



## Fostering the European marketplace for digital governments

Envision a future where public services will be provided in an open and dynamic, smartly governed marketplace that relies on innovation, economies of scale and competition so that buyers can choose the best provider for their needs.

Governments around the world are implementing strategies to transition to Cloud computing. The benefits of cloud computing are numerous: solving stretched budgets, delivering improved services to citizens, and lowering barriers to new business innovation. The Cloud is an essential component in the optimization of shared services, enabling resources to be used more efficiently in order to invest in more critical areas, and redefining the way public services are delivered to citizens.

CloudOpting – the European marketplace for digital public services – aims to act as the catalyst for enabling and supporting the many benefits of Cloud computing within the public sector. CloudOpting is a cloud-based platform that enables governments and businesses to utilize and deliver digital public services in a seamless manner. The CloudOpting platform will comprise cloud-based infrastructure and tools that will ease public administrations to flexibly and effectively migrate their services to the platform. Using the CloudOpting platform, public organisations will be able to “cloudify” their services, as well as adapt and localise “flagship” services that have been successfully deployed by public administrations in other European countries. These functions will greatly

benefit public bodies that have had little uptake of cloud software. CloudOpting will offer them a readily available package of public services that they could directly adopt.

### CORE CONCEPTS OF THE CLOUDOPTING MARKETPLACE

- Ensure that citizens, businesses and governments can take advantage of digital advancements.
- Provide a shared platform where digital services can prosper.
- Fuel competition and drive innovation to constantly provide better services to the community.

CloudOpting aims to provide direct benefits to three key target groups:

- Application developers (aka service providers): by providing them with access to a wide marketplace for public services, quick time-to-market and no infrastructure vendor lock-in.
- Governments (aka service subscribers): by providing them with a ready-to-use application catalogue, try-before-you-buy option and performance monitoring ability.
- Platform providers: by giving them the opportunity to operate a Cloud environment where the CloudOpting service catalogue is running.

In addition to these three clusters, CloudOpting will provide indirect benefits to European citizens by offering a wider

variety of public services to public administrations. Indirect benefits will also be provided to value-added resellers as part of the CloudOpting channel network, which will be created with the objective to reach public administrations throughout Europe.

For more information, please get in touch at [info@cloudopting.eu](mailto:info@cloudopting.eu).

CloudOpting is a three-year project (2014-2017) accomplished by a pan-European consortium of 9 partners and co-funded by the EU ICT Policy Support Programme (ICT PSP) under the Competitiveness and Innovation Framework Programme (CIP). CloudOpting aims to provide a cloud-based platform for public administrations to increase digital integration across Europe, whilst also reducing ICT infrastructure and maintenance costs. Three European cities will pilot the experiments developed under the CloudOpting project: Barcelona, Piedmont and Corby.

The project partners are: Barcelona City Council, TeamNet, Wellness Telecom, ATOS Worldline, SDG Group, Smart Partners, CSI-Piemonte, Profesia, and Electric Corby.



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