

The Dutch Model

Representing the cloud industry and joining forces



DOES THIS SOUND FAMILIAR TO YOU?

Policy makers don't understand what we're doing

Banks think cloud providers are IT companies with a bad balance sheet

IT schools have no knowledge of the cloud and teach yesterday's technologies

Local councils think data centers siphon away all the available power and contribute nothing

The press thinks the hosting industry is a paradise for criminals and child pornographers

The market is changing faster than the regulatory environment can follow



90%

top 100
hosting /cloud
providers

85%

.NL domains

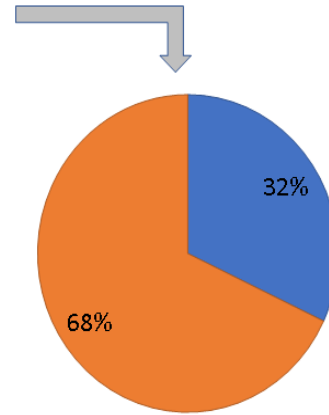
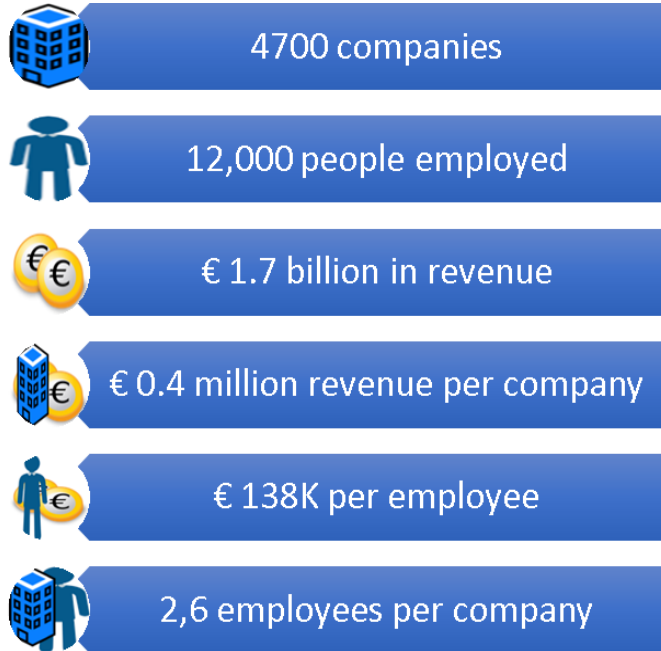
85%

fiber carrier
providers

90%

datacenters

CLOUD, HOSTING & DATA CENTERS IN NL



Core activity: 1,500 companies

One of the activities: 3,200 companies

CHALLENGES

The cloud & datacenter is the fastest growing segment of the Dutch economy

It is the largest Foreign Direct Investment sector

As we are small but focused we need to work together to get the attention we need

As a young industry we need to be as professional in our representation as the old established lobbies

The internet has no borders so as an European industry we must work together as all of us encounter the same challenges

WHY WE EXIST

If we don't do it nobody will

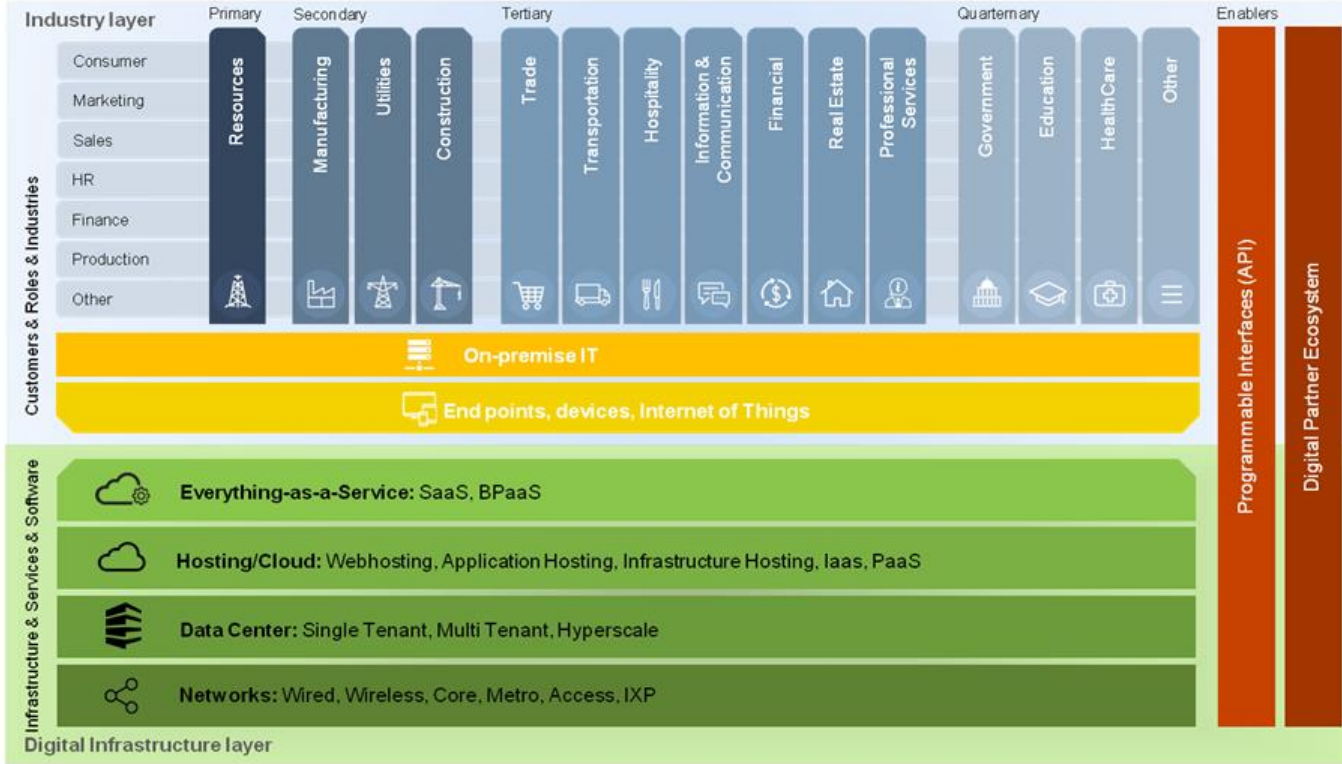
Focus = Identity = Strength

Importance of the digital infrastructure for the economy

EXPLAIN

THE DIGITAL ECONOMY MODEL

Influencers





Everything-as-a-Service: SaaS, BPaaS



Hosting/Cloud: Webhosting, Application Hosting, Infrastructure Hosting, IaaS, PaaS



Data Center: Single Tenant, Multi Tenant, Hyperscale



Networks: Wired, Wireless, Core, Metro, Access, IXP

PUBLICATIONS

Belang van connectiviteit
voor digitale transformatie



Fundament van onze
digitale economie



TOPICS

Privacy	- GDPR
Security	- ABUSE
Legal	- FRAMEWORK, CONTINUITY
Environment	- WASTE HEAT, RECYCLING
Economic impact	- CRITICAL INFRASTRUCTURE
Foreign investment	- INVESTMENT CLIMATE
Fiscal issues	- VAT
Energy	- INFRASTRUCTURE INVESTMENTS, GREEN
Employment	- EDUCATION, DIVERSITY, LONG TERM VISION

DINL = DIGITAL INFRASTRUCTURE NETHERLANDS



PROMOTE



DUTCH NIGHT @CLOUDFEST



DIGITAL GATEWAY

➡ Digital
➡ Gateway to
➡ Europe

KICKSTART EUROPE





TOGETHER

TOGETHER

The internet has no borders so as an European industry we must work together as all of us encounter the same challenges

We have experienced that by working together we have more leverage to get what we want

We can be stronger as an European industry if we work together

CONTACT US

r.alaerds@dhp.nl

sgrove@dutchdatacenters.nl

simon@ispconnect.nl

