



# Cloud Computing in Germany

**MARKET SURVEY REPORT**  
**Content & Technical Data**

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## Introduction

For more than a decade now, we have been active as market observers of the German-speaking cloud computing market.

At regular intervals, we conduct user and provider surveys to assess the current status and forecast the future development of the German-speaking SaaS and cloud computing market.

For the 2020 Cloud Computing in Germany Market Survey we again asked cloud service providers based in Germany and companies offering cloud computing consulting services in Germany for their current assessment of the status of the German cloud computing market. In addition, we also wanted to know how they assess the further development of the German-speaking cloud computing market and the further development of their own cloud computing business.



And just as we were about to complete the survey, the COVID-19 crisis hit Germany. For this reason, we decided to add a "COVID-19 Special" to this year's survey. Since then, we have conducted another update to the COVID-19 Special in November 2020. In addition, this year for the first time we conducted a short survey on GAIA-X, the initiative for a European data cloud. The key findings have been summarized in the following report.

I would like to take this opportunity to thank all participants in the 2020 Cloud Computing in Germany Market Survey.

Freiburg, Germany, November 2020

Werner Grohmann

Managing Director

GROHMANN BUSINESS CONSULTING

## Technical Data

144 companies participated in the 2020 Cloud Computing in Germany Market Survey, 132 companies in the COVID-19 Special by completing an online questionnaire.

The participation occurred anonymously in the months January to June 2020 (market survey), respectively May to June 2020 (COVID-19 Special). The COVID-19 Special update was carried out in October and November. 114 participants contributed to this survey.

For the GAIA-X short survey, conducted in September 2020, 100 cloud service providers and cloud computing users were interviewed.

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### **About GROHMANN BUSINESS CONSULTING**

For almost twenty years GROHMANN BUSINESS CONSULTING has been supporting German and international high-tech companies in their strategic business development.

Headquartered in Freiburg, Germany, the company focuses on the design, execution and marketing of individual IT trend studies.

With its market surveys, the company regularly provides up-to-date data on the adaptation of major technology trends in German companies.

### **Want to learn more about the Germany IT market?**

If you are interested in a market survey or trend study on the German IT market or a specific market segment, we look forward to assist you.

For additional information please contact:

Werner Grohmann

+49 761 2171 6067, [wgrohmann@grohmann-business-consulting.de](mailto:wgrohmann@grohmann-business-consulting.de)