



News Release

For Immediate Release

Media Contact:

Michael Vatalidis

Text100

(T) 02 9956 5733

(E) Michael.Vatalidis@Text100.com.au

Australia's Cloud Computing Policies Fall Behind Global Leaders, According to Global Study from BSA | The Software Alliance

Study ranks countries' cloud policies. Thailand makes progress; China, India, and Korea fall behind

AUSTRALIA — April 26, 2016 — In a new, far-reaching study by **BSA | The Software Alliance** that assessed cloud computing policies around the globe, Australia ranks sixth out of 24 leading IT economies, compared to its ranking of second in 2013. The finding is a sign that the legal and regulatory environment for cloud computing in Australia is not keeping pace with cloud innovation.

The **2016 BSA Global Cloud Computing Scorecard** ranks the cloud computing readiness of 24 countries that account for 80 percent of the world's IT markets. Each country is graded on its strengths and weaknesses in seven key policy areas.

Cloud computing allows anyone — a start-up, an individual consumer, a government or a small business — to quickly and efficiently access technology in a cost-effective way. These services in turn open the door to unprecedented connectivity, productivity and competitiveness.

This year's results reveal that almost all countries have made healthy improvements in their policy environments since the release of BSA's previous Scorecard in 2013. But the stratification between high-, middle- and lower-achieving country groups has widened, with the middle-ranking countries stagnating even as the high achievers continue to refine their policy environments.

"It is encouraging that Australia remains a leader in promoting cloud computing. Australia's slide in the ranking suggests that it must redouble its efforts to keep pace with global leaders in promoting cloud innovation policies," said Jared Ragland, Senior Director, Policy – APAC with BSA | The Software Alliance. "Countries around the globe must recognize their policies affect the global cloud marketplace. The report is a wake-up call for all governments to work together to ensure the benefits of the cloud around the globe."

– more –

In terms of overall ranking, the biggest improvers are South Africa (moving up six places) and Canada (moving up five places).

The top five countries in the rankings are: Japan, the United States, Germany, Canada and France.

Notably, Thailand, Brazil and Vietnam, despite trailing in the rankings, continue to make significant and consistent gains and are closing their gap with mid-tier countries. The world's major IT markets remained stable with modest gains.

Negative trends emerged as well. For example, few countries are promoting policies of free trade or harmonization of cloud computing policies. Russia and China, in particular, have imposed new policies that will hinder cloud computing by limiting the ability of cloud computing service providers to adequately move data across borders.

The full, 24-country rankings and detailed findings are available at www.bsa.org/cloudscorecard.

#

About BSA

BSA | The Software Alliance (www.bsa.org) is the leading advocate for the global software industry before governments and in the international marketplace. Its members are among the world's most innovative companies, creating software solutions that spark the economy and improve modern life. With headquarters in Washington, DC, and operations in more than 60 countries, BSA pioneers compliance programs that promote legal software use and advocates for public policies that foster technology innovation and drive growth in the digital economy.

