



Press release

EuroCloud gathers Europe's first ever SaaS and cloud services community

~ EuroCloud expands Europe's most influential cloud computing network of organisations to push SaaS revolution ~

Brussels, October 20, 2009 – EuroCloud, Europe's first ever SaaS and cloud services business community, has launched today. Led by Pierre-José Billotte, President and Founder of the French ASP Forum, with a team of SaaS & cloud computing players from the UK, Denmark, Finland, Belgium, Luxembourg and Spain, EuroCloud gathers together leading SaaS vendors, enablers, integrators and industry experts to share best practice and expand their businesses across the continent.

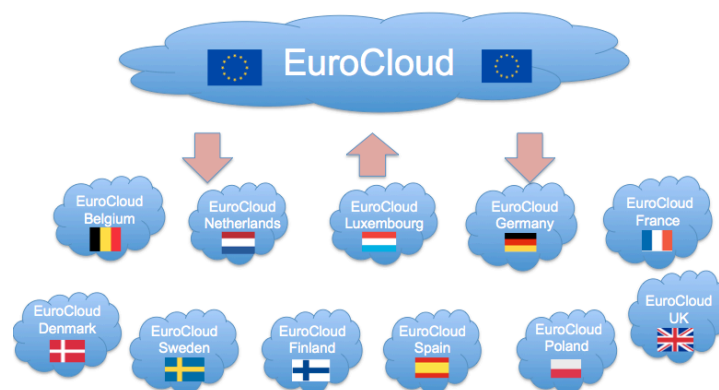
ASP Forum (France) was the first local association to support the EuroCloud initiative, and today it becomes EuroCloud France – bringing 70 French members to the EuroCloud network. Already, EuroCloud has created local communities in the UK, Denmark, Belgium, Luxembourg, France and Spain and is actively recruiting members. The objective is to replicate this initial success by expanding the network to further countries to achieve 20 EuroCloud regional organisations and around 500 members by 2014.

To develop EuroCloud, Pierre-José Billotte has been closely working with a European team including cloud players, experts and analysts. This European team has been instrumental in driving the project further as helped coordinate the creation of the regional associations:

- Phil Wainwright (Procullux Ventures) – EuroCloud UK coordinator
- Anders Trolle-Schultz (Saas-it Consult) – EuroCloud Denmark coordinator
- Charles Convent (Odyssee Mobile) – EuroCloud Belgium coordinator
- Amal Choury (E-Kenz) – EuroCloud Luxembourg coordinator
- Pierre-José Billotte (Sourcia) – EuroCloud France coordinator
- Rodolfo Lomascolo (ipsCA) – EuroCloud Spain coordinator
- Trond Neergaard (Cloudberry) – EuroCloud Finland coordinator

The EuroCloud concept

Pierre-José Billotte came up with the concept and created a strategic plan including a clear vision of what this initiative could bring to the whole IT industry. Following the launch, the regional associations (shown below) will be driving initiatives supporting local business issues while exchanging information with the other markets via the European central board.



EuroCloud – call for participation

EuroCloud offers the opportunity for cloud players to create a regional community or get involved in existing EuroCloud communities. Candidates can create a new local organisation under the EuroCloud brand. Any company worldwide that has operations in Europe and a strong interest in SaaS and cloud services can apply and be a player in one or all local EuroCloud communities.

A board and a local chairman will be elected to lead each local EuroCloud and drive its expansion. Each local EuroCloud will subscribe to a European central body and participate in a European steering committee to promote the EuroCloud strategy throughout Europe.

EuroCloud's launch is already supported by major companies in Europe and in the US. These are called European Launch Promoters (ELP) and are: Amazon Web Services, Cloudberry Associates, Cloudmore, Compubase, Dassault Systèmes, E-Kenz, Emailvision, Esker, Huddle, INES, ipsCA, McAfee, Microsoft Corporation, Mimecast, MrTed, NTRglobal, Odyssee Mobile, Oodrive, OpSource, Panda Security, Procullux Ventures, Qualys, RunMyProcess, Saas-it Consult, salesforce.com, Servoy, STS Group, SuccessFactors and Twinfield. ELPs are all present in multiple markets and were selected based on the European scope of their business.

Whether companies push forward a local EuroCloud association or become an ELP, their name and involvement will contribute to promoting cloud services in Europe. As a result, EuroCloud will drive interest from governments who will see in it an opportunity to invest in the cloud.

"The cloud model stands for global reach, ecosystem partnerships and integration. My goal in developing EuroCloud is to promote SaaS and cloud services and applications across Europe and encourage its take up. EuroCloud will be an accelerator of business, of technological relationships and application integration. It will represent the cloud industry in Europe -- taking into account local differences -- and be an excellent platform for exchanges with America or Asia," explained Pierre-José Billotte, EuroCloud general coordinator and head of EuroCloud France.

"The fast-growing SaaS industry in Europe is in an ideal position to push forward international growth. At a European level, the upcoming cloud computing era provides new opportunities to build worldwide application and technology relationships to offer new, added-value solutions," he added.

"Cloud computing is a global phenomenon, and it is essential for European businesses looking to operate efficiently and intelligently in the future," said Michael Korbacher, director, of EMEA Software + Services in the Communications Sector at Microsoft. *"By getting involved in an initiative like EuroCloud, alongside its Software + Services vision, Microsoft will contribute to making cloud computing easier and more accessible to businesses across Europe."*

"Across Europe, organisations by the thousands are adopting cloud computing to grow their businesses and rid their balance sheets of expensive and cumbersome software that doesn't respond quickly enough to their changing needs. We are excited to see groups like EuroCloud forming to drive further adoption of this model in Europe," added Woodson Martin, VP Marketing, EMEA, salesforce.com.

"I'm supporting the EuroCloud initiative in the UK because it represents a tremendous opportunity to promote best practices and business benefits of SaaS and cloud services across Europe. Cloud computing is a major force for aligning IT with business requirements, delivering results faster and with greater visibility and transparency to actual IT costs. EuroCloud will raise public awareness of these benefits and accelerate adoption, helping European businesses remain competitive in today's globally connected economy," added Phil Wainwright, independent analyst on emerging software industry trends at Procullux Ventures.

"The adoption of SaaS continues to grow and evolve within the enterprise application markets. Tighter capital budgets in the current economic environment have demanded leaner alternatives, and cost-effective options, so interest in platforms as a service and cloud computing continue to grow. As evidence, adoption of the on-demand deployment model has grown for nearly a decade, but its popularity has increased significantly within the last five years. Initial concerns about security response time and service availability have diminished for many organisations. As SaaS business and computing models have matured, adoption has become more widespread," explained Sharon Mertz, research director at Gartner.

"Cloud computing is more than just a buzz phrase. It is here to stay and is expected to take an increasing share of total IT spending worldwide. The creation of EuroCloud is a major step for the European development of cloud computing. For example, it will find investment opportunities in start-up companies in Europe that develop solutions for hybrid cloud, which is expected to experience increased demand over the coming years," said Dan Yachin, research director, IDC EMEA Emerging Technologies.

EuroCloud will increase business exchanges between the different European countries. As the whole industry is shifting to cloud computing, EuroCloud's goals are to become the first European cloud ecosystem to boost cloud development across Europe, while becoming the European platform for business exchange with other continents.

According to IDC, worldwide IT spending on cloud services will grow almost threefold, reaching US\$44.2 billion, by 2013 (IDC eXchange, "IDC's New IT Cloud Services Forecast: 2009-2013", <http://blogs.idc.com/ie/>, October 5, 2009).

About EuroCloud

EuroCloud is a European network of local SaaS and cloud computing communities from Denmark, UK, Belgium, Finland, Luxembourg, France and Spain, including vendors and industry experts. It is aiming at developing the next generation of added value applications. EuroCloud plans to create further local communities in Germany, the Netherlands, Poland, and Sweden, and will set up its headquarters in Brussels. Through its diverse membership, EuroCloud will promote cloud computing in Europe, including current state of the markets and future innovations, and will become a critical exchange platform across the different continents.

For further information, please visit: <http://www.eurocloud.org/>

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