for the **digital transformation** of Europe

Looking back from 2025, Cloud Infrastructure Services Providers in Europe (CISPE) envisages a **prosperous** and **innovative** European Union. This vision consists of a vibrant Digital Single Market (DSM) that has embraced the opportunities of technological change for the benefit of all European citizens. This robust DSM depends on an environment that enables continuous innovation, particularly for SMEs. Such a successful DSM could deliver an additional **EUR 415 billion of growth** over the next five years.[1]

We see an EU that emphasises a skilled workforce, trained and ready for the jobs of the future. **Investing in workforce development will generate new industries and jobs**, creating an ecosystem for businesses of all sizes to scale-up and compete within EU and overseas.

By 2025, we will see European governments transformed, offering citizens **improved**, more **agile**, **secure** and **cost-efficient** services. This includes leveraging innovation to aggressively tackle climate change and build a framework for a truly sustainable Europe.

Achieving this vision requires strong leadership from policymakers being responsive to the needs of all citizens, using technology to improve services, boost entrepreneurship and expand access to underserved communities. The EU is ideally placed to make this vision a reality and take the lead to **support innovation**; policymakers have a responsibility to muster the political will and enact policies that capitalise on **new opportunities** and ensuring **trust in digital services** for citizens and companies to embrace digital transformation.

"The good news is that the technology to deliver this vision is already here, and is **ready to drive Europe's digital modernisation: cloud computing**."

The Cloud Locomotive: how to accelerate the future

Cloud infrastructure computing is the key catalyst for **true digital transformation**. The cloud is a digital infrastructure that provides "**the building block for IT**"—making possible Artificial Intelligence, Connected Objects, autonomous vehicles and the new generation of cellular connectivity: 5G. Cloud infrastructure services make it possible for businesses and governments to build their own systems and to deliver essential services to billions of customers and citizens. It accelerates the pace of innovation, enabling even the smallest European companies to **access unlimited virtual resources** in minutes, anywhere in the world. **Cloud technology benefits the many, not the few.**

Cloud creates **new energy efficiencies**, promotes **sustainable development** and **helps to address today's environmental challenges**—using fewer data centers and servers and powering them more efficiently to further reduce carbon impacts relative to inefficient on-premises resources.

It helps governments to serve as responsible stewards of taxpayer funds by, for example, moving away from the high capital costs of data centre construction. Instead, cloud provides for "pay-as-you-go" operating expenses right-sized to exactly what individuals and companies require, when they require it, with no wasted or underutilised resources. The savings gained mean **companies can invest more in their growth and employees**.

Cloud is about putting power in the hands of the customer: the freedom to walk away at any time when you don't receive the service you rightly expect. For too long customers have been locked in to long-term service contracts and expensive software licensing fees. Cloud rids European organisations of these handcuffs and democratises technology so everyone has access to the same, world-class technology services on demand. Cloud also puts data protection, ownership and control in the hands of users. It is essential that customers own and control their data at all times, choosing where to store it. This will increase the trust required for true digital transformation.

What EU institutions and Europe need to do in order to succeed in the **European digital economy**

Cloud First Public Procurement Policy – accelerating the digital transformation and modernisation of governments and the public sector by promoting an ambitious and forward-looking pan-EU cloud first public procurement policy mandating that cloud is used as default unless it is justified ("if not cloud, why not?") when making IT expenditure decisions to ensure the right modernisation decisions are being made for the right reasons. It will be founded on effective guidance and a CISPE Cloud Handbook for public procurers that is available here. (http://bit.ly/2XV9wap)

Sustainable, energy-efficient policies - promoting eco-friendly, pro-renewable policies for data centres contributing to the realisation of the COP21 objectives on climate change.

Security and privacy – promoting cloud certification (Cybersecurity Act) and international standards that foster innovation, supporting strong encryption, and protecting privacy and other fundamental rights by ensuring GDPR compliance via a CISPE Data Protection Code of Conduct.[2]

An open and competitive IT environment - free from vendor lock-in, promoting freedom choice for customers through industry best practices holding exceeding customer needs as a core value. No more long-term service contracts and expensive software licensing fees: anyone should have access to world-class cloud services on demand.

A balanced policy framework distinguishing when cloud providers have access to their customers' data or not - CISPE core value is putting data protection, ownership, and control in the hands of cloud users. It is essential that customers own and control their data at all times.

A coherent and ambitious global trade agenda for the international deployment and use of cloud infrastructure that promotes European values with key trading partners.

CISPE: what we do and our contribution to the
European policy agenda

CISPE is a non-profit association with a goal of developing greater understanding and promoting the use of cloud infrastructure services in Europe. There are currently 27 **CISPE** members ranging from SMEs to large multinationals, based in 14 EU Member States and with customers across the EU. **CISPE** member companies have cumulatively invested billions of euros in Europe's digital infrastructure and to prepare Europe's workforce for the high-quality tech jobs of tomorrow.

CISPE has also developed the first dedicated cloud infrastructure Code of Conduct for Data Protection under the EU's General Data Protection Regulation (GDPR) that would probably be the first of its kind. The code aligns with the strict requirements laid out in the GDPR framework to help providers comply and avoid penalties while helping customers and end users to select cloud providers and trust their services. **CISPE** is also co-chair - together with EuroCIO - of the cloud infrastructure industry working group sponsored by the European Commission to develop industry Codes of Conducts that facilitates data portability under the framework of the Free Flow of non-personal Data Regulation.

Scan QR code to download CISPE Cloud
Handbook for public procurers here:

https://cispe.cloud

Follow us on

or   http://bit.ly/2XV9wap

Reference:
[1] https://ec.europa.eu/commission/priorities/digital-single-market_en
[2] CISPE Code of Conduct: https://cispe.cloud/code-of-conduct/