



Shaping next generation cloud supply for Europe

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CEO

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Magic Cloud

2012

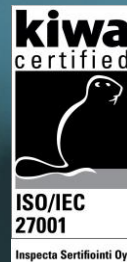
Founded

Tampere

Datacenters located in
Pirkanmaa

Turnover

- 1 milj. € 2017
- 1,5 milj. € 2018
- 2 milj. € 2019
- 2,1 milj. € 2020
- 2,4 milj. € 2021





Bio of Timo Haapavuori

- Founder and CEO in Magic Cloud
- Entrepreneur in ICT field since 1996 (at age 13)
- Master of Economics
- Built first SaaS kind of service in 2001
- First DaaS solution in Finland in 2010
- Participating European commission's cloud developing since 2020.
- Deep technical experience and a strong business orientation

European industrial technology
roadmap for the next generation
cloud-edge offering

April 2021

This report is addressed to Thierry Breton, European Commissioner for the Internal Market. It was elaborated following the CEO Roundtable "Shaping the Next Generation Cloud Supply for Europe" that took place on 16 December 2020.

"We call for a swift launch of the European Alliance for Industrial Data, Edge and Cloud. Europe must work to strengthen and differentiate its value proposition in cloud technologies and seize opportunities for global competitiveness in edge computing, in order to achieve a common objective: European leadership in the data economy."





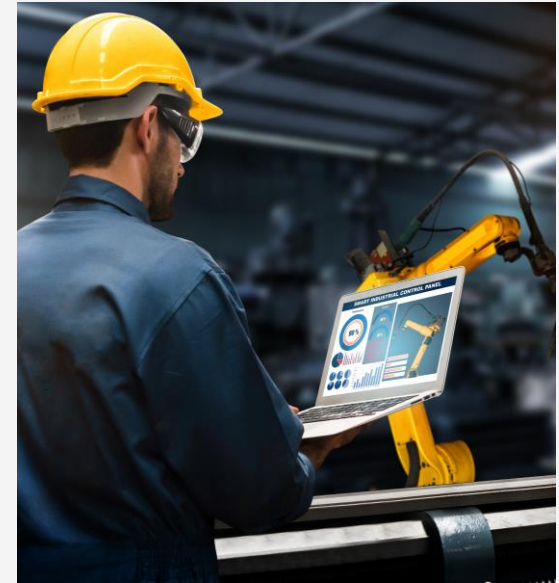
European Cloud market will reach **140 billion \$** by 2028

- Market will grow from 35 billion \$ (2020) to 140 billion \$ by 2028
- Market is currently dominated by American hyperscalers (AWS, Azure and Google)
- European Cloud providers are growing fast BUT slower than market
- Market will be shared in the next coming 10 years
- Time window to get market shares is open now and it will be closed relatively soon



Cloud and European Union

- European Union has recognized the threat that American hyperscalers will dominated European data
- European Union has defined more self-contained cloud services as a strategic goal
- European Union and member states have reserved a vast grant budget to support European companies to get in shape to compete with American hyperscalers
- Europe has the most modern regulation for data and for cloud as well (like GDPR). The European regulation is challenging American hyperscalers.



Still 80% of the industrial data in not in the cloud.



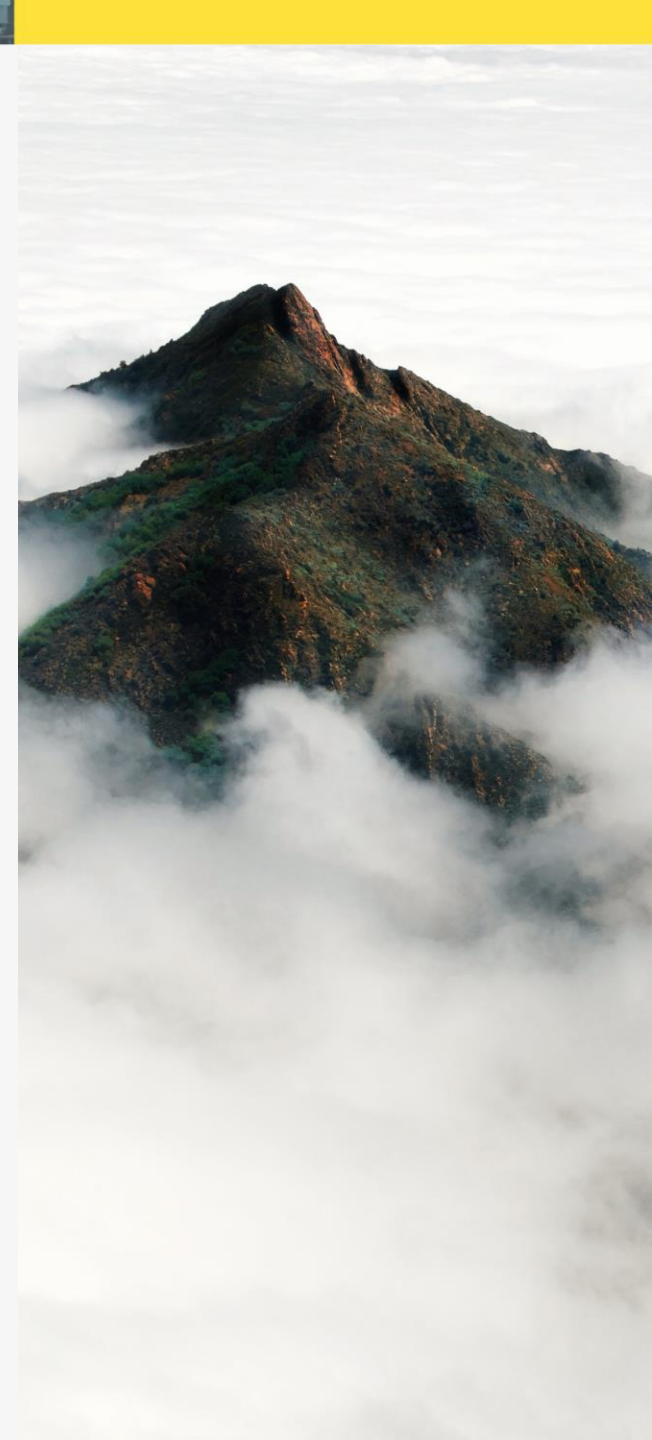
European Cloud operators' position today

- The most of the European data center actors are offering only bulk services
- Modern cloud services are far behind from the American hyperscalers
- The European data center companies' automation level is generally quite low
- European governments and companies are preferring European companies when they have competitive solution available. Quite often they don't.
- Many European data center company is offering American hyperscaler services with very low margin because they don't have anything else to offer.
- Too many European Cloud actors have surrendered for American ones.



European Cloud Companies upcoming milestones

- Number of European Cloud companies have decided to invest vast amount of money for European Cloud services
- Lot of grants are also available. Money is not the biggest issue but somehow vision is unclear for some of those companies
- For those companies which have clear vision, ability to execute it, funding and clear message to market will be the big cloud players by end of this decade
- Without that vision and ability American hyperscalers will control European cloud and data. It would be great threat for European economy and society.





Magic Cloud's position in the Cloud market

- Magic Cloud is a Finnish growth company in the cloud industry.
- We are mostly focusing for industrial and software companies.
- We have our own datacenters in Pirkanmaa area.
- We are offering modern Cloud services (IaaS, PaaS and SaaS) and developing new services massively
- Our target is become first the leading Cloud Services provider in Finland and later in the Europe.

Strengths

Good match with stakeholders

Strong financial position

Clear vision

Motivated and involved team

High security level
(ISO 27001 certification)

Great business culture

Profitable and growing business model



Thank you

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