



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 [EU presidency](#) (Huddle.com)
 - speed up [breast cancer research](#) in Finland (Techila.fi)
 - [open public data](#) 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



Microsoft
BizSpark™
Startup

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The scalability advantage

Some Open Data examples:



The Transport for London (TfL) authority opened its real time transport information data for reuse

TfL's on-premises IT infrastructure could not support the increasing demand

A cloud platform gave TfL flexibility and scale it needed for more usage without more hardware



European Environmental Agency wanted to promote access to and reuse of air and water quality data

EEA's Eye on Earth project uses the cloud to process and store massive amounts of data

Success of Eye on Earth has led to global network promoting public data access and citizen science

Links:

TfL developers' guidelines:
<http://www.tfl.gov.uk/businessandpartners/syndication/16493.aspx>
Example of reuse of TfL data:
<http://traintimes.org.uk/map/tube/>

Eye on Earth Network:
<http://www.eyearth.org/>
EEA data catalogue:
<http://www.eea.europa.eu/data-and-maps>