



# The Microsoft Cloud Dividend Snapshot: Finland

Microsoft helps individuals, teams, enterprises, and governments leverage the data-driven services they require in a connected world. It does this by investing in digital infrastructures connecting individuals, enterprises, countries, and regions around the world. IDC has found extensive local benefits of a cloud datacenter opening. This is a snapshot of those findings.

## ECONOMIC IMPACT

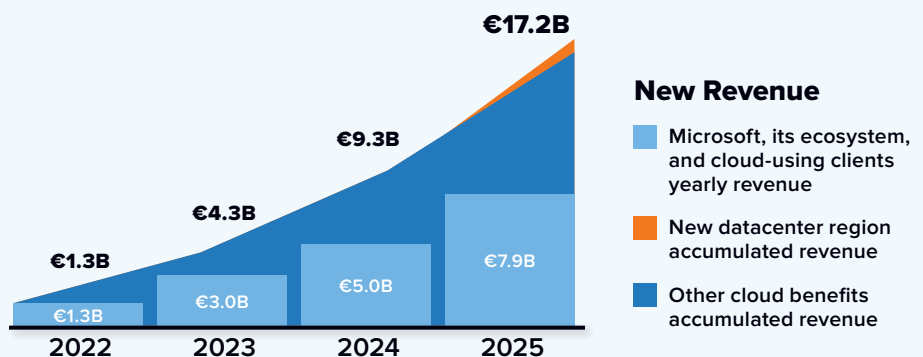
**€17.2 billion**

4-year total accumulated new revenue

**4.6%**

accumulated benefit from new datacenter region

€1.9 billion in local spending



Over the next four years, Microsoft, Microsoft partners, and cloud-using customers will together generate about €17.2 billion in new revenues above the 2021 level. This will drive investment in local economies, the creation of jobs, reduction in atmospheric carbon, and investment in sustainability. Microsoft and its partner ecosystem, to support their growing local business, will spend about €1.9 billion in the datacenter region for services and products in local economies. The new datacenter region will help eliminate some of the barriers to cloud adoption within the region and account for approximately 4.6% of the new revenue total (€17.2B) through 2025.



## COMMUNITY IMPACT



**62,180 new jobs**

Total 2022–2025 direct and indirect



**11,200 will be skilled IT jobs**

Total 2022–2025

In the same time frame, Microsoft, and its partners and customers will add 62,180 jobs to the economy, including jobs directly in their own organizations and jobs generated indirectly in other organizations. What's more, Microsoft, its ecosystem, and IT departments in customer companies will add 11,200 new skilled IT jobs into the economy over the same period. The extent to which appropriate skills are available is critical to the local economy capitalizing on this employment opportunity.

## IDC'S TAKE

Finland holds the #1 position in the Digital Economy and Society Index 2020 (DESI) published yearly by The European Commission. While Finland is closely followed by the two other Nordic EU member states, Sweden and Denmark, Finland stands out in cloud computing with adoption of cloud services passing 50%.

Finland is a highly industrialized country with advanced manufactures in paper, metals, electronics, and machinery. Spread in a vast geography sparsely populated by less than six million people, the manufactures of Finland, including a former giant like Nokia, propelled Finland to be the only Nordic country really embracing outsourcing and by doing so, leveraging an as-a-service approach further leading to cloud adoption. While a full recovery from the financial crisis in 2008 took until 2015 to realize, the utilization rate in manufacturing has reached close to 90%, and investments in digital technology are inevitable in the years to come fueling multicloud growth.

IDC's forecasts for public cloud spending shows compound annual growth rates for manufacturing, infrastructure, financial, services and public between 20% and 25% in the period from 2020 to 2025. Besides manufacturing, the organized approach to digital transformation in the public sector paves the road for Finland's advanced use of cloud computing. In addition, momentum is building through a large ecosystem of digital startups originally growing out of Finland's mobile phone industry but now covering almost all aspects of the growing app economy and advanced use of cloud native development.

For more information on our methodology, please see the IDC White Paper [Microsoft Cloud Dividend Assumptions and Methodology, #US48022121](#)