

WHITEPAPER

Embracing cloud technology

A study on Danish companies



Executive Summary

Cloud adoption statistics set the stage, revealing the current landscape of cloud technology within Denmark. The data demonstrates a growing inclination among Danish businesses to leverage cloud services to enhance their operations, bolster security, and promote innovation.

A comprehensive overview of cloud services and their significance forms the foundation of this study. Danish companies are increasingly recognizing the benefits and challenges associated with the cloud, using it as a catalyst for scalability, operational efficiency, and innovation.

The study explores various categories of cloud services, including email, office software, databases, and filestorage. Customer relationship management (CRM) and enterpriseresource planning (ERP) take centerstage as cloud-based solutions transform how Danish companies interact with customers, manage their resources, and drive growth.

In an era of dynamic computing demands, cloud computing resources have redefined the capabilities of Danish businesses. Companies now use these resources for agility, scalability, and cost-effectiveness. They also prioritize cloud-based security solutions to protect their data, networks, and overall operations.



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Introduction

This white paper presents statistics on cloud computing usage by enterprises in the EU, broken down by country, size, and industry.

41% of EU enterprises used cloud computing in 2021, and the most common uses were for email and file storage. Moreover, cloud computing usage is higher among larger enterprises and in the information and communication sector.

Here are some additional key takeaways

- Cloud computing usage is growing rapidly in the EU. In 2018, only 28% of EU enterprises used cloud computing, but this figure had increased to 41% by 2021.
- Cloud computing is most popular among large enterprises. In 2021, 63% of large enterprises used cloud computing, compared to 37% of small and medium-sized enterprises.
- The most common uses of cloud computing are for email and file storage. In 2021, 79% of EU enterprises used cloud computing for email and 73% used it for file storage.
- Cloud computing usage is highest in the information and communication sector. In 2021, 72% of enterprises in the information and communication sector used cloud computing.

” Cloud computing is becoming an increasingly important part of the EU's digital economy. It is helping businesses to reduce costs, improve efficiency, and innovate.

Cloud Adaption Statistics

The rapid ascent of cloud technology has ushered in a new era of business operations, revolutionizing the way organizations across the globe manage their data, applications, and infrastructure.

Key Statistics on Cloud Adoption in Denmark

Adoption Rate

According to Eurostat's data, as of 2020, approximately 82% of enterprises in Denmark have adopted cloud computing to some extent. This reflects a substantial increase from previous years, showcasing a robust appetite for cloud technology among Danish businesses.

Preferred Cloud Service Models

Software as a Service (SaaS) and Infrastructure as a Service (IaaS) are the most favored cloud service models among Danish enterprises, with 62% and 58% adoption rates, respectively.

Barriers and Concerns

Data security and privacy (53%) and compliance with regulations (47%) are cited as the main barriers to cloud adoption in Denmark. Enterprises are diligently addressing these concerns to ensure data protection and GDPR compliance.

Industry Trends

The Danish IT and tech sector has been a frontrunner in cloud adoption, with over 90% of companies in this sector using cloud services in their operations. Additionally, manufacturing, financial services, and healthcare industries have also seen substantial cloud adoption rates.

Drivers of Adoption

The primary drivers behind the surge in cloud adoption in Denmark are improved operational efficiency (reported by 73% of companies), cost reduction (68%), and the need for greater scalability (57%).

Future Projections

Denmark's cloud adoption trajectory continues to rise. A Eurostat forecast suggests that cloud services will continue to play a pivotal role in digital transformation strategies, enabling businesses to stay agile and competitive.



Cloud Services Overall

Cloud services represent a fundamental paradigm shift in the way Danish companies operate, manage data, and deliver services to customers. At the heart of this transformation is the ability to store, access, and process data and applications on remote servers, made available through the internet.

This approach offers a multitude of benefits, which are revolutionizing business operations:

- **Scalability**

Danish companies can scale their infrastructure and resources as needed, optimizing their operations without large upfront investments.

- **Cost Efficiency**

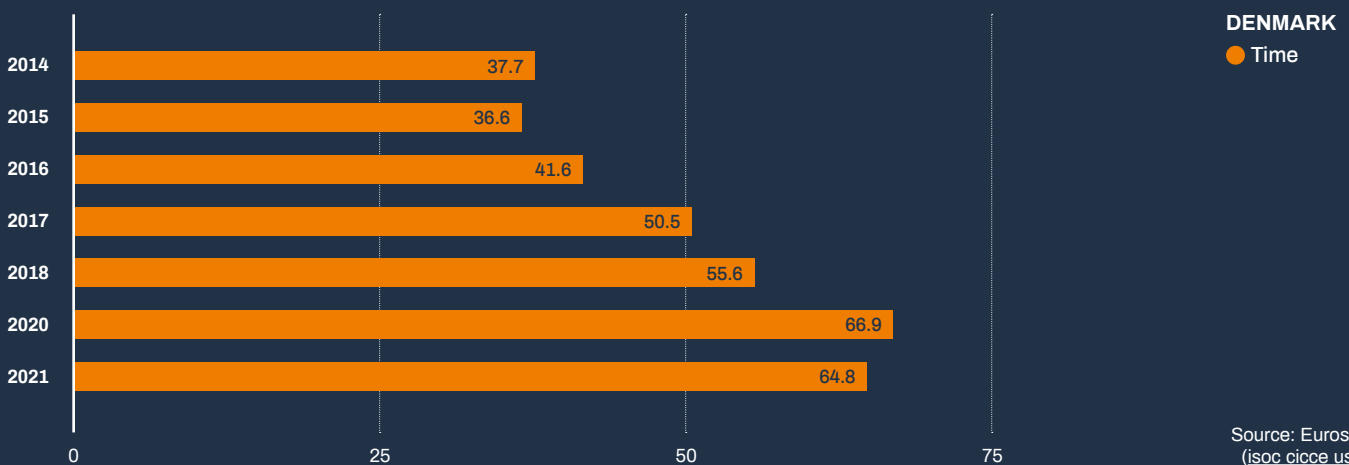
Cloud services offer a pay-as-you-go model, reducing capital expenditures while providing access to top-tier infrastructure.

- **Flexibility**

Businesses can rapidly adapt to market changes, launch new products, and expand globally, thanks to cloud services' inherent flexibility.

- **Innovation and Agility**

Cloud services enable Danish companies to experiment, develop, and deploy applications and services more rapidly, fostering innovation.



Variety of Cloud Services

The spectrum of cloud services available to Danish companies is extensive. While the core categories are Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), a deeper dive into these services reveals a multitude of tools and resources that cater to specific business needs:

- **IaaS**

This provides virtualized computing resources, including servers, storage, and networking. It allows businesses to build and manage their IT infrastructure in the cloud.

- **SaaS**

These applications are cloud-hosted and accessible via web browsers, offering tools for various business functions, such as customer relationship management (CRM), email, and productivity software.

- **PaaS**

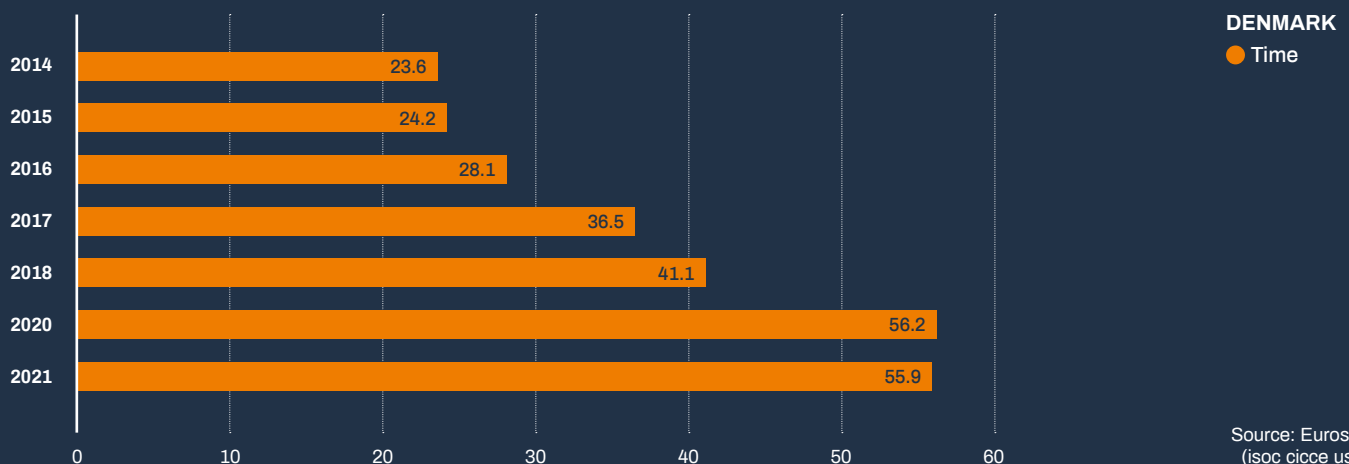
Danish enterprises often use PaaS to develop, run, and manage applications without the complexity of building and maintaining the underlying infrastructure.

- **Diverse Solutions**

Beyond the core categories, Danish businesses utilize a wide range of specialized cloud solutions, such as cloud databases, file storage, content management systems, and more.

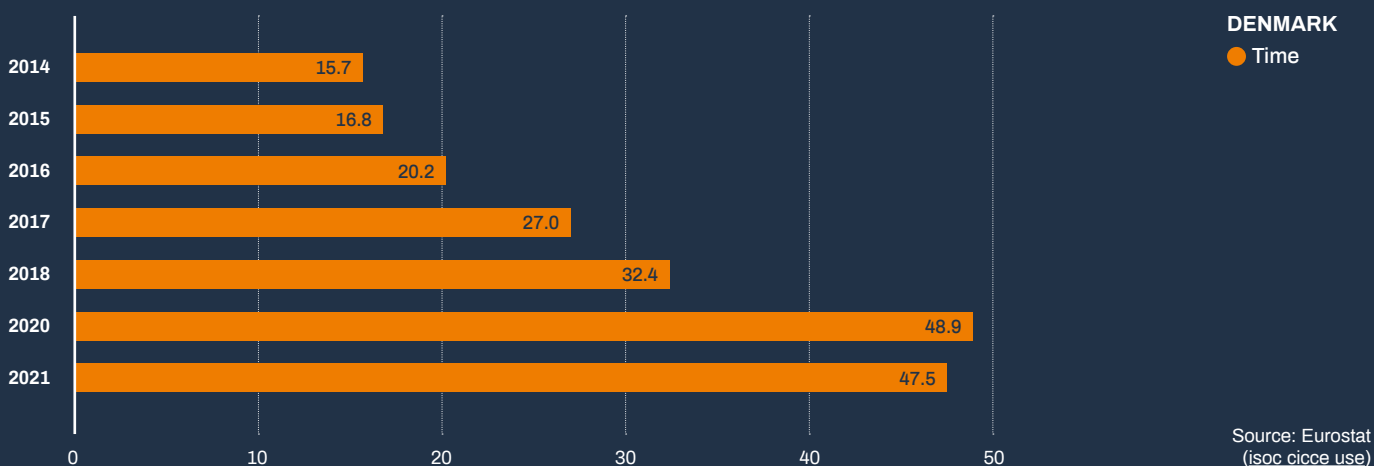
Email as Cloud Services

Cloud-based email services have revolutionized communication and collaboration for Danish companies. This strategic shift offers mobile accessibility, scalability, cost efficiency, robust security, and enhanced collaboration. Major providers like Microsoft 365 and Google Workspace offer reliable email hosting with features that empower businesses to adapt to remote and mobile work, facilitating efficient communication and collaboration.



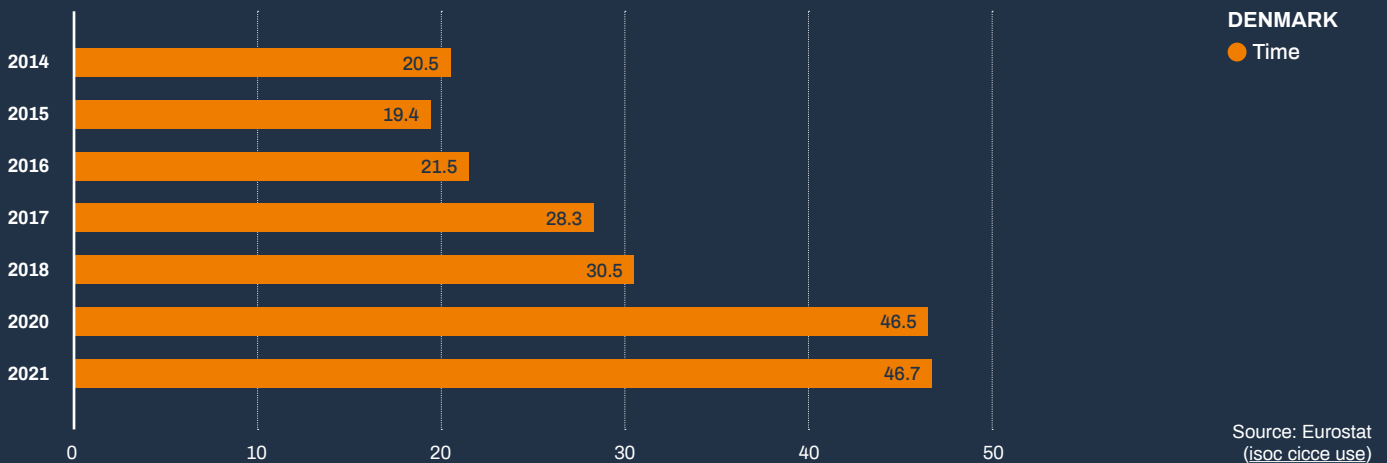
Office Software as Cloud Services

In Denmark, office software as cloud services, comprising word processors, spreadsheets, and presentation tools, has revolutionized the way businesses operate. Leading cloud-based solutions such as Google Workspace and Microsoft 365 have become essential for Danish enterprises. These tools enable employees to collaborate, create, and edit documents from virtually anywhere with internet access, fostering productivity, agility, and adaptability to the demands of the modern work environment.



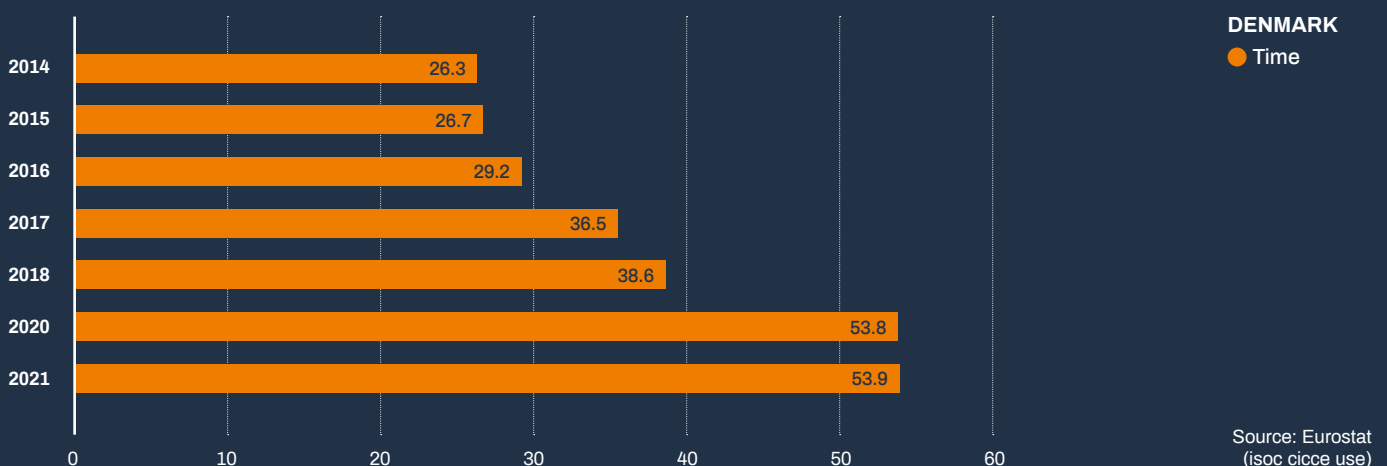
Database as Cloud Services

Cloud-based databases have revolutionized data management for Danish companies. Leading providers like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud offer scalable and secure solutions, reducing the complexities of infrastructure management. These cloud databases empower businesses to efficiently store, access, and analyze data, fostering informed decision-making and innovation.



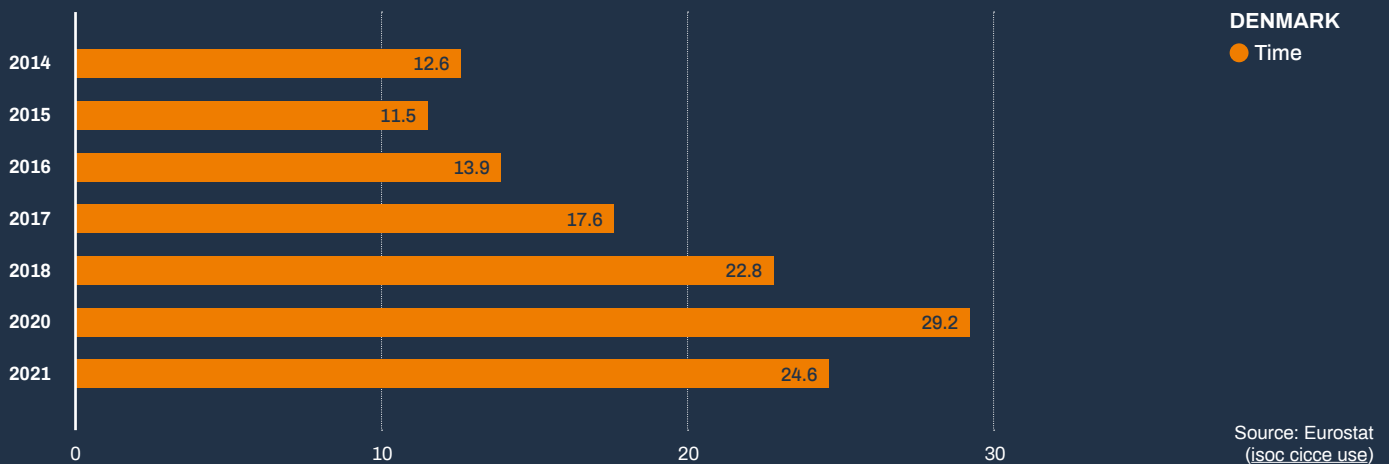
File storage as Cloud Services

Cloud-based file storage services have redefined the way Danish companies manage their data. These services, offered by providers like Dropbox, Google Drive, and Microsoft OneDrive, enable businesses to securely store, access, and share files from any location with an internet connection. The convenience, accessibility, and scalability of cloud file storage have become integral to streamlining data management for Danish enterprises, enhancing collaboration, and ensuring data security.



CRM as Cloud Services

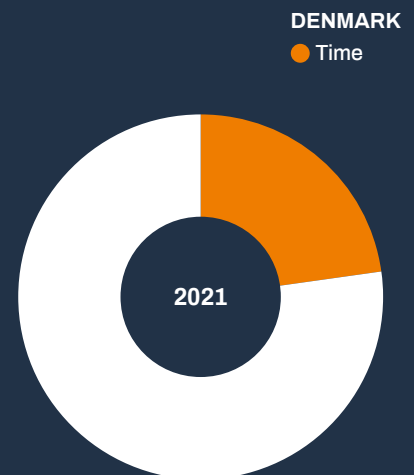
Incorporating cloud-based Customer Relationship Management (CRM) systems, Danish businesses optimize customer interactions and bolster sales and marketing efforts. Prominent cloud CRM platforms like Salesforce and HubSpot provide versatility in managing customer data, process automation, and sales expansion. Danish companies are increasingly relying on these cloud CRM services to strengthen their customer relationships, refine sales pipelines, and elevate overall business performance.



ERP as Cloud Services

Cloud-based Enterprise Resource Planning (ERP) solutions have fundamentally transformed the landscape of operational management for Danish enterprises. Renowned cloud ERP providers such as SAP Business ByDesign and Oracle Cloud ERP offer a comprehensive suite of tools that encompass financial management, supply chain operations, human resources, and more. Danish businesses are increasingly turning to these cloud-based ERP services to optimize their core processes, elevate the quality of decision-making, and stimulate sustainable growth.

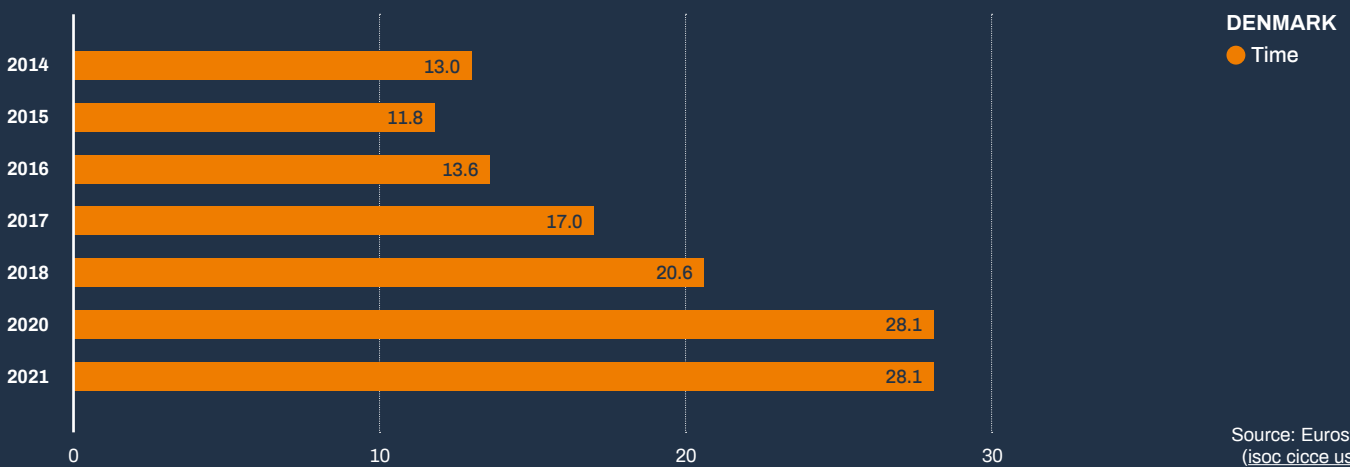
This transformative technology has become an integral part of Denmark's corporate ecosystem, empowering organizations to navigate the evolving demands of a dynamic business environment.



Source: Eurostat (isoc.cicce.use)

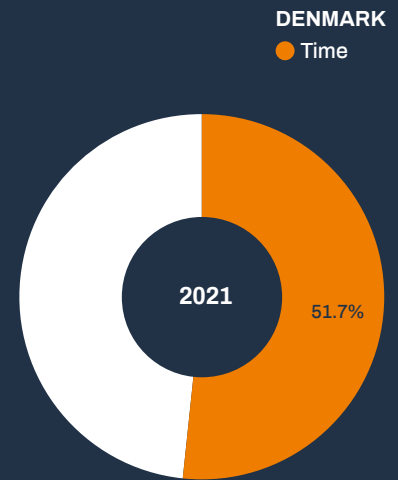
Computer Power as Cloud Services

Cloud computing's capacity to provide on-demand computing resources has proven invaluable for Danish enterprises. With cloud services offering scalability, computational capabilities, and networking resources, businesses have harnessed this technology to meet the dynamic demands of the modern corporate landscape. Leading cloud providers deliver these services with flexibility, enabling Danish companies to access the computational power they require swiftly and efficiently, thereby optimizing their operations.



Security Software as Cloud Services

Renowned cloud security providers offer an array of sophisticated tools and features, ranging from advanced threat detection to real-time monitoring. These services extend a protective mantle over sensitive data and corporate networks, ensuring their integrity in the face of an evolving threat landscape. With a constant focus on compliance with the latest regulations, Danish businesses trust in these cloud security services to fortify their digital infrastructure, mitigate risks, and sustain operational continuity.



Source: Eurostat
(isoc cicce use)



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