Random Thoughts on the EU Cloud Security Market

Cloud Security Alliance

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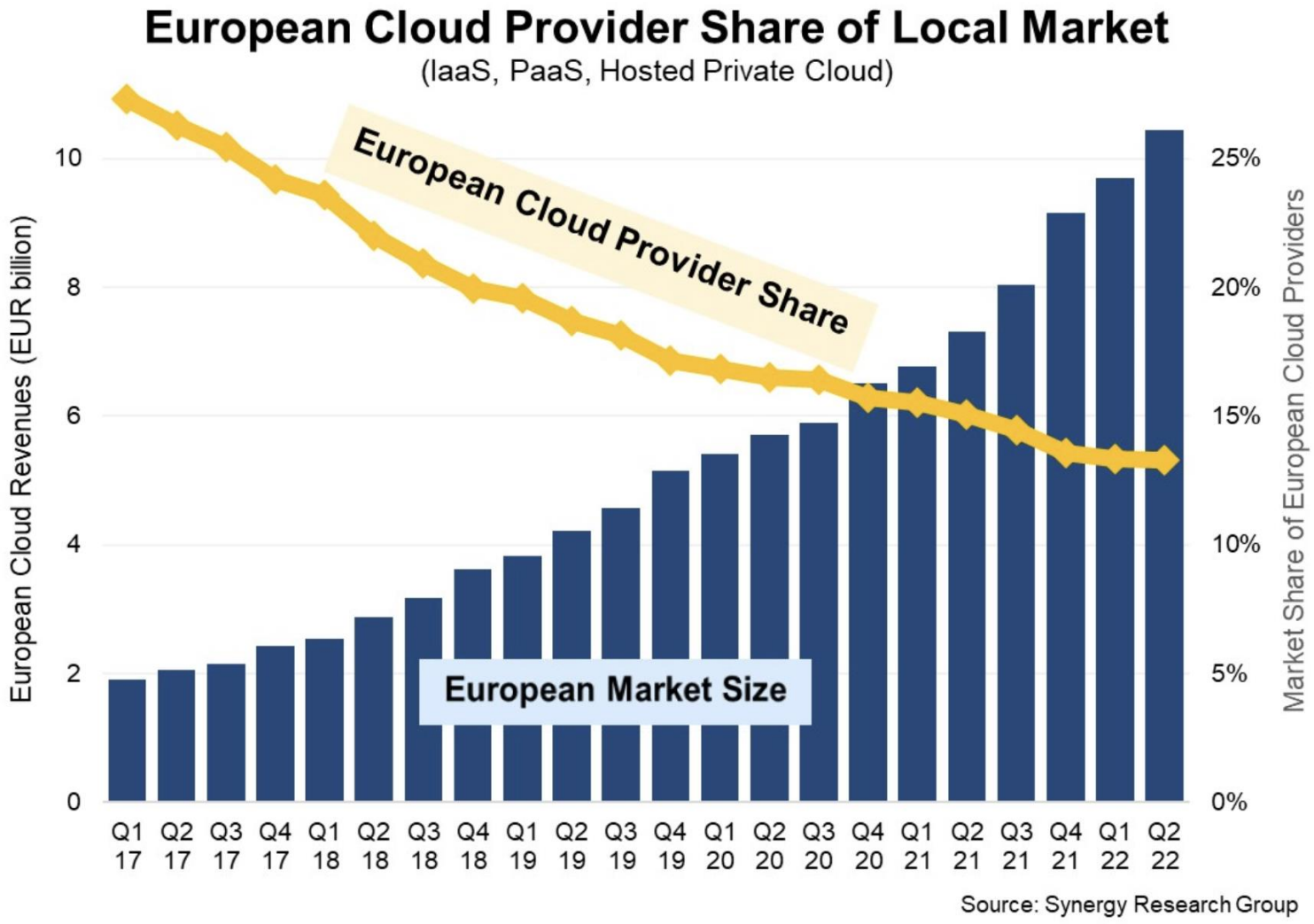
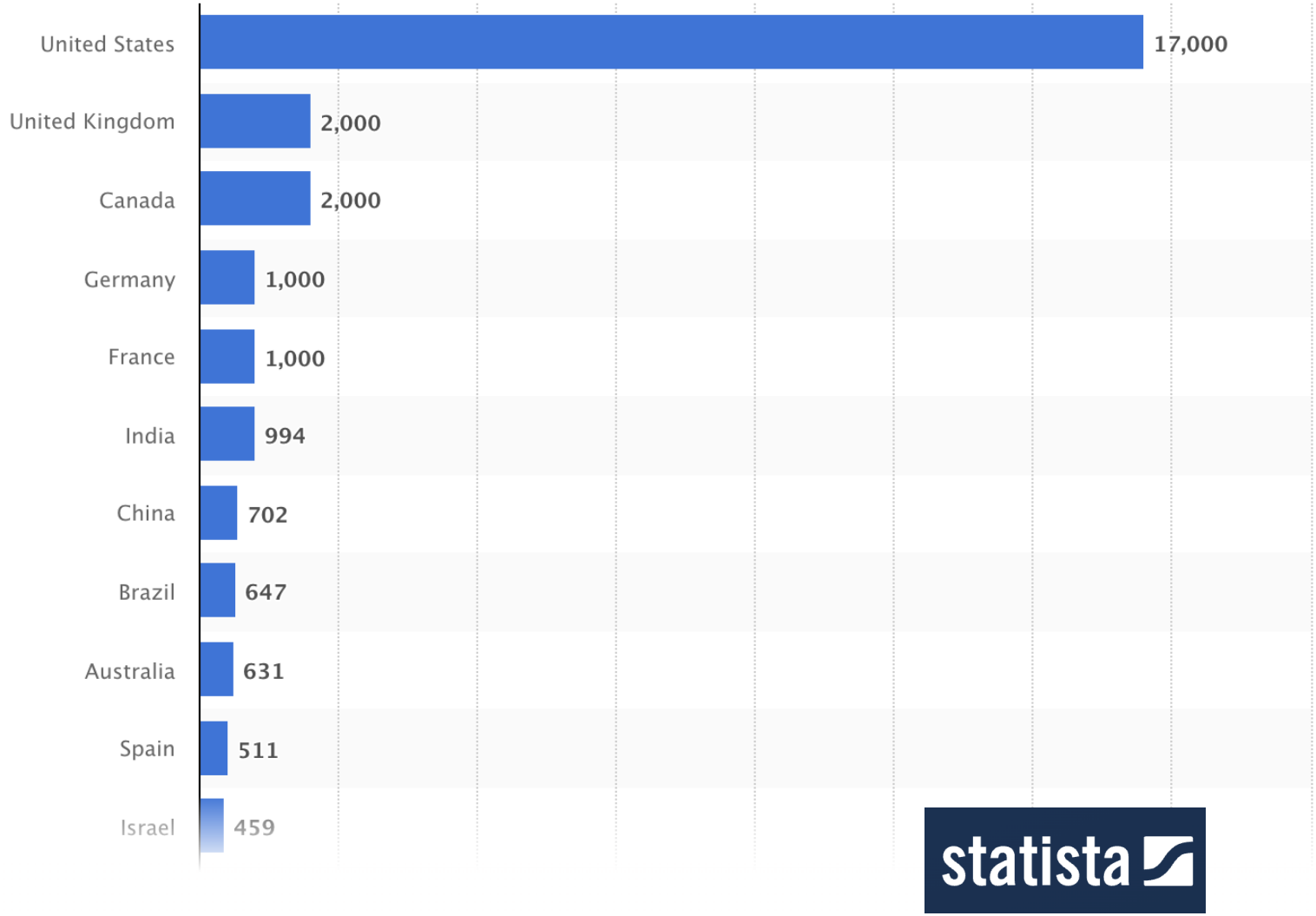
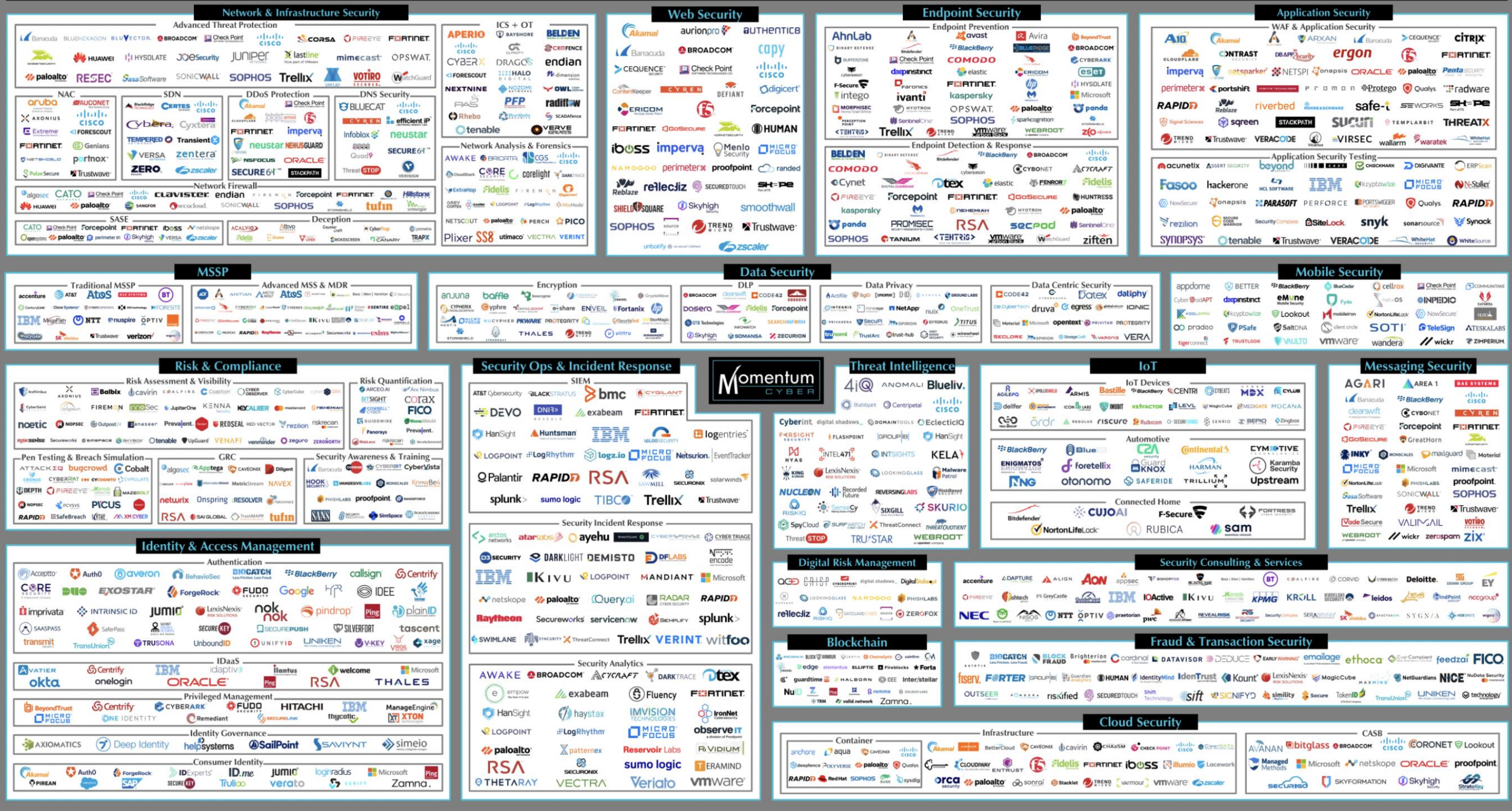
Growing Market but Still Lose Market Share



Leading SaaS Countries Worldwide in 2022

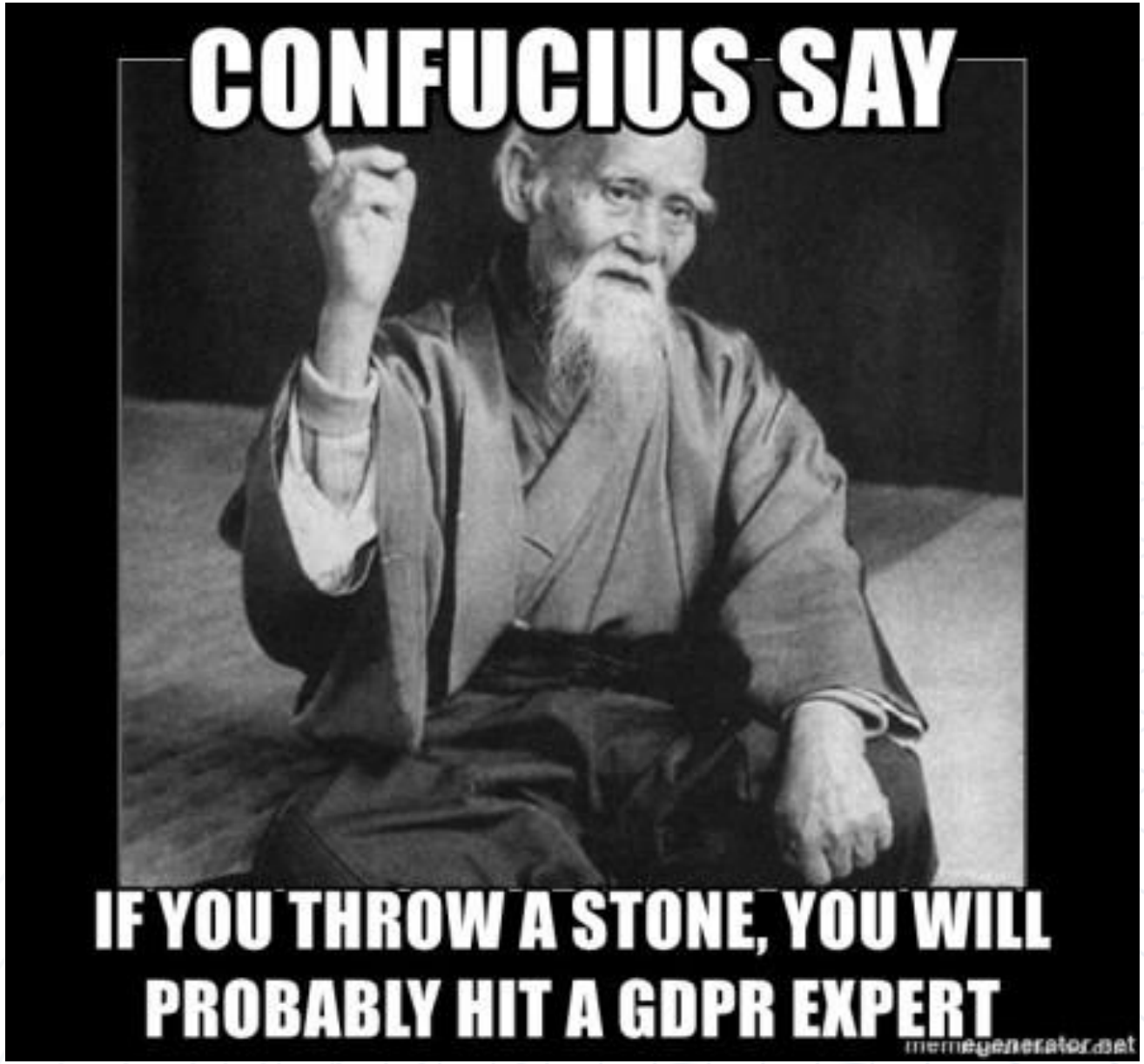


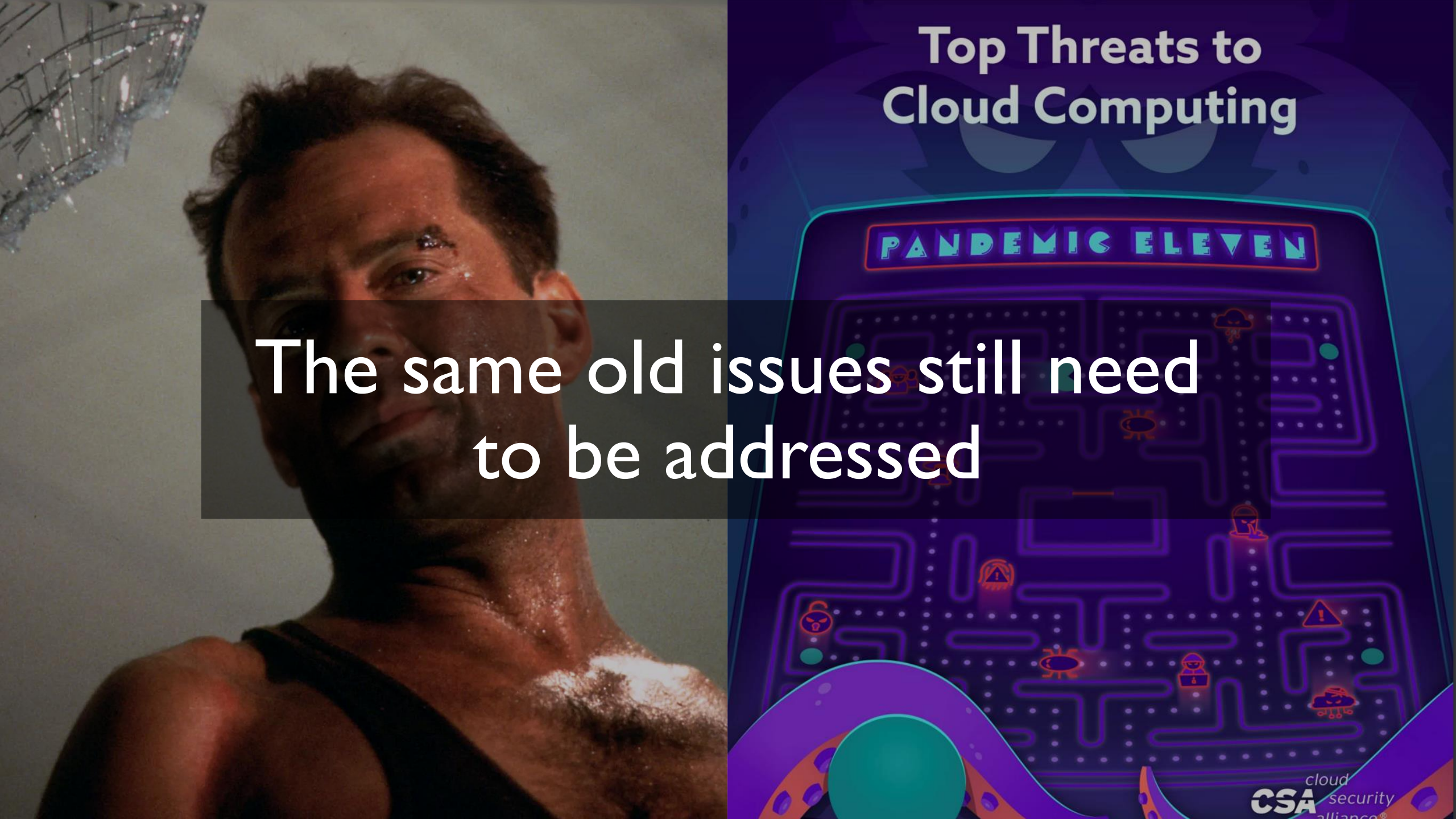
CYBER SCAPE 2022



Running after USA Companies

Legislation Driven Innovation





The same old issues still need to be addressed

Technology Trends

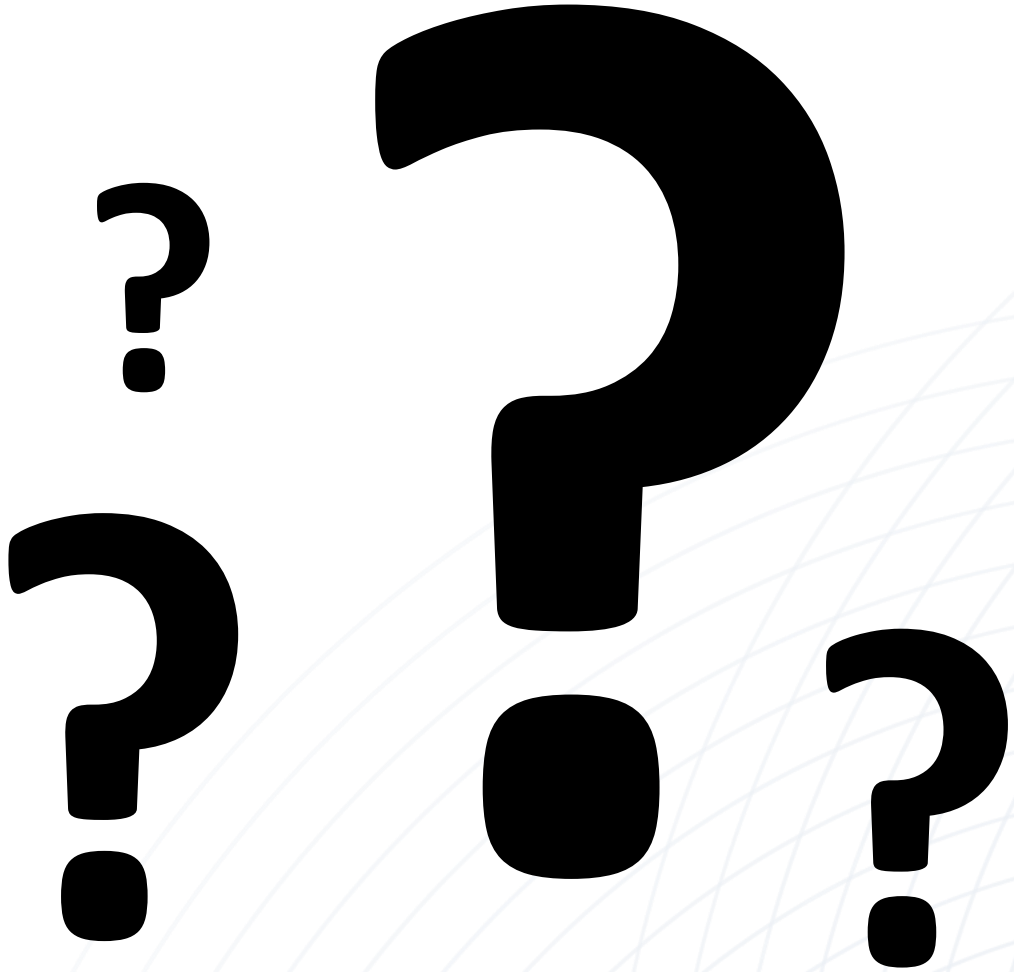
Market Heterogeneity

New Strategies & Approaches

Education and Professional Accreditation

Take aways

- Legislations and Political barriers cannot be drivers for innovation and market success.
- Most existing Cyber Security start-ups are USA/Israel/UK based; the EU market needs an acceleration.
- Possibly existing EC multiannual research programs need some adjustments
- Cloud Market is now mature, and it is very heterogenous; this is a tremendous opportunity for the EU, especially in the SMEs market segment.
- The most impactful cloud threats are basic security issues related to Identity/Misconfigurations/Security Hygiene/Lack of strategies; there is room for innovation at scale to address these issues.
- Confidential Computing, Industry 4.0, Quantum-Safe Security, DLT, and AI, are big opportunities that we cannot miss and have the potential to rebalance the technology supremacy game.
- Zero Trust is a philosophy and principled-based strategy; the EU excels in a principles-based approach, so let's not miss the opportunity.
- The professional education and accreditation market is not fully functional; we need innovative solutions and better ways to measure skills and expertise.



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