

Eurocloud Deutschland_eco e.V.

German Cloud Computing Economy Association

Values for Members



eco e.V.

**German Internet Economy
Association**

eco e.V. – German Internet Economy Association Organizational Setup



eco e.V. – German Internet Economy Association

Key Facts



Targets

- Representation of interests of the German Internet Economy at the border to politics, legislation and international bodies
- Strengthening of communication between Member Companies and to the market
- Amplification of Germany's position within the Internet economy and by that enhancing of the industrial location Germany

Members

- More than 450 Member Companies with about 350.000 employees and annual turnover of 75 Billion €
- ISP (Internet Service Provider), Carrier, Hard- and Software Provider, Content- and Service Provider, Telecommunication Provider, Provider of ASP-, SaaS and Cloud Services, Datacenter Provider, Startups etc.

Events

- more than 60 own events per year with more than 3000 visitors: eco Congress, LocalTalks, PollTalks etc.
- eco Internet Award ceremony as part of the eco Gala
- Since 2003 organizer of the annual Anti Spam Congress
- Participation on the World Mobile Congress, Barcelona

History

- 1995 Founding of the association in Bonn
- 1996 Setup and operation the German Internet Exchange Point De-CIX in Frankfurt as one of the most important Exchange Points worldwide
- 1997 Founding and Board membership of the Voluntary Self-Monitoring of Multimedia Providers in Germany (FSM)
- 1998 Co-Founder of the European umbrella organization Electronic Commerce Europe, EuroISPA and Euro-IX
- 2004 Operation and Management of the German Internet Complaint Center together with FSM
- 2005 Establishment of the eco Datacenter Star Audit as a professional and independent audit and benchmark
- Operation and Management of the Certified Sender Alliance as a joined effort with the German Dialog Marketing Association e.V. (DDV)
- Board Membership Euro-IX and Inhope, Membership in MAAWG
- regular active participation in ICANN, IGF and RIPE meetings

eco e.V. – German Internet Economy Association Operations and Member Values



Workgroups

- [Content](#)
- [Datacenter](#)
- [DE-CIX](#)
- [E-Business](#)
- [E-Mail](#)
- [E-Recruiting](#)
- [Games](#)
- [Innovation](#)
- [Internet Governance](#)
- [IPTV](#)
- [Mobile](#)
- [Marketing](#)
- [Net Neutrality](#)
- [Online Marketing](#)
- [Online Services](#)
- [Law & Regulation](#)
- [Self Regulation & Youth Welfare](#)
- [Security](#)
- [Unified Communications](#)
- [VoIP](#)
- [WLAN](#)

Initiatives

- [Anti-Spam](#)
- [Broadband](#)
- [Cloud Services](#)
- [EBJA \(eBusiness Youth Agency\)](#)
- [Internet Awards](#)
- [Names & Numbers](#)

Law & Regulation Services

- [Statements](#)
- [Latest Topics](#)
- [Latest Materials](#)
- [Legal Basis](#)
- [Archive](#)
- [European Politics](#)

Cooperations

- 55 Partners
- 11 Media Partners
- 6 German Associations

Representations

- [EuroISPA](#)
European Internet Service Provider Association
- [Euro-IX](#)
European Internet Exchange Association
- [FSM](#)
Voluntary Self-Monitoring of Multimedia Providers
- [EPCGlobal](#)
Electronic Product Code Standardization (RFID)
- [BIFOA](#)
Association for Advancement of Business Administration (University of Cologne)
- [WTN](#)
World Technology Network

Services

- [Certified Senders Alliance](#)
- [Datacenter Star Audit](#)
- [Internet Complaints](#)
- [Legal Advices](#)
- [DE-CIX](#)
- [WORK-IX](#)

Regular Events

- LocalTalk Roadshows
- PolITalk
- Cebit
- Vernisages
- Special Events

Annual Major Events

- eco Congress
- Anti Spam Congress
- eco Gala incl. Internet Award Ceremony





Eurocloud

**European Cloud Computing
Economy Association**

Eurocloud Europe European Coverage Jan. 2010



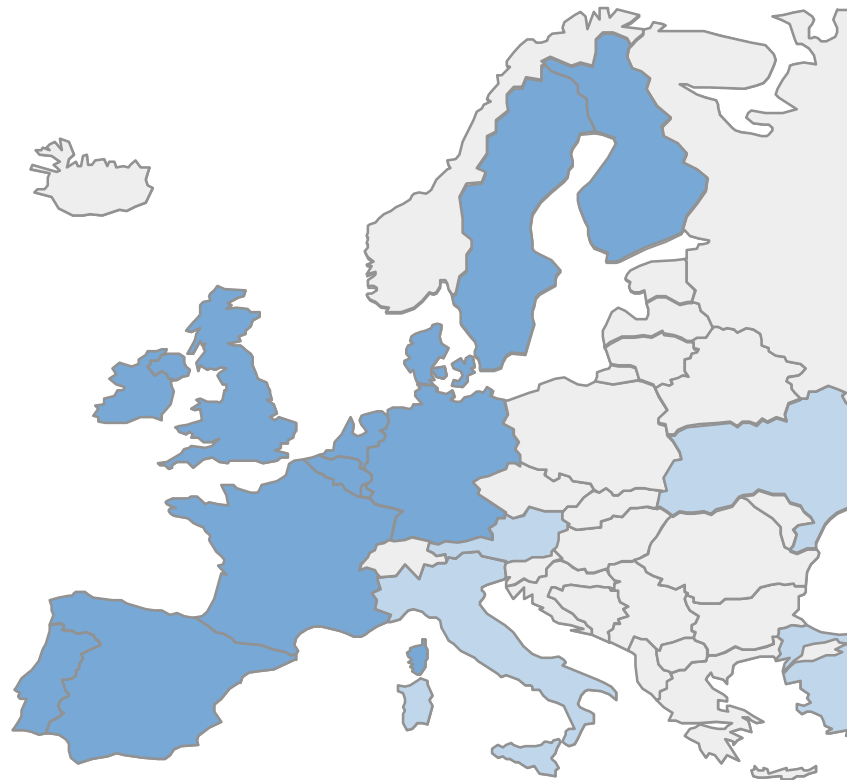
16 Eurocloud Countries in Europe (Jan. 2010)

Established associations:

- Belgium
- Denmark
- Finland
- France
- Germany
- Ireland
- Luxemburg
- Netherlands
- Portugal
- Spain
- Sweden
- United Kingdom

In preparation

- Austria
- Italy
- Ukraine
- Turkey



Eurocloud Europe

www.eurocloud.org - statistics



Mois	Visiteurs différents	Visites	Pages
Jan 2009	0	0	0
Fév 2009	0	0	0
Mar 2009	0	0	0
Avr 2009	0	0	0
Mai 2009	0	0	0
Juin 2009	0	0	0
Juil 2009	0	0	0
Aoû 2009	0	0	0
Sep 2009	0	0	0
Oct 2009	2260	3438	12293
Nov 2009	1816	2853	10552
Déc 2009	1304	2325	28667
Total	5380	8616	51512

Pays	Pages	Hits	Bande passante
United States us	17138	75568	430.27 Mo
Great Britain gb	7155	65297	282.12 Mo
France fr	4096	51853	177.95 Mo
Germany de	4037	36978	158.88 Mo
Spain es	2498	39796	149.49 Mo
? Inconnu unknown	2299	14429	75.98 Mo
Netherlands nl	2184	31007	125.35 Mo
Canada ca	1817	7019	40.82 Mo
Sweden se	1630	21555	81.13 Mo
Finland fi	1045	13844	55.63 Mo
Autres	7613	122848	469.30 Mo

Eurocloud Europe was founded in Paris on Jan, 29th, 2010



Eurocloud promotes SaaS and Cloud services across Europe and encourages its progression. Eurocloud accelerates business, technological relationships and application integration

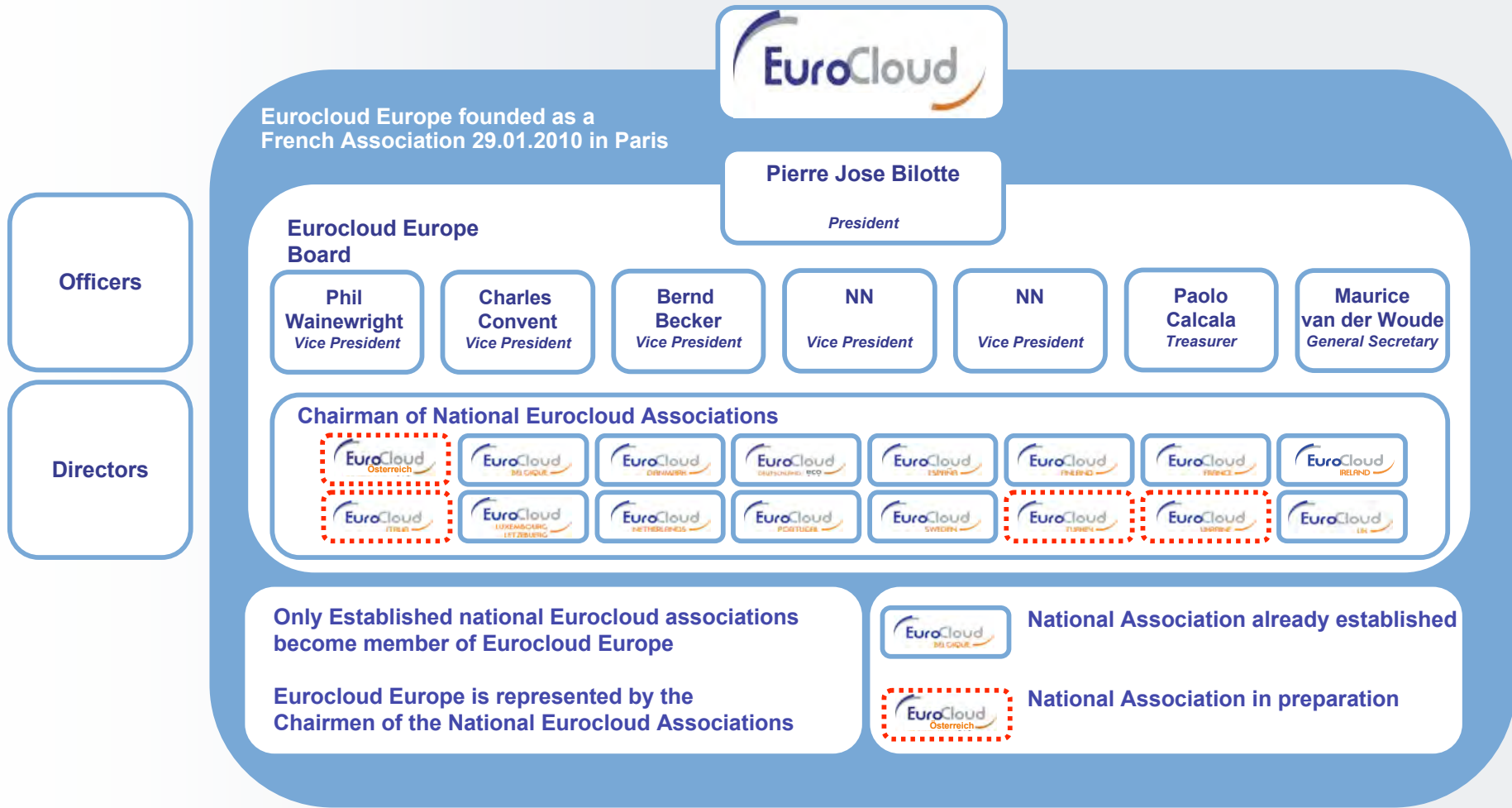
Eurocloud aims to grow up to twenty national European associations by end of 2010

Eurocloud Europe was founded in Paris on Jan, 29th, 2010





Eurocloud Europe Organizational Setup



Eurocloud Europe Status on 2010 activity planning



**European Cloud Computing Conference
Luxembourg – aimed for mid of 2010**

- Major event 2010 on European level
- Visibility to European commission
- June 2010

International cooperations

- Establishment of co operations with international partners when appropriate
- Requests from various intl. organizations already

**All about the cloud – SIIA – Opsource
San Francisco Conference May 10th-12th**

- Invitation www.siiia.org
 - Software & Information Industry Association
- in negotiation

**Cloud Computing
Interoperability & Standards**

- Call for Membership ISO/IEC JTC 1/SC 38
- Proof of Eurocloud European cooperation
- [ISO Link](#)

Eurocloud Europe Status on 2010 activity planning



Eurocloud Board Strategy Weekend

- Planning on organization & financials
- Definition of Prio 1-3 targets and responsibilities
- Establishment of a Eurocloud Brussels office

Monthly newsletters

- Establishment of a monthly mailing to European
 - Eurocloud members and the public
 - 20.000 market reach

Communication channels

- Establishment of useful feeds on reasonable communication channels
 - Twitter, LinkedIn Groups etc.

Eurocloud Europe financing

- Offering of sponsoring packages to members with cross European presence
- Participation in EU funded projects



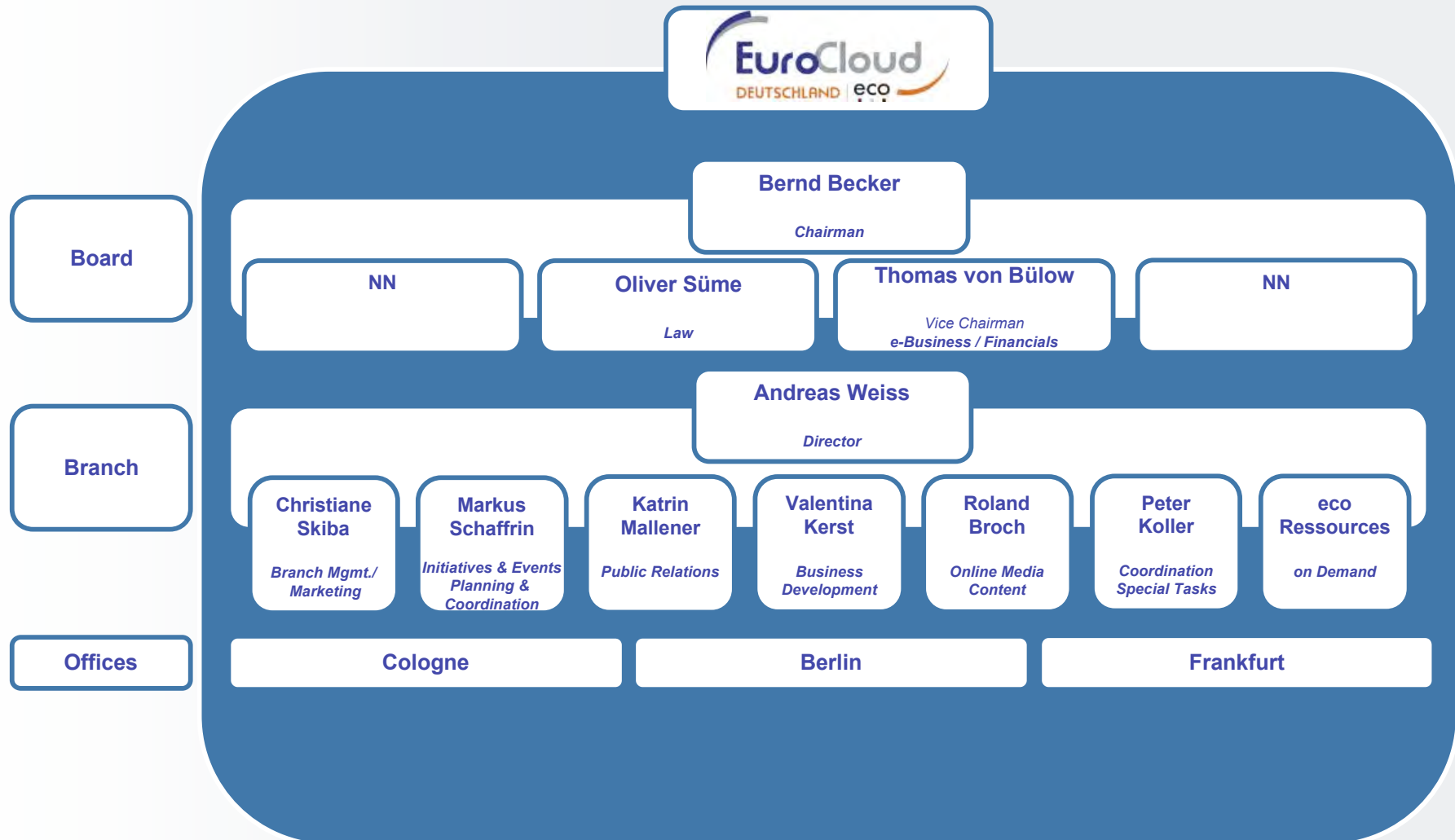
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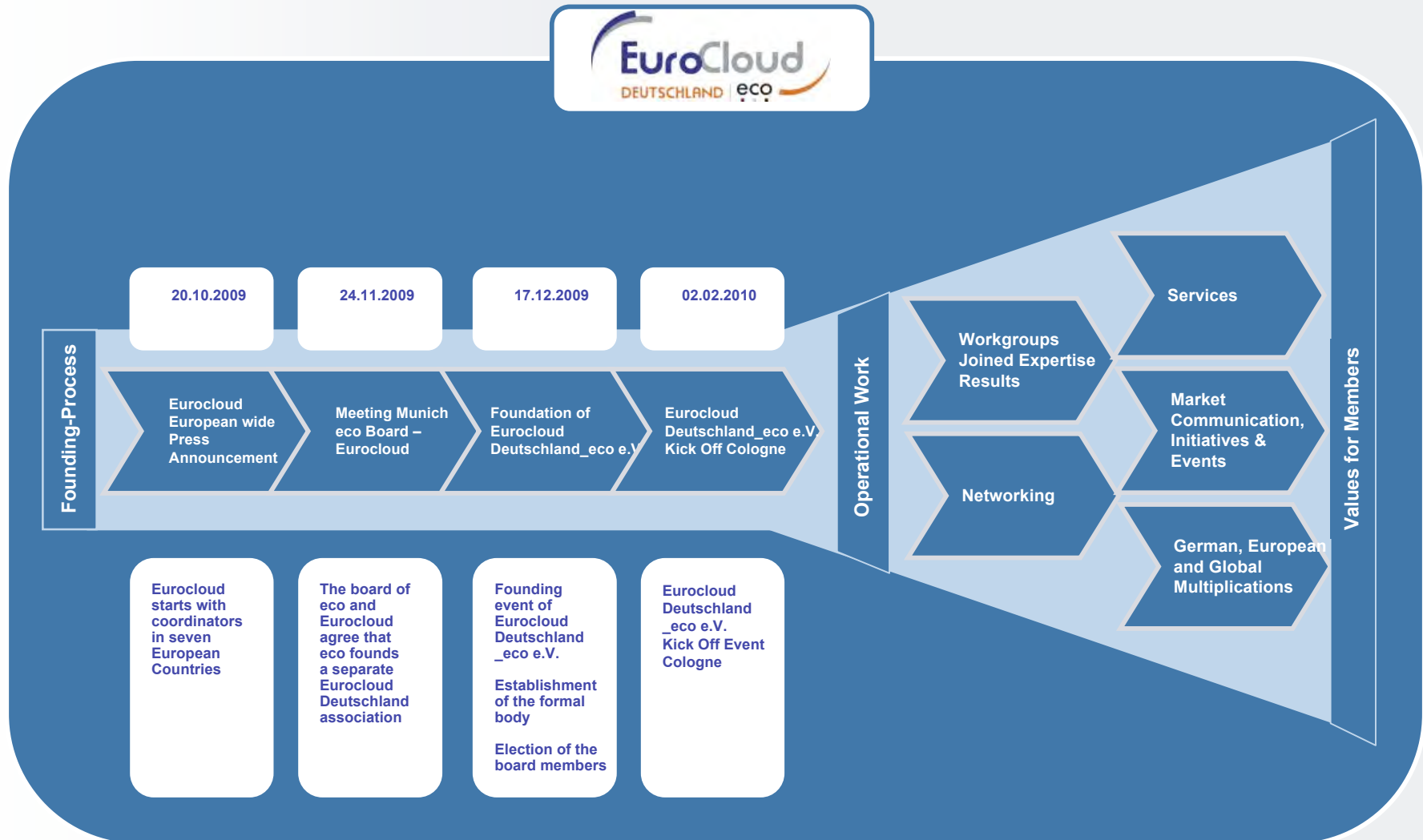
Eurocloud Deutschland_eco e.V. Latest History



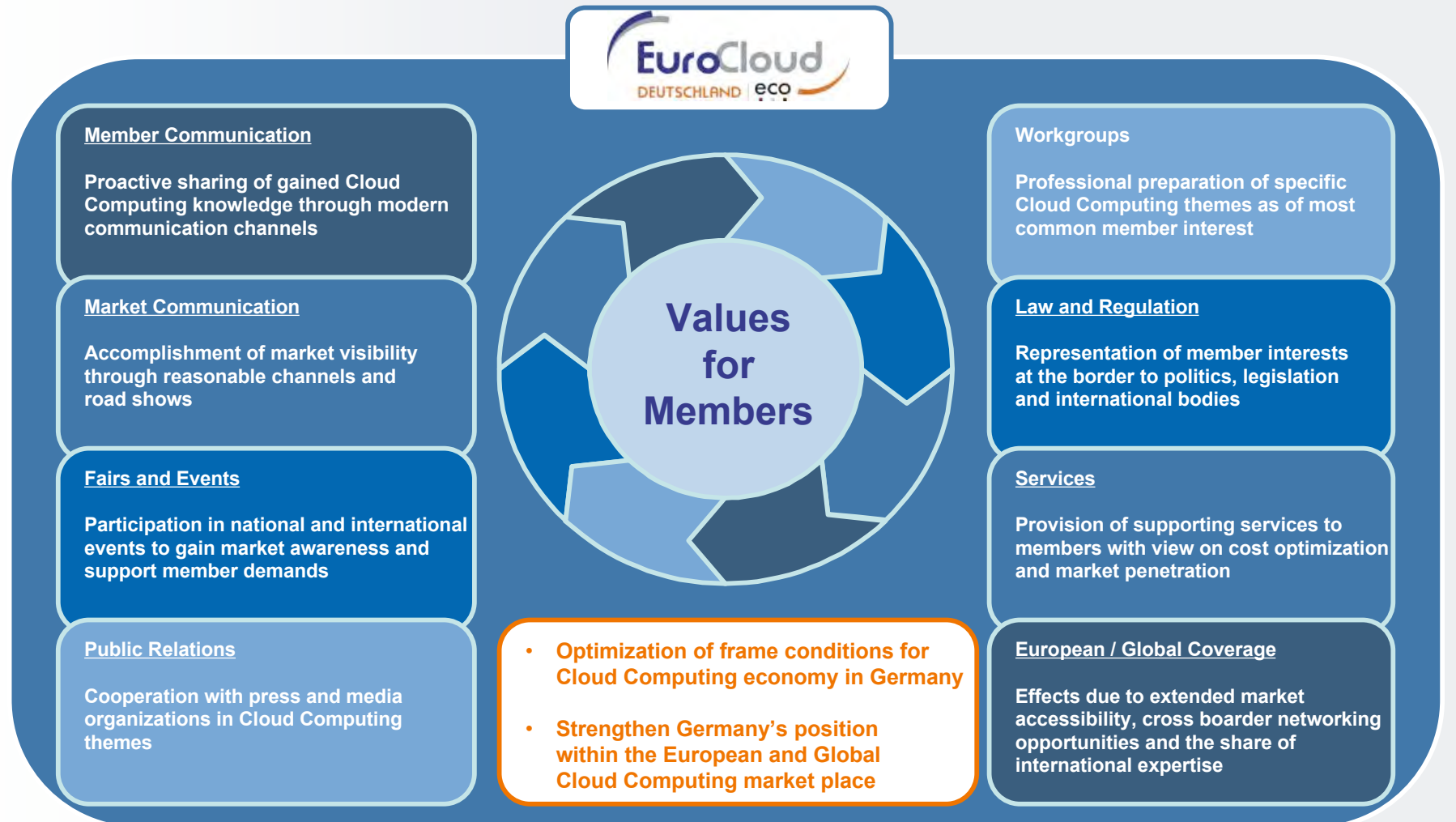
Eurocloud Deutschland_eco e.V. Organizational Setup



Eurocloud Deutschland_eco e.V. German Cloud Computing Economy Association



Eurocloud Deutschland_eco e.V. Targets



Eurocloud - eco e.V. Member Fees



Two Association
Memberships

Companies with an annual turnover
less than 500.000 € per year

Membership Fee: 1.500 € per year

Companies with an annual turnover
more than 500.000 € per year

Membership Fee: 2.500 € per year

Sponsoring Packages

- Newsletters
- Local Talks
- Events and Major Events

creates values for sponsors

- Extended reach
- Sharpens own visibility and awareness
 - within the cloud industry
 - on the market



**Thank you for
your attention!**
Any Questions?



EuroCloud
DEUTSCHLAND | eco

Bernd Becker
Chairman

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