

#### Cloud Computing: Fuelling the European Economy

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# Stimulating Jobs in Europe

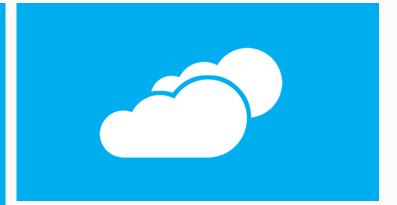
Latest IDC study on impact of cloud computing:

- over 1 million net new jobs by 2015
  - in non-tech sectors using cloud services
  - > in 8 EU countries

| Denmark        | 12,185    |
|----------------|-----------|
| France         | 189,196   |
| Germany        | 254,562   |
| Italy          | 152,136   |
| Netherlands    | 40,741    |
| Poland         | 29,261    |
| Spain          | 133,961   |
| Sweden         | 23,624    |
| United Kingdom | 226,864   |
| Total          | 1,062,530 |
|                |           |

### The startup advantage

- Who needs a garage anymore?
- European startups are providing cloud services to:
  - manage the load of an <u>EU presidency</u> (Huddle.com)
  - > speed up <u>breast cancer research</u> in Finland (Techila.fi)
  - <u>open public data</u> for reuse in France (CaptainDash.com)
  - clean streets in London (bbits.co.uk)
- Working with European startups:
  - > >7,500 tech startups in Microsoft BizSpark program
  - > The mutually beneficial ecosystem to grow the overall economic pie

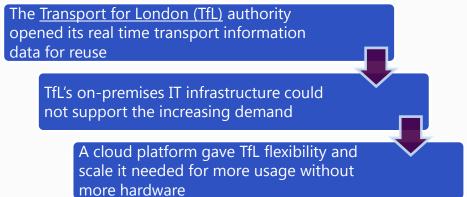




# The scalability advantage

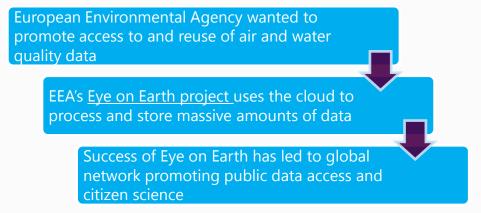
#### Some Open Data examples:











#### Links:

TfL developers' guidelines: http://www.tfl.gov.uk/businessandpartners/syndication/16493.aspx Example of reuse of TfL data:

Eye on Earth Network: http://www.eyeonearth.org/ EEA data catalogue: http://www.eea.europa.eu/data-and-map