The Value of our Cloud Programme

techUK
FOR WHAT COMES NEXT

1. Industry Access:

techUK's Cloud Programme is focused on ensuring the UK stays at the forefront of cloud adoption. We are a single point of contact for UK government and key stakeholders on issues impacting the development of the UK cloud market and industry. techUK members join a community of 950+ tech firms, plus our wider stakeholder network that includes policymakers, regulators, and public sector bodies. We help our members to increase their brand awareness, build strong relationships, affect industry change, reach their audiences, and grow their business.

2. Influence Policy:

The Cloud Programme works alongside techUK's Policy team to influence government departments and regulators on issues relating to both the regulatory environment and public sector procurement. Recent examples include a roundtable with the Government's CTO to discuss cloud procurement, and a member-only briefing with Ofcom to discuss the ongoing cloud services market study, giving members access to key decision-makers and an opportunity to help shape policy discussions. Through our membership of Digital Europe we also engage with wider EU policy debates on issues like Gaia-X and the EUCS. Being part of this process helps members to strengthen their influence, raise their profile, and reduce risk and costs.

3. Inside track:

We provide techUK members with the inside track on developments likely to have an impact on the UK cloud market and industry. Members leverage our network to help identify opportunities and risks, assess them in the broader context offered by our community, and gain insight into the likely impact of market trends, policy developments, or new and emerging technologies. Members also participate in our events and campaigns and exchange thought leadership and best practice helping them to compare their own experiences to broader trends across the sector.

4. Impact performance:

Through the opportunities and advantages of techUK membership, our members can impact their performance. The Cloud Programme helps members to raise their profile, build a network within our tech community, and meet potential partners and customers. Members will see market trends earlier, better understand changes to regulation and legislation, gain access to key stakeholders and decision-makers, and shape the conversation on issues like skills and sustainability. The techUK Cloud Programme helps members to prepare for what comes next.

5. A return on investment (ROI):

techUK membership provides a return on investment for every member. For some members that means raising their profile, developing relationships across our tech community, amplifying their voice through our collective action, or boosting brand awareness through events and thought leadership. For others, it means helping to shape the policy debate in Westminster. For example, techUK successfully lobbied for the expansion of R&D tax credits to cover cloud and data analytics costs, which will be implemented from April 2023. Our intention is always to help our members to do things they could not do alone. Join us!