The Open Cloud Coalition

An Invitation to Shape the Future of Cloud Services

Overview

The cloud computing industry stands at a critical crossroads, where significant growth in the global digital economy, rapid advancements in areas such as generative AI and widespread adoption are accompanied by escalating risks to resilience, innovation, and competitive markets. In response to these challenges, the Open Cloud Coalition is being formed to advocate for a fair, competitive, and open cloud services industry across the UK and EU.

The Open Cloud Coalition is a collaborative advocacy group that brings together cloud service providers, industry leaders, and stakeholders committed to the principles of openness and interoperability. Our goal is to address the key challenges facing the cloud industry, promote best practices, and influence policies that ensure a diversified and competitive marketplace that puts multi-cloud first.

The coalition is currently free to join for selected companies.

Our Mission

The Open Cloud Coalition is dedicated to creating a cloud ecosystem that fosters innovation, competition, and resilience. We believe that a diversified cloud market is essential for ensuring that businesses have access to a wide range of services, preventing vendor lock-in, and mitigating the risks associated with cloud concentration. Our mission is to:

- **Promote Openness and Interoperability across the Industry:** Advocate for open standards and interoperability to ensure that cloud services can work seamlessly together, allowing businesses to choose the best solutions for their needs.

- **Influence Policy and Regulatory Thinking:** Work with policymakers to shape regulations that support a fair and competitive cloud market, establishing a clear evidence base and industry position for present issues and those on the horizon.

- **Foster Innovation and Competition in the Public Sector:** Ensure that governments support a diverse range of cloud service providers, encouraging innovation and preventing market concentration.

Why Join the Open Cloud Coalition?

As a member of the Open Cloud Coalition, your organisation will have the opportunity to play a pivotal role in shaping the future of the cloud industry. Membership offers a range of benefits, including:

- **Influence Industry Standards:** Collaborate with other industry leaders to define and promote standards that ensure a fair and open cloud market. Your organisation will have a voice in shaping the future of cloud services and ensuring that the industry evolves in a way that benefits all stakeholders.

- **Networking, Events and Collaboration:** Join a network of peers and industry experts at regular meetings and exclusive events to exchange knowledge, share best practices, and explore partnership opportunities. The coalition provides a platform for collaboration on projects that advance the industry and address common challenges.

- **Advocacy and Representation:** Participate in advocacy efforts to influence policies and regulations that support a healthy, competitive cloud ecosystem. The coalition amplifies the voices of its members, ensuring that your organisation's interests are represented in key policy discussions.

- **Resources and Insights:** Gain access to exclusive resources, research, and industry insights that can help your organisation stay ahead of the curve. The coalition provides members with the latest information on industry trends, regulatory developments, and best practices.

Get Involved

The Open Cloud Coalition is open to organisations of all sizes that share our commitment to an open, competitive, and innovative cloud ecosystem. Whether you are a cloud service provider or customer, we believe that your organisation can make a valuable contribution to our mission.

We invite you to join us in our efforts to create a fairer, more resilient cloud market. By becoming a member of the Open Cloud Coalition, your organisation will have the opportunity to shape the future of cloud services, collaborate with industry leaders, and advocate for policies that support a healthy and competitive marketplace.

To learn more about the Open Cloud Coalition and how your organisation can get involved, please contact us at nicolas.gyss@dgagroup.com (EU) or tim.saunders@dgagroup.com (UK). We would be happy to schedule a meeting to discuss the benefits of membership and explore how we can work together to advance our shared goals.