# Cloud Computing and IT Asset Management Trends in Europe



**Cloud Adoption and IT Asset Management Insights**

Cloud computing is gaining traction as a solution to outdated technology challenges that hinder growth across various sectors. Recognizing its potential, the U.K. initiated the G-Cloud program in 2012, resulting in a rise in cloud usage among public services from 38% to 78% by 2016, saving over £725 million annually. Small and medium-sized enterprises supply over 90% of cloud solutions.

In continental Europe, Germany and France have launched GAIA-X to create a secure cloud infrastructure, complemented by GovMarket, a marketplace for public institutions and service providers. These efforts illustrate the shift towards cloud adoption, mirrored by similar movements in the private sector aiming to liberate funds for reinvestment.

Flexera's 2024 State of IT Asset Management (ITAM) Report, based on data from 503 IT professionals, indicates the increasing strategic importance of ITAM. ITAM teams now frequently report directly to CIOs or CTOs. Challenges persist, notably in optimizing software use, however, improvements in managing IT spend are occurring. Audits remain common and costly, with companies such as Microsoft, IBM, and Oracle leading audit activities. Sustainability practices, including longer hardware retention, also feature prominently.

These developments emphasize the critical role of ITAM in optimizing software licenses, managing hardware assets, and reducing operational costs.

**Keywords: cloud computing, public sector, ITAM, G-Cloud, GAIA-X, GovMarket, Flexera**