THE DUTCH CLOUD COMPUTING INDUSTRY

The Cloud, Saas, PaaS en IaaS industry.

Employment Dutch ICT Industry: 192,000
Annual turnover Dutch ICT Industry: 25 billion euros*
20% of all ICT export goes to North America

The Netherlands ranks one of the top countries in highest level of eReadiness
and is a perfect test bed for innovation,
it displays among the highest broadband penetration rates in the world

More facts and figures can be found on page 3.

MEET THE DUTCH!

Meet the leading Dutch Cloud Computing companies at the Holland Pavilion during the Cloud Computing EXPO in New York this Spring, June 5- 9 2011.
The Holland Pavilion is commissioned by Agency NL EVD International.

The EXPO covers the entire scope of the Cloud Computing spectrum.
Please be invited to explore their company profiles on the next page and do not hesitate to contact us if you'd like to schedule an appointment to meet the Dutch during the Cloud Computing EXPO! To schedule an appointment please contact us via the provided links to the online company profiles:

CloudProvider offers an easy-to-use and advanced cloud platform for setting up (cloud) servers, geared to the needs of webmasters and developers. Server capacity is billed per hour. Features include high availability, auto-scaling, backups, and an API for integration. Our in-house developed cloud management software is white-label.
For more info please visit:
http://www.hollandhub.com/en/p/NY111/profile/view_and_match/73

Reeleezee is a marketleader in the Dutch marketplace offering 100% SAAS services to the SME and Accountancy community. We provide ERP-SAAS services to appr. 20.000 SME's as well as accounting and portal XBRL reporting services to app. 450 accountancy firms and appr. 50.000 of their customers.
For more info please visit:
http://www.hollandhub.com/nl/p/NY111/profile/view_and_match/69

NET DIALOG develops and delivers a SaaS solution NetX that enables enterprises to manage and optimize application performance. NetX is easy to deploy and uses network and application performance information in a way that truly bridges the gap between IT and the business.
For more info please visit:
http://www.hollandhub.com/en/p/NY111/profile/view_and_match/70

With over 18.000 customers and 135 FTE **IS Group** is the largest independent hosting- and network provider in The BeNeLux. Besides managed hosting solutions, IS Group offers the SMB and Enterprise market and public sector a wide range of hosted IT and network solutions and managed services.
For more info visit:
http://www.hollandhub.com/en/p/NY111/profile/view_and_match/68

Omnext & Source2VALUE™, provide continuous transparency in outsourced software development & maintenance through the Cloud. Our Source2VALUE™ Software MRI Centre in the Cloud gives the capability to analyze the quality, productivity and operation of your software from any location in the world, at any time and as often as required.
 For more info please visit:
http://www.hollandhub.com/nl/p/NY111/profile/view_and_match/76

Netyce enables organizations to get the most from their network. The YCE provisioning platform allows for a quick time to market of new services while improving staff productivity. Uniquely, YCE uses a top down approach, enabling modeling of network designs together with an integrated IP address management and central network repository.
For more info please visit:
http://www.hollandhub.com/nl/p/NY111/profile/view_and_match/74

EvoSwitch is a carrier neutral datacenter with a very low carbon footprint in the Amsterdam region. We provide housing space and IT infrastructure solutions for organizations seeking a professional, reliable and safe environment for outsourcing IT housing. We limit our energy consumption and ensure full compensation for CO2 emissions, while offering the full range of advanced housing alternatives for mission critical requirements.
For more info please visit:
http://www.hollandhub.com/nl/profile/view_and_match/77

STEALTH Software is dedicated to develop and market advanced enabling technologies that seamlessly integrate applications and infrastructure, to leverage information and content management in cloud computing. Our non-intrusive solutions are targeted to support our customers with coping the complexity in their IT-Landscapes, to reduce their operational IT spend, to enable them to realize the service levels to their businesses processes and maximize value.
For more info please visit:
http://www.hollandhub.com/nl/profile/view_and_match/78

Do you consider to enter the European or the Dutch market? **EuroCloud Netherlands** will be your gateway. EuroCloud NL is the independent, not-for-profit knowledge network of organizations and professionals with an interest in cloud computing. EuroCloud NL bridges demand and supply. For more info please visit:
http://www.hollandhub.com/nl/p/NY111/profile/view_and_match/67

THE DUTCH CLOUD COMPUTING INDUSTRY

FACTS & FIGURES

The most significant trend in the ICT industry is cloud computing, a development through which companies purchase all computer capacity via internet and therefore no major local servers or software are required.

The software sector is a valuable and important economic sector in the Netherlands with a turnover of 25.0 billion euros and a gross added value of 17.3 billion Euros*. Hereby the software sector contributes 2.8 percent to the Dutch economy (GDP).
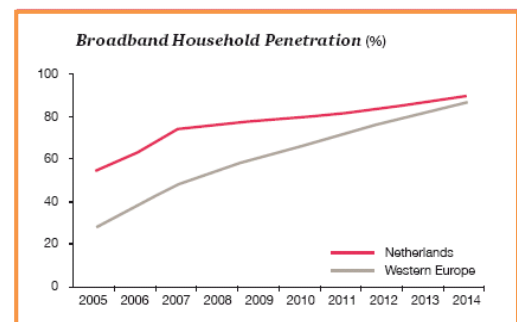In the Netherlands, 10.2 billion euros worth of proprietary software is sold by companies. These are product and custom-made software (9.4 billion) and embedded software (0.8 billion). Programming for third parties provides 4.0 billion euros. Implementation, testing, management and maintenance contribute 3.8 billion euros to the total turnover. The vast majority of software companies and service providers developing software consists of small, Dutch companies. SMEs are the heart of this sector. The software sector creates 192,000 jobs, including 68,000 in software development and the 14,000 in Research & Development.

The Netherlands has an outstanding infrastructure with high penetration of ADSL, VDSL and cable, significant use of Internet in households and businesses, various fibre routes and an important Internet exchange in Amsterdam.

Currency: 1.00 EUR = appr. 1.437 USD (June 1, 2011)

Worldwide ICT ranking of the Netherlands:
The Netherlands scores a respectable fifth place on the IT Industry Competitiveness Index . This position is to a large extend due to the excellent access to broadband facilities in the Netherlands. The Netherlands displays among the highest penetration rates in the world for PCs (2nd), broadband internet subscribers (4th) and internet users (1st). The eReadiness monitor states The Netherlands is one of the leading countries concerning ICT policies, application of ICT solutions, network quality and incorporation of ICT solutions in government environments.

Broadband Household Penetration (%)

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

The Netherlands; a perfect test bed!
The Netherlands is recognized as one of the most innovative ICT countries. The well developed broadband infrastructure and high level of e-Readiness of the Dutch has made The Netherlands a perfect test bed for innovative concepts. Many new technologies are tested in The Netherlands first before a market entry.

Research & Development:
The Dutch ICT sector makes a significant contribution to Research & Development activities in the Netherlands; almost 19 percent of all investments. In terms of investments by the Dutch business sector, the ICT sector accounts for over 30 percent.

Dutch population digitally oriented:

There were 14,872,200 internet users in Netherlands (representing 88.6% of the population) in June 2010, this was up by 281.3% compared to 2000.

The Netherlands ranked highest among European countries in terms of frequency of internet visitation with 78.2 visits per visitor in September 2010, according to the findings from a comScore study of internet usage in the Netherlands.

Export: 20% of all ICT exports goes to North America

The value of Dutch ICT exports has more than doubled between 1998 and 2008.

Within the ICT Industry, 1.93 billion euros in revenues are earned abroad. Product software firms account for a large amount of these revenues. Two thirds of total exports of the software sector goes to Western Europe, while more than 20 percent of exports goes to North America.

Foreign investment in the Netherlands:

many large international companies in the ICT sector have a branch in the Netherlands, including Acer Computer, BenQ, Blast Radius, Cisco Systems, Fujitsu, HP, IBM, Intel, Google, Microsoft, Oracle, Sun Microsystems, Tata Consulting Services and Verizon.