

Trusted Cloud platform and label concept

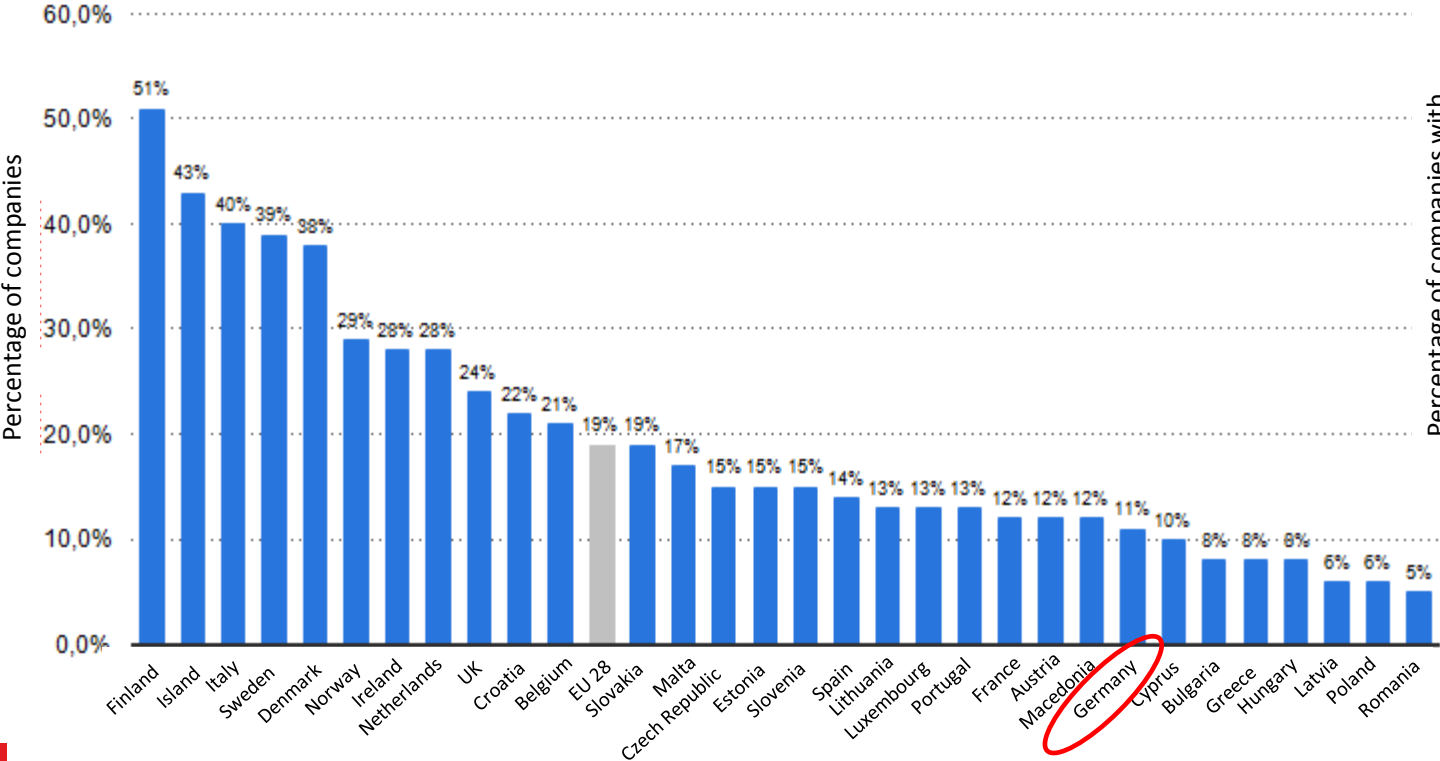
CeBIT 2016 Hannover, 14.03. – 18.03.2016

The German economy is lagging behind in cloud services – particularly smaller companies



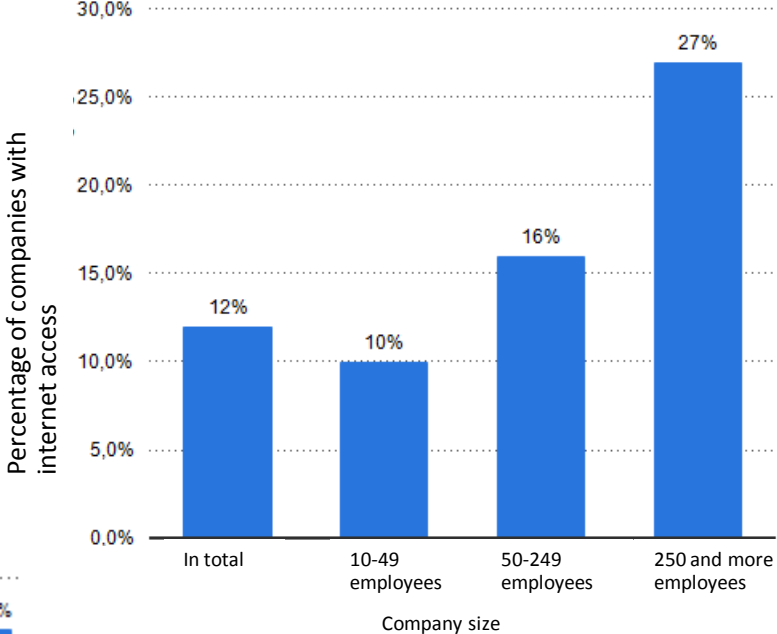
Percentage of companies that use cloud computing in European countries in 2014

Source: Eurostat, December 2014



Percentage of companies that use cloud computing in Germany, according to size in year 2014

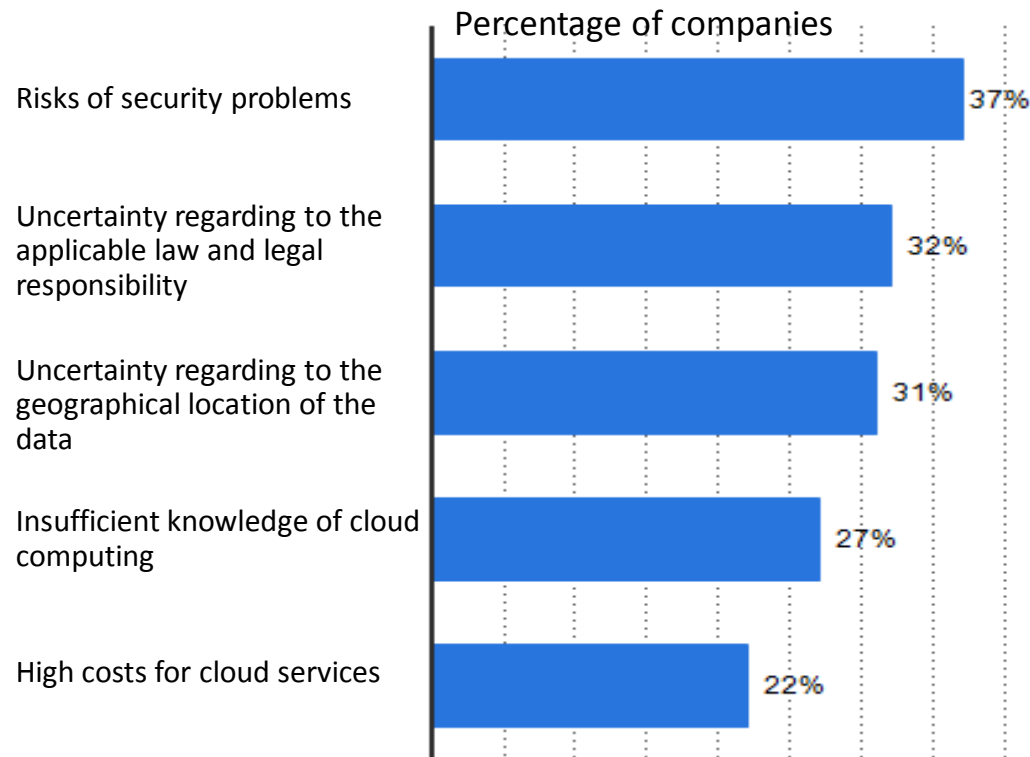
Source: German Federal Statistical Office, December 2014



Reasons are based on uncertainty and insufficient knowledge

Reasons of companies in Germany, which do not make use of cloud services

Source: German Federal Statistical Office, December 2014



Questions regarding

- Business Risks
- Know-how
- Loss of control
- Contracts design
- Legal conformity
- Potential benefits
- Applications
- Cloud market
- Economy
- Efficiency

Trusted Cloud as operator of the platform and the Trusted Cloud Internet Portals



Cloud – provider & Service –benefit

- Listing of cloud offerings, certificates and seals of quality
- improved market access through the platform

Operating Organisation for the platform and the Internet portal

Information & request clarification

Transparency on the minimum requirements and criteria

Needs assessment and decision - support

Operator-Benefits

- Transparency about value and applications of cloud services
- Support along the cloud service lifecycle
- Search functions according to user requirement with decision supports
- Trust through transparency of promised benefits of cloud services



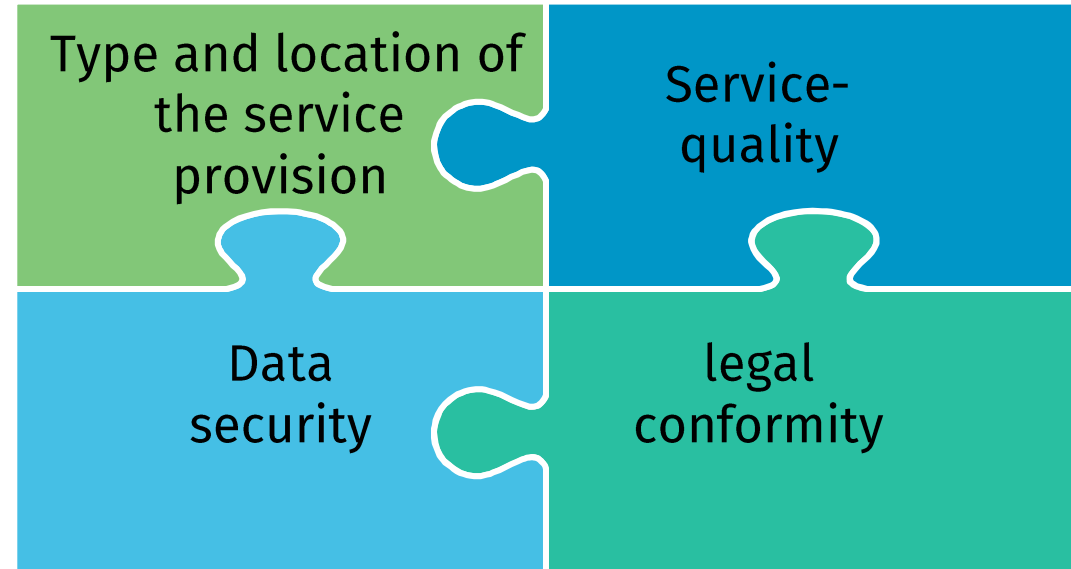
Benefit of Cloud – seal of quality- and certification provider

- Increase visibility and dissemination
- Transparency of significance

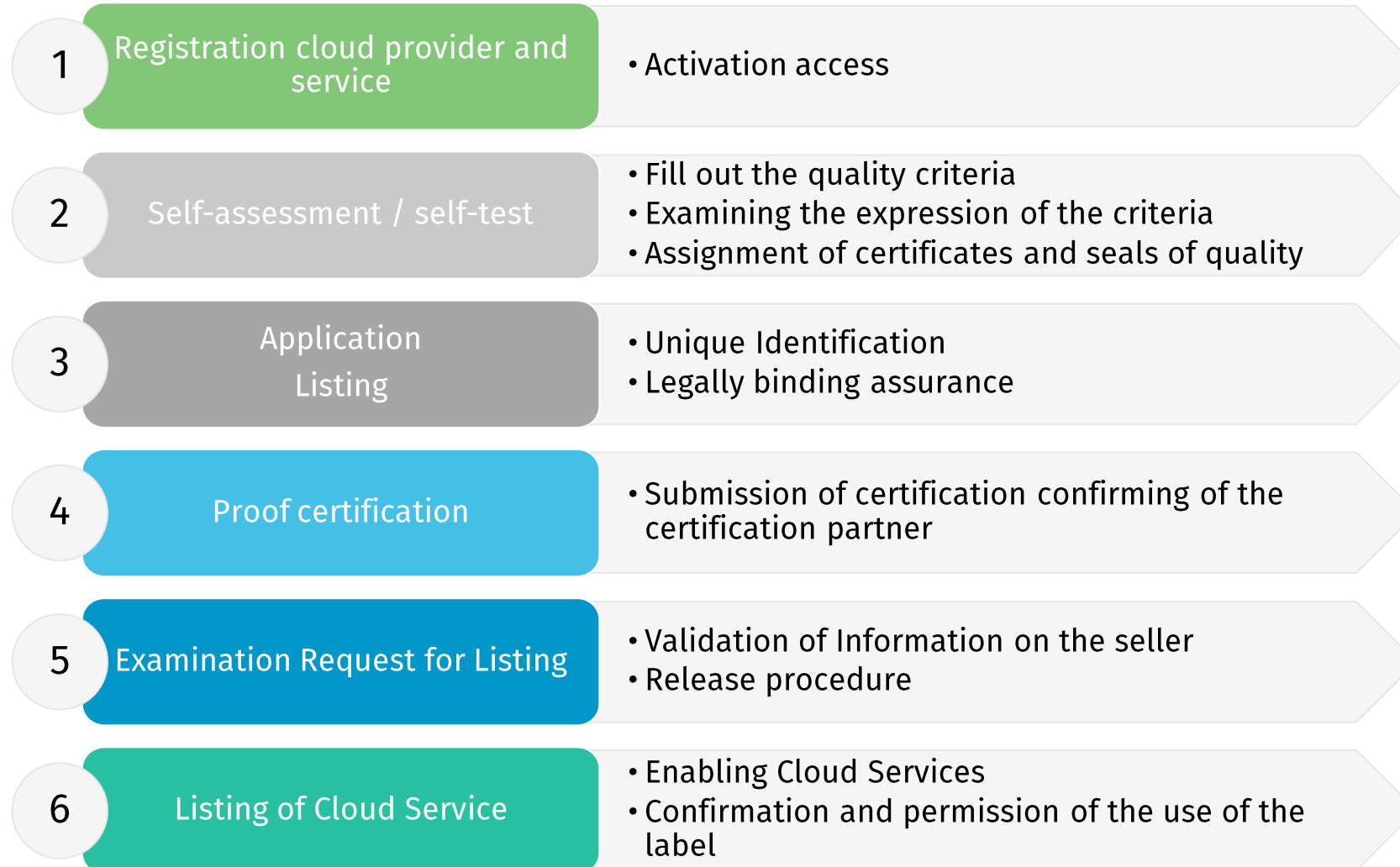
Trusted Cloud label is based on a transparent set of criteria with minimum requirements

List of criteria with minimum requirements

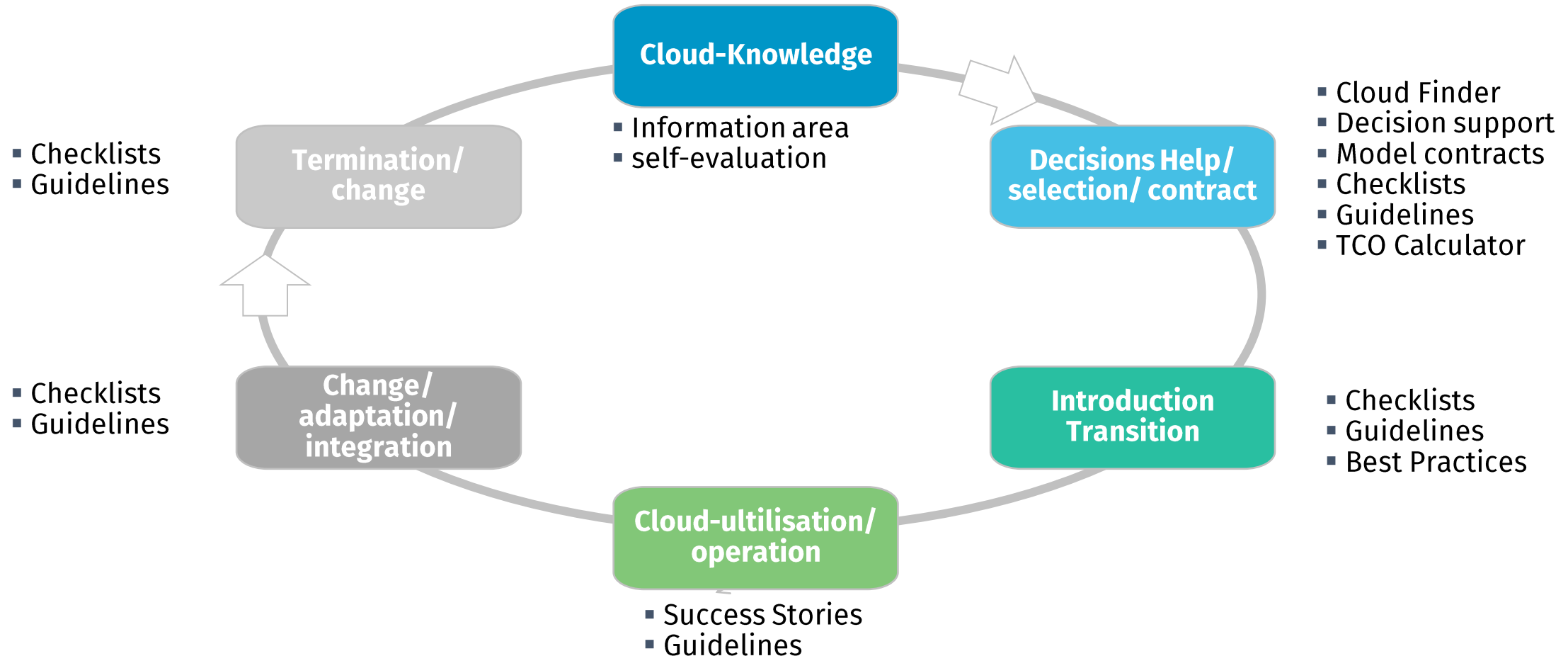
- Quality criteria that must be met in defined expressions
- Transparency about the characteristics of the cloud provider and the cloud service in accordance with the criteria
- Information on all criteria and forms are mandatory



Recognition process for the provider list



Support for the whole life cycle of cloud service use



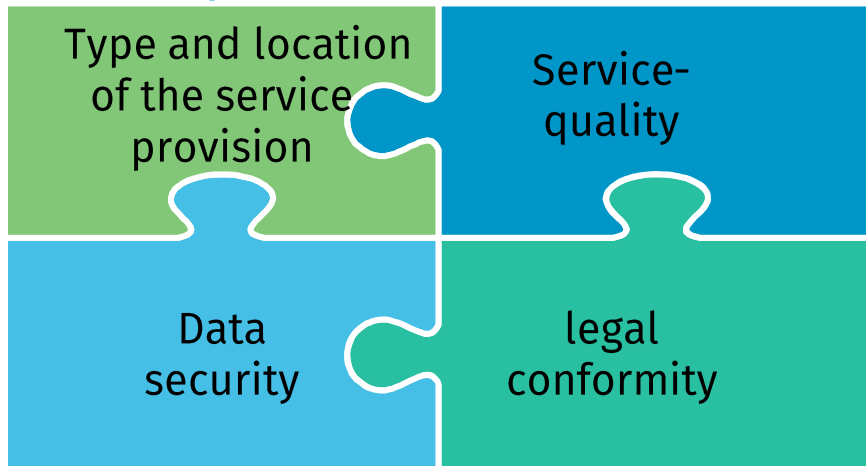
Development of the platform and of the label



European and international use and recognition



- industry Solutions
- specific requirements
- special security requirements



Developing criteria/
minimum requirements



NGCERT - NEXT GENERATION CERTIFICATION

Thanks & Presentation of the website!



The screenshot shows the homepage of the Trusted Cloud portal. At the top left is the logo of the Bundesministerium für Wirtschaft und Energie. To its right are navigation links for "Projekt", "Forschung", and "Aktuelles". At the top right is the Trusted Cloud logo. The main content area features a large icon of a cloud with a checkmark inside a circle. Below this is the main heading "Vertrauenswürdige Cloud Services für die Wirtschaft". Underneath the heading is a paragraph of text: "Hier entsteht das Trusted Cloud-Portal, gefördert vom Bundesministerium für Wirtschaft und Energie. Ziel ist es, den deutschen Mittelstand stärker zu digitalisieren und an vertrauenswürdige Cloud-Anbieter zu vermitteln." At the bottom center of the page is a small circular icon with a downward-pointing arrow.

