

Cloud Technology in Greece, statistics and trends.

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Abstract

Cloud technology has invaded in our daily life the past few years and it is continuing growing rapidly. Nowadays we can find cloud technologies almost everywhere; either on simple services like hosting a website, either on more complicated solutions like using an enterprise resource planning (ERP) system. This enormous expansion that took place and became famous mostly the last decade has made a tremendous impact on the way people interact with technology in today's modern world. But how exactly all the above, affects the cloud technology in Greece? Do Greek people use cloud technology and if yes for which reason? Are there any concerns and which provider they prefer the most?

Introduction

The concept of the cloud appears back in the decade of 1950, where large-scale mainframe computers were seen as the future of computing. Twenty years later in the decade of 1970, the concept of virtual machines (VM's) was created. This was the key of success that took the 1950s' shared access mainframe to the next level, permitting multiple distinct computing environments to reside on one physical environment. Virtualization came to drive the technology, and was an important catalyst in the communication and played a major role in the evolution of the information.

Cloud technology start to take shape in the late of 1990's where telecommunication companies started to

offer their services though virtual private networks (VPN's) connections that had the same quality of their traditional point-to-point, method they used to choose all those years, but with the advantage of a much lower cost. Instead of building out entirely new physical infrastructures to allow more users have their own connections; telecommunications companies were now able to provide users with shared access to the same physical infrastructure.

More that fifty years later of the very first appearance and more precise in 2008, the first concept of pure cloud technology – with the form it is known today- took place, when Eucalyptus became the first open-source, API-compatible platform [2]).

Since then a lot of things have changed for the end users, but in what degree and how much does these whole new things of order affects them?

According to the study research campaign that was conducted by Leonidas Papoulakis and DataOne Market Research, in October 2014 [1] a lot. The cloud as a general term tends to make people wonder. Questions like: “*Who owns cloud?*” “*What is actually the cloud?*” “*What the cloud can do to help me?*” and equivalent concerns are frequent in the mind of the people who consider using it.

Method **Participants**

The specific study research has been running constantly for over five months, in order to reflect the best possible

Results **Cloud usage**

The researchers reported that over the half of those surveyed (55.53%) indicated that they already use cloud technology (in any form), where the second bigger percentage rate of 28.40% were the ones that won't use cloud technology at the moment. 8.67% state that they will start using cloud technology within the next twelve months, and the remaining 7.40% might adopt this technology in the next two to three years.

Continuing on a very interesting part of this research undoubtedly, is to find the cause that someone will not use cloud technology. What can be the reason/s for someone to exclude a service like this? According the volunteers' opinion, the major reason for not using the cloud with 43.48% is the “*I believe I don't need it*” option. The second most important factor with 34.78% is the people who think that it is not safe enough! 13.29% believe that they don't have the proper knowledge in order to use it, and finally the remaining 8.45% believe that it is too expensive.

opinion and attitude that people have of the cloud as a technology. The study has been available only to citizens of Greece, irrespective of their gender. From the volunteers who participated and submit their opinion, 87% of them were male and 13% were female.

Procedure **Recruitment**

The survey has been available only online in a variety of mediums such as: social networks, forums, corporate websites and more. The estimated completion time of the survey was three minutes and the city with the highest participation was the capital of the country, Athens.

The Provider

The provider of cloud technology is a matter of vital importance and has a considerable role for the decision of the end user. In today's modern IT world, there are a variety of companies that provide cloud technology. The volunteers of this survey chose the provider "Dropbox" as the dominant cloud provider with 38.3%, where on the second place comes the "Google Drive" with 31.1%.

The cause

The reason that would make someone adopt and use the cloud technology may vary according to his or her needs and wants. According to the findings that have been conducted by the researchers, 36.7% use cloud technology for storage and data security (Backup, Disaster Recovery etc.) manners, while the second most popular reason; is to use cloud as a medium to transfer files. Finally at the third place with 21.3% are the ones who use it for software applications & office (CRM, ERP etc.) related needs.

Pricing

The cost for implementing and using a technology like cloud would always be a decision driven variable. There are a lot of companies which use cloud technology as a solution to reduce their operating expenses. It's been said that "renting" cloud devices, (a cloud server for example) is a solution, which might occur to be profitable for the business administration, due to the fact that it might be much cheaper than purchasing new equipment. Nearly half of the respondents (41.4%) believe that cloud would not make any difference at the economics of the company. Later on with 24.1% of the volunteers believe that it would save 10-30% and the final 16.2% believe that it would save something between 30-50%.

Diversity

As has already been mentioned earlier, there are a lot of cloud providers nowadays. That kind of variety is a great "tool" that can be used from those who are interested; in order to choose the one that fits on their needs the most. If choosing only one provider seems to be hard work, there is the option to use more than one cloud provider. According to the findings of the researchers from this survey, the proportion of the volunteers who would outsource to multiple providers has the imposing percentage of 58.2%, while on the other hand the remaining 41.8% are not willing to outsource to multiple providers.

Summary

The key facts that someone needs to have in mind after reading this publication are that year after year cloud technology is expanding and more and more people and companies are adopting it and use cloud solutions. Despite the fact that forty one percent of the volunteers who participated believe that cloud technology would not occur in order to save any money from the company or the individual who will use it, more than the half of being asked (55,53%) are already using it. Although the researchers believe that in order to flourish the cloud technology, the providers must set in priority the security manner, which clearly affects the decision of the end user and always would be a reason to consider.

Future Work

A potential expansion will occur despite the security manners issue, but it is too soon to start talking about replacing the entire hardware IT infrastructure with cloud-based systems. Our immediate goals would be to comprehend and measure the expansion and adoption of cloud technology in Greece –and not only- in addition with finding the dominant reason/s that would make someone implement this technology.

References

[1] DataOne Call Center (2014). *Cloud Computing in Greece*. Available at: <http://dataone.gr/publication/CloudTechnologyInEU.pdf>

[2] Eucalyptus Open Source Platform. See: <https://www.eucalyptus.com/>

[3] Kohlbrenner E. George *The core of Information Technology*. Washington: McGraw Hill, 2006