

# THE ECONOMIC IMPACT OF THE CLOUD IN DENMARK

Copenhagen  
Economics



Cloud computing technology is increasingly relevant in supporting business operations in Europe. In this study, we provide new evidence on the role of cloud as a force multiplier for Danish businesses. We quantify the value generated to the economy thanks to adopting cloud services such as Amazon Web Services (AWS).

Findings are based on a novel, pan-nordic online survey, conducted in March 2023 across Denmark, Finland, and Norway.

the survey reached:



**918**  
**companies**



**87%**  
**cloud users**

## AWS CLOUD ADOPTION

### GENERATES VALUE FOR THE DANISH ECONOMY



**DKK 6.5 billion**  
in economic value  
added annually



**9,200 jobs**  
in young companies  
currently active



micro companies  
(0-9 employees)

ANNUAL COST SAVINGS BY  
USING CLOUD SERVICES

an average of  
**DKK 110,000**

ADDITIONAL REVENUE  
REPORTED BY CLOUD USERS

an average of  
**DKK 158,000**



large companies  
(250+ employees)

over  
**DKK 2.6 million**

over  
**DKK 2.9 million**

### SUPPORTS BUSINESS GROWTH

& enhances competitiveness



**70%**  
of cloud users are able to  
reinvest their costs savings  
from cloud into business  
growth



**66%**  
of cloud users report cloud  
facilitates entry and  
expansion into new  
geographical markets



**82%**  
of cloud users expanded  
their product/service  
portfolio in the last 3 years,  
against only 55% of non-users

### ENSURES BUSINESS SECURITY



**69%**  
of businesses consider cloud to be more secure  
than traditional IT



**66%**  
of businesses are able to build tools that respond  
to new threats

### LOWERS ENVIRONMENTAL IMPACT



**64%**  
of businesses agree that cloud can help them  
achieve net-zero carbon emissions goals



**68%**  
of businesses report that cloud improves their  
energy efficiency

## DENMARK CAN UNLOCK VALUE BY



increasing the share  
of sophisticated  
cloud users



increasing cloud  
adoption among  
small companies