

eco PORTFOLIO

SHAPE THE INTERNET WITH US
TODAY. TOMORROW. BEYOND TOMORROW.



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SHAPE THE INTERNET WITH US

TODAY. TOMORROW. BEYOND TOMORROW



Editorial – for a shared digital future

When explaining how important the Internet has become, we sometimes use the words "cross-sectional technology" and "foundational technology". Now, it could be that these two terms don't strike you as particularly gripping – but then, just try for a moment to imagine what a day without the Internet would look like.

We're not talking here about opting for a voluntary digital detox – rather, try to visualize a day during which, for example, the automotive industry, the transport system, or our services sector would have to get by without the Internet. Think it through.

Did this get your attention?

Our industry serves as the foundation and aggregator for other industries. But not only that: we also develop our own products and solutions with a degree of innovation and at a speed which can sometimes even make experts' heads spin.

Much of what started on the Internet is what everybody's talking about today. Just think of Smart Home, e-government, cloud com-

puting, or the Internet of Things. Or consider other developments which are taking place more behind the scenes, such as Smart City, the data center industry, and the range of diverse jobs concerning regulation and Internet governance.

The Internet is omnipresent and growing from year to year – which makes it all the more important that we proactively shape digital change together. If we want to turn our digital future into one which is bright, we need courage and vision. And we need a common platform, because lone players will always struggle in the digital ecosystem.

Here at eco, the key players of the Internet connect with each other and exchange experiences and ideas – and increasingly, so too do companies who could not survive without the Internet. Our association already includes more than 1,100 member companies from over 70 countries. This gives us the opportunity to learn from each other, to grow together, and to jointly develop and stand behind industry, regulatory, and political positions.

We invite you to not only get to know and avail of what we offer – but also to actively participate in shaping it.

We look forward to having you on board!

Harald A. Summa
CEO

Alexander Rabe
Managing Director

eco – Association of the Internet Industry

A warm welcome to eco!

eco shapes the Internet

With more than 1,100 member companies from over 70 countries, eco is the largest Internet industry association in Europe. Since 1995 we have played a decisive role in shaping the development of the Internet: We foster new technologies, infrastructures, and markets, and form framework conditions.

Internet with responsibility

Together with our members, we are committed to a free, technology-neutral, network-neutral, and high-performance Internet. We thereby want to support the security and the reliability of the Internet, as well as build trust in it. Our goal is to shape the digital transformation of society and the economy in the best possible way so that successful economic action can succeed on the basis of our democratic values.

As the voice of the Internet industry, we assume societal responsibility for ethically oriented digitalization.

eco connects across industries

Digital transformation is permeating more and more areas of our lives. This is also expanding the spectrum of our association work – and not only in terms of content. It is essential that we shape progress and change together!

Companies in the information and telecommunications industry need to interact closely with traditional industries in order to create a sustainably functioning digital ecosystem. eco serves as a neutral platform which allows points of view, goals, and concerns to be discussed on an equal footing. We bring our members and industry stakeholders into dialogue with academia, society, and politics.

With a wide range of events, we promote active exchange and networking: regionally, nationally, and also internationally. In this way, we want to enlist as many members as possible to our common ecosystem and connect them with each other in a way which creates added value for all.

eco creates standards

In our expert and competence groups, you will find the ideal platform for exchange on current and future Internet topics and for the further development of these topics.

Work with us to develop industry standards, guidelines, position statements, and white papers, with eco representing your voice in politics and industry in articulating these demands.

Through its close connection to DE-CIX, eco itself is a part of the industry and an active shaper of digital transformation, with strong technological core competencies in the fields of infrastructure and security.

Seals of quality developed by eco set standards and make the market more transparent for providers and users. These standards sustainably strengthen the Internet and digital industry as the engine of the overall economy. eco's advisory services for members and its services for Internet users offer support on legal issues, increase security, and improve youth protection.

eco represents your interests

As an international pioneering competence alliance and a network partner for industry and politics, our goal is to sustainably strengthen providers of digital infrastructure and services. One of our most important tasks in this respect is that of representing our members' interests vis-à-vis politics and in national and international committees. With our offices in Cologne, Berlin, and Brussels, we are on location for all of the relevant decision-making processes.

Political engagement at German and European level

The eco Policy, Law & Regulations division promotes Internet-friendly regulations that open up optimal development opportunities for the dynamic and innovative Internet industry, thereby offering the greatest possible scope for your entrepreneurial visions. In collaboration with our members, we participate in important national and international legislative processes on the strength of consultancy work and position papers. In so doing, with our legal and technical know-how, we are able to influence all Internet-relevant issues such as platform regulation, data protection, copyright, youth protection, telecommunications regulations, and artificial intelligence.



The Competence Group Law & Regulations provides up-to-date information on legal policy issues and legislative projects. It serves to coordinate lobbying activities and to facilitate the exchange of experience and views among members. Through the association, members are given the opportunity early on to play an active role in legislation and, in so doing, to participate in shaping the future of legal policy.

Active in important committees

eco is a founding member of EuroISPA, the European umbrella organization of Internet service provider associations. We work closely together with EuroISPA in order to keep you informed at the earliest possible point about ongoing EU legal proceedings in Brussels and to influence decision-making processes at European level on your behalf.

eco is active in international committees with a view to continuously advancing and shaping the topic of Internet governance as part of the multi-stakeholder approach.

We are also a driving force of the Internet Governance Forum (IGF). At the IGF-D (Germany) and the European Dialogue on Internet Governance (EuroDIG), eco also engages in dialogue with state representatives, international organizations, the private sector, and civil society on topical problems of the Internet and possible global solutions.

eco also represents its members at ICANN, the "Internet Corporation for Assigned Names and Numbers", through its involvement in various Supporting Organizations. ICANN coordinates the assignment of unique names and addresses on the Internet.

In addition, eco, together with other partners from politics and industry, participates in various initiatives and alliances to combat illegal Internet content and to promote youth media protection on the Internet.

Further information on the Policy, Law & Regulations division is available at the German-language site: politik-recht.eco.de

Our reach is international



Lars Steffen
Director eco International

Judith Ellis
*Project Manager & Team Head
eco International Communications*

C  it Kinsella
*Project Manager
eco International*

Eil  n Geraghty
*Project Manager
eco International Communications*

The Internet does not stop at national borders – and neither, of course, does the work of eco! Which is why eco also represents its members' interests in international committees and cooperates intensively with partner associations and organizations from other countries.

The eco International team coordinates the global association activities and the presence of eco at specialist congresses and industry events in order to connect members and partners worldwide with each other and to integrate them into eco's work.

With this in mind, we produce a steady stream of English-language communication for our members: All relevant studies, guidelines, information material, and news are published in both English and German, as is all important news from the industry, which we also share with international partners.

The highlight of eco International's work is the English-language online publication

dotmagazine, which serves as a platform for specialist articles from our members and partners. The English-language newsletter eco european provides up-to-date information on political developments in Berlin, Brussels, and Europe.

The team is on hand to assist eco international members so that they can benefit to the greatest possible extent from the association's many advantages and services.

Further information:

international.eco.de
dotmagazine.online



eco members worldwide – together we achieve more

Digitalization is fundamentally changing people's private and working lives. Globally, value creation processes are being defined and organized anew.

Anyone who wants to be successful in this world going into the future must rise to the challenges of digital transformation.

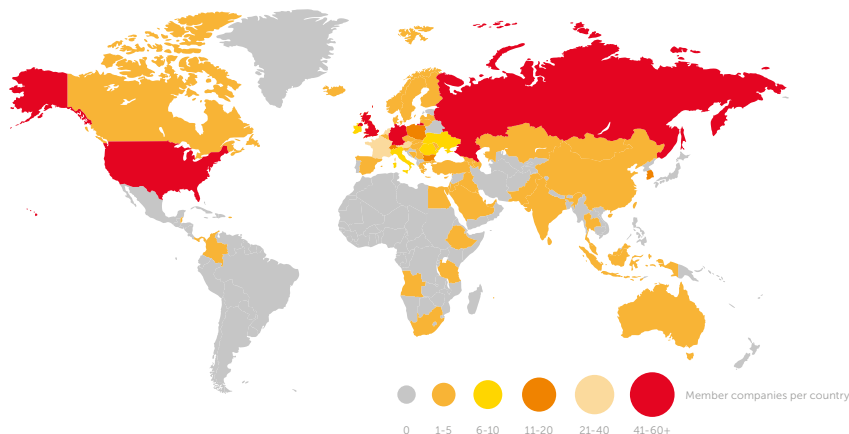
This holds true not only for ICT companies, but also for traditional industries, a fact which is reflected in the continuously growing number and diversity of eco members.

When many individual players come together and speak with one voice, they end up achieving far more.

eco Data Protection Service for international members

The EU General Data Protection Regulation is not only relevant for companies based in Europe, but also applies to all companies with customers in the EU, regardless of where they are headquartered. Within the framework of our eco Data Protection Service, we support member companies outside of Germany in ensuring compliance with European data protection regulations. Whether it is a matter of creating legal compliance in processes, training employees, or reacting effectively to security incidents – eco is on hand to support you.

Head offices of eco member companies 2019



Benefits for you

- Over 20 years of experience and expert know-how in the IT and telecommunications sector
- Legal security in European business relations
- Customized data protection workshops and audits, as well as help with security incidents
- eco as your legal EU representative

Further information & contact:

international.eco.de/eco-data-protection-service
legal@eco.de

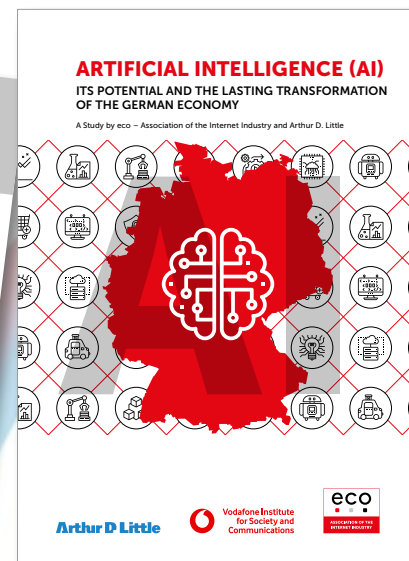
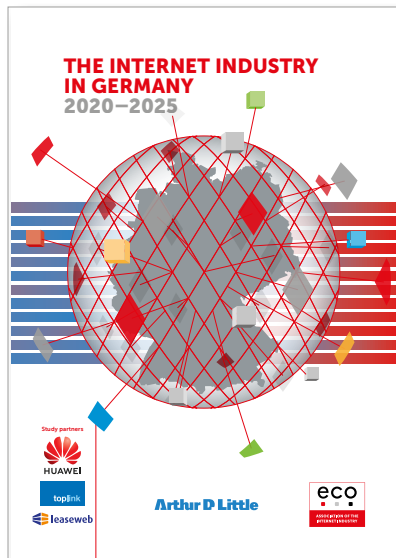
eco – topics, experts, synergies

The developments taking place in the Internet industry are as fast and dynamic as their medium: Constantly changing technologies, framework conditions, and content require a continuous exchange among market players.

Our competence and expert groups and our rounds of discussion and talks keep you up-to-date on all the latest developments. They also help you to assess the relevance of global market developments for your business. They offer you a wealth of current topics, exciting ideas, and stimulus as well as practical know-how.

Benefits for you

- Meet with experts and learn from the best practices of others
- Avail of our meetings for their inspiring specialist dialogue and effective networking
- Present your own services and products and share your experience
- Work with us to develop industry standards and recommendations for market-determining industry and political decisions



Cutting-edge topics

Digital business models

The structural transformation brought about by digitalization is reshaping traditional industries and economic sectors. New business models are being created every day, and existing applications are being optimized. In the Digital Business Models division, we identify key technologies for digital transformation. In doing so, we look at the bigger picture in certain topic areas and examine their potential for new types of business models on a cross-sectional basis. Our field of activity includes, for example, the transfer of know-how in the area of online marketing, measures to optimize e-commerce activities or to strengthen confidence in services or products, as well as solutions related to blockchain and artificial intelligence (AI).

In addition to the Service-Meister project, our focus here is also on the GAIA-X project. Supported by representatives of the German federal government, industry, and academia, the project aims to create a transparent and legally compliant data ecosystem for Europe, one which enables digital sovereignty and promotes innovation in Europe.

Further information is available at:
www.eco.de/digitale-geschaftsmodelle
(in German)



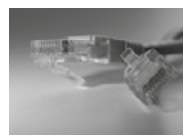
Digital infra-structures

Efficient digital infrastructures are of central importance for functioning digital economic ecosystems and for Germany as a business location. This involves a secure network infrastructure and high-performance data centers, which together form the backbone of digitalization.

Alliance for the Strengthening of Digital Infrastructures in Germany

In 2018, the "Alliance for the Strengthening of Digital Infrastructures in Germany" was founded under the umbrella of eco as a beacon project for the strategic integration of its members. The intent of the alliance of companies is to collectively draw attention to the importance of digital infrastructures and to enter into a constructive dialogue with politicians.

digitale-infrastrukturen.net (in German)



Data centers

The eco Data Center Expert Group and the Data Center Infra-

structure and Data Center Efficiency Competence Groups handle all topics to do with data centers. A particular focus is applied to the further rollout of broadband connectivity, outsourcing of data, computation time in data centers, and topics such as IT performance and energy efficiency.

international.eco.de/topics/datacenter

Networks

The Competence Group Networks serves as a platform that deals on a broad basis with traffic-based business models. It promotes dialogue between developers and representatives of Internet service providers, hosts and carriers, among others.

international.eco.de/topics/networks

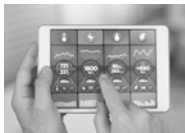


Email

A further focus of eco is that of developments in the field of email. In addition to keeping abreast of current trends and developing guidelines for reliable email marketing, the main emphasis is on technical content that is of critical importance for both senders and recipients.

Quality assurance and enhancement also play a major role, especially within the framework of the Certified Senders Alliance (CSA). The eco Competence Group Email is also an integral part of the German Internet industry, with its focus being the development of common standards for email.

international.eco.de/topics/e-mail



Internet of Things

Current developments and business trends in the interconnected world are the focus of the topic Internet of Things (IoT). The competence group of the same name explores various segments of the IoT value chain, business models, and topics such as Smart City, Smart Home, and mobility.

international.eco.de/topics/internet-of-things

Artificial intelligence

eco is strongly committed to the ethical use of artificial intelligence (AI). The association is engaged in projects dealing with the standardization and normalization of AI, as well as in initiatives that promote the development of this technology for people and companies.

The study "Artificial Intelligence: Its Potential and the Lasting Transformation of the German Economy" is widely regarded as an important guide exploring the impact of AI for companies.

www.eco.de/kuenstliche-intelligenz/AI-Study



Names & Numbers

When it comes to the field of domains, one of the focal points of eco's engagement is participation in the wide-ranging activities of various ICANN Supporting Organizations. The eco Competence Group Names & Numbers Forum brings together more than 160 companies from the domain industry worldwide. In addition to supporting topics of importance to the industry as a whole, intensive exchange with industry experts is also promoted.

international.eco.de/topics/names-numbers



New Work

The digitalization of the world of work and work processes is bringing about many changes. It above all offers new potential for making everyday working life more flexible.

The Competence Group New Work sees itself as a companion and guide on the road to the digital working world. It deals with the impacts on the economy and on society, provides momentum, presents best practices, and brings different interest groups together.



For eco, the promotion of women and diversity is a central issue for the future success of Europe as a digital location. In order to give successful female specialists and managers the stronger voice that they deserve and

to inspire others, eco has launched the initiative "LiT – Ladies in Tech". This initiative includes networking events, the establishment of a panel of female speakers, a series of interviews in which inspiring women in the Internet industry take the floor, and the publication of an international study, "Women in Tech: A Good Practice Guide for Companies".

dotmagazine.online/topics/women-in-tech
www.eco.de/ladies-in-tech



Security

In order to increase trust in the Internet, the topic of security is of immense importance to eco! For this reason, a dedicated competence group deals with important questions concerning the security of the Internet industry's (IT) infrastructures. The content ranges from personnel and organizational security, to the protection of IT systems, right through to questions of security management and employee sensitization.


An additional competence group entitled "Anti-Abuse" serves the member-internal exchange on current abuse topics and their challenges for the companies. The meetings are supported by technical and legal presentations, for example on internal tools or processes, abuse handling in other countries, and trends in cyber crime.

international.eco.de/topics/eco-security



Pleased to meet you: Our services for you

Independent seals of quality,
cost-neutral data exchange,
support on questions concerning
data protection and the cloud:
eco's services support the market,
companies, and Internet users.



Certified Senders Alliance – the quality standard in email marketing



The Certified Senders Alliance (CSA) has existed since 2004 as a central certification body for email senders. The joint project of eco and the German Dialog Marketing Association (DDV) sets high legal and technical quality standards and certifies companies that meet these standards.

This offers numerous advantages for the senders and at the same time reduces the burden on the mail security teams of the participating mailbox providers. The quality standards are based on internationally applicable law and the technical requirements of the mailbox providers. They are regularly updated in line with the current legal basis and market requirements.

Protect your reputation

Just as protecting your own brand in marketing is crucial, so too is protecting your own domain and IP reputation in email marketing. This is decisive in resolving whether

a mailbox provider delivers an email to the inbox or classifies it as spam. The reputation of an email sender is determined by a number of factors. In this age of information overload and dangerous spoofing attacks, companies must send user-relevant emails that meet current quality standards and allow neat and clear conclusions to be drawn about the identity of the sender.

The CSA provides certified senders with the best possible support in protecting their existing and future reputation. Not only do they receive automated notifications at an early stage, but they also benefit from personalized advice from the eco Complaints Office, which is an important pillar for quality assurance.

Benefits for you

- Improved delivery and deliverability of your commercial emails
- Protection against legal and financial risks through full compliance with legal standards
- CSA seal of quality promotes your trustworthiness
- Reputation protection through early warnings from the eco Complaints Office and daily spam trap reports
- Support for technical problems
- Access to current technical and legal developments in the industry through publications and events
- Workshops and webinars for optimized deliverability management and legally compliant email campaigns

Further information and contact:

certified-senders.org

info@certified-senders.org

eco Complaints Office – active against illegal Internet content

The logo for the eco Complaints Office, featuring the word "eco" in a bold, sans-serif font, followed by three colored squares (red, grey, black) and the words "COMPLAINTS OFFICE" in a smaller, bold, sans-serif font.

eco
COMPLAINTS OFFICE

For over 20 years now, the eco Complaints Office has been fighting successfully against illegal content on the Internet and is committed to ensuring that illegal content is taken down and that criminal offences are reported to the authorities. In addition, the Complaints Office is engaged in ensuring better youth protection on the Internet.

The work of the eco Complaints Office is based on voluntary cooperation with society as a whole, and its fundament is that of the self-regulation of providers and the engagement of Internet users.

All Internet users can report suspected illegal content free of charge and anonymously under international.eco.de/eco-complaints-office. The Complaints Office's lawyers then assess whether the reported content violates German law and, in cases of violations, take appropriate measures. The eco Complaints Office can also be reached via the German informa-

The logo for INHOPE (International Association of Internet Hotlines), featuring the text "INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES" in a small, sans-serif font above the word "INHOPE" in a large, bold, sans-serif font.

INTERNATIONAL ASSOCIATION OF INTERNET HOTLINES
INHOPE

tion platform for young people jugend.support as well as via the German portal www.internet-beschwerdestelle.de/en.

Closely networked nationally and internationally

In order to effectively fight illegal Internet content, cooperation with other actors is essential. Among others, eco works together with providers, partner complaint offices, and law enforcement agencies.

As (co-)operator of the portal www.internetbeschwerdestelle.de/en, eco is part of the German Safer Internet Centre (www.saferinternet.de). Here the eco Complaints Office is also active in the promotion of media competence and sensitization on the Internet.

eco is a founding member of INHOPE (www.inhope.org), the international umbrella organization of Internet hotlines. Within the worldwide network, detected illegal Internet content can be forwarded

The logo for saferinternet.de, featuring the words "safer internet" in a bold, sans-serif font, followed by "de" in a smaller, bold, sans-serif font, with several small stars arranged in a semi-circle above the text.

safer
internet * de

to the relevant partner. In this way, this content is followed up in the respective country of origin.

Benefits for you

- Easy and simple submission of complaints on illegal Internet content
- Legal expertise
- Cooperation with law enforcement agencies
- Network of experts and committee work at national and international level
- Know-how and experience flowing into the political representation of interests
- Neutral, transparent processes

The eco Complaints Office is part of the eco Policy, Law & Regulations division.

Further information and contact:
international.eco.de/eco-complaints-office
hotline@eco.de

eco Youth Protection Officer Service – support on questions of youth protection



Youth protection on the Internet is a task for society as a whole. With the eco Youth Protection Officer Service, both eco members and external companies have the opportunity to make their contribution to this cause.

If you're operating in Germany as a tele-media provider, you may even be obliged to appoint a Youth Protection Officer in accordance with the German Interstate Treaty on the Protection of Minors in the Media (JMStV). One of the central tasks of a youth protection officer is to advise providers. The officer is also the contact person for users and the point of contact for official oversight.

Benefit from eco's many years of experience in assessing online content in the field of youth media protection and its participation in an international network.

Our eco Youth Protection Officer Service is happy to support you and can offer you:

- Comprehensive consultation on matters relating to youth protection
- A neutral point of contact between you and your users
- Minimization of liability risk
- Prevention of official fines and written warnings
- Increase in user trust through effective youth protection
- Up-to-date information on developments and legal changes in the area of youth media protection
- A service based on the type of provider
- A seal of quality/logo for your website

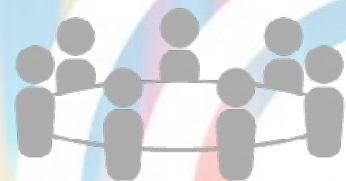
Further information and contact:
go.eco.de/youth-protection-officer
jugendschutzbeauftragte@eco.de

Youth protection is a task for society as a whole

Youth protection on the Internet requires more than the operation of a complaints office and support within the framework of a youth protection officer service. As such, eco is involved in a variety of committees on the topic of youth protection and supports projects which elevate children's and young people's media competence.

In addition, with its Youth Media Protection Expert Lunch, eco offers association members active in this field an open forum for providing information and exchanging experiences and views.

Further information:
international.eco.de/eco-complaints-office/for-companies/youth-media-protection-expert-lunch



DE-CIX – where networks meet



As an association, we know exactly what we're talking about: As a 100 % shareholder of DE-CIX Group AG, we ourselves have been part of the industry since 1995, and are thoroughly familiar with day-to-day business.

DE-CIX is the world's leading operator of carrier-neutral and data center-neutral Internet Exchanges in Europe, the Middle East, North America, India, and South East Asia. More than 140 employees from around 30 nations ensure the delivery of seamless peering and innovative premium interconnection services worldwide.

With peering at DE-CIX, Internet and network service providers, content providers, and companies exchange cost-neutral data directly and without any detours. DE-CIX customers thus have redundant, secure connections and can control the routes of their data traffic. Peering ensures low latencies and hence a good user experience.

DE-CIX is a founding member of Euro-IX (www.euro-ix.net), the world's largest consortium of Internet Exchanges.

**We make interconnection easy.
Anywhere.**

A stable infrastructure enables network connections between regions, industries, and digital ecosystems. Only in this way can companies transport, store, share, administer, and analyze raw material data – and, with their data, successfully operate their business. Such interconnection solutions are the core service of DE-CIX.

Operating since 1995, DE-CIX in Frankfurt now records a data throughput of more than nine Terabits per second at peak times. This is equivalent to the simultaneous transmission of more than two million videos in HD quality, or a data volume equivalent to approximately two billion written DIN A4 pages (forming a stack of more than 200 kilometers in height).

The connected customer capacity of all DE-CIX locations worldwide exceeds 64 Terabits. In total, DE-CIX serves almost 2,000 network operators, Internet service providers (ISPs), and content providers from more than 100 countries with peering and interconnection services at its over 20 locations.

Under the motto "Closer to the Edge" DE-CIX, with the help of partners, is opening up new access points in data centers and broadening its coverage beyond the established central telecommunications hubs. Small and medium-sized enterprises in particular can thus connect in an uncomplicated manner to the wide range of networks and services.

DE-CIX interconnection services

The highest level of quality, security, and low latencies are an absolute must for DE-CIX. This applies both to infrastructure and services, which give customers the flexibility required to be prepared for future needs – and to derive maximum benefit from their DE-CIX-connected infrastructure.

DE-CIX Cloud Exchange - DirectCLOUD as an established service

Via DirectCLOUD, Internet service providers connect directly to a large number of cloud service providers over their DE-CIX port. In so doing, they expand their portfolio for their customers – and companies find precisely those cloud providers that they need.

SHAPE THE INTERNET WITH US TODAY. TOMORROW. BEYOND TOMORROW

GlobePEER Remote

With GlobePEER Remote, customers in Hamburg, Munich, Dusseldorf, New York, Marseille, Madrid, Lisbon, Palermo, and Istanbul can connect directly to the Internet Exchange in Frankfurt and thus have access to data exchange with almost 2,000 other networks.

New innovative interconnection services paving the way to a successful future

Aside from classic peering, DE-CIX's portfolio contains numerous innovative interconnection services, in order to reach new target groups and to respond to the transformations brought about by digitalization. In addition to services such as FlexPOP and VirtualPNI, so-called Closed User Groups will also be offered in the future. The interconnection ecosystem of DE-CIX can thus be used to set up dedicated user groups (federations) as logically separated services.

One of the first dedicated Closed User Groups at DE-CIX is the Microsoft Azure Peering Service. Through direct data exchange with Microsoft, the service enables a connection with the highest possible quality in terms of security, bandwidth, and latency.



Events & training

DE-CIX runs DE-CIX Summits at various locations worldwide as well as roundtable events in Hamburg, Dusseldorf, and Munich, with a view to facilitating exchange and networking opportunities for its customers.

The DE-CIX Academy also offers training material and webinars on technical topics related to interconnection.

DE-CIX MeetingCenter

Covering an area of 170 m², the DE-CIX MeetingCenter offers a premium event space with state-of-the-art conference technology. DE-CIX customers and eco members can book the rooms free of charge.

Benefits for you

- The world's leading operator of Internet Exchanges
- Access to a very large number of peering partners
- Uncomplicated connection to almost 2,000 networks
- Direct data exchange – without any detours and cost-neutral
- Redundant, secure connections with low latency
- Premium interconnection services for optimal use of infrastructure
- Know-how and knowledge transfer derived from over 25 years of experience

Further information and contact:

www.de-cix.net

info@de-cix.net

eco External Data Protection Officer Service

DATA PROTECTION OFFICER

The EU General Data Protection Regulation, the German Federal Data Protection Act, legally secure processing of personal data – the requirements for data protection are extensive and often confusing.

With the eco External Data Protection Officer Service, we offer our members an external data protection officer on request, train employees and managers on data protection issues, and carry out data protection audits.

You receive a professional solution to meet the challenges of data protection, fulfil your legal obligations, avoid penalties, and secure competitive advantages.

Internal data protection officers are often overburdened

Many telecommunications and Internet industry companies have a legal obligation to nominate a data protection officer for their company. Internal data protection officers have to split their work between their own profession and the new task, and have to complete extensive training and further

education measures in order to stay up to speed with the current legal status.

By appointing an external data protection officer, conflicts of interest that may arise from an internal data protection officer's other roles in the company can be avoided. In addition, the risk of liability is outsourced.

The eco service is implemented in cooperation with Rickert Rechtsanwaltsgesellschaft mbH and dp.institute Data Protection Consulting GmbH.

Legal compliance ensured

eco supports its members in acting in compliance with data protection regulations and in presenting themselves optimally on the market. At the same time, through regular publications, eco raises companies' awareness of the importance of data protection.

Benefits for you

- The provision of an external Data Protection Officer to fulfill your legal obligations
- Support and advice for all of your questions related to data protection law
- Outsourcing the risk of liability
- Service packages customized for your specific needs
- High level of specialist knowledge and practical experience in the area of the Internet and telecommunications
- No additional costs for the training and further education of staff
- Internal data audits to check to what extent your company fulfills the requirements of data protection law
- Executive workshops and staff workshops on the topic of data protection

Further information and contact:
[international.eco.de/eco-services/
external-data-protection-officer](https://international.eco.de/eco-services/external-data-protection-officer)
dataprotectionofficer@eco.de

EuroCloud Deutschland_eco e. V. – a strong network for the cloud



Cloud computing is the major foundation of digitalization, which will fundamentally change our lives both professionally and privately. At eco, you are at the very heart of the "cloud", thanks to the 2009-founded EuroCloud Deutschland_eco e.V.

Pioneer of the cloud

As an independent industry association, EuroCloud Deutschland_eco e.V. promotes the cloud market, market transparency, and trust in solutions. With guidelines, tools, practice-oriented recommendations, and informative events, the association ensures perfect compatibility in the interaction between users and providers of cloud services. This is based on the strength of the work of its competence groups, which focus on the topics of Law & Compliance, Open Cloud, and Business Communications.

EuroCloud promotes innovations for all areas of business and living on the basis of cloud platforms, and makes it possible to enable the high speed of IT innovation to be experienced by every industry. EuroCloud is the only European, multilateral, and non-proprietary cloud association.

A double helping of industry power

The close cooperation with eco means added value for all members. Active participation in events of both associations and the extensive valuable contacts make it possible to optimally promote your own topics and to help shape framework conditions.

Best of all: As an eco member, membership of EuroCloud Deutschland_eco e.V. does not cost you a single extra cent. As such, you receive the benefits of two organizations for the price of one.

Benefits for you

- Expert know-how and knowledge transfer in competence groups, workshops, and collaborative events
- First-hand information on market-changing developments
- Practice-oriented cloud guidelines for providers and users
- Joint development of orientation aids, guidelines, and tools
- Cooperation at national and international level in the design of technical and legal framework conditions
- Strong set of contacts, including with the German federal government and the EU Commission
- A strong Europe-wide network as part of EuroCloud Europe and eco

Further information and contact:

www.eurocloud.de
info@eurocloud.de

Service-Meister – the AI platform for companies



In 2020, the Service-Meister consortium was launched with a project volume of approximately 13.5 million Euro, with the aim of developing an AI-based ecosystem in the area of Industry 4.0 over a period of three years. The cross-plant, cross-departmental, and cross-company service platform is tailored to meet the challenges confronting SMEs.

The Service-Meister project emerged as the successful winner of the German federal government's 2019 AI Innovation Competition. Its recommendation for funding came from the responsible panel of experts of the German Federal Ministry for Economic Affairs and Energy (BMWi). Under the leadership of eco, the project brings together the accumulated innovative power of research partners (Beuth Hochschule, KIT, Fraunhofer ISST, University of Koblenz, and Westfälische Hochschule), technology partners (USU, inovex, grandcentrix, and Trusted Cloud),

and leading SME industry partners (Würth, Atlas Copco, Trumpf, Krohne, and KEB). A range of eco members are involved in the Industry 4.0 project, both as partners of the consortium and as associate partners.

An important sub-goal is to enable staff with lower qualifications to offer complex services with the help of digital guides, such as AI-based ServiceBots and Smart Services. A second sub-goal is to create a platform for digitalized service knowledge, in order to enable cross-company scalability of service. Through this, a service ecosystem will evolve which will combat the skills shortage in Germany, harness breakthrough innovations, and make German SMEs competitive in the long term.

The specific objective is to digitalize maintenance processes, maintain the availability of production plants, and market internal service knowledge externally – all of this with the use of procedures from the area of AI, to make innovations easily accessible to SMEs. Service-Meister will realize an open AI platform for all maintenance procedures. In order to develop AI functions in use cases and to test them in practice, the project is based on tandems between industrial companies and implementation partners.

Benefits for you

- Access to the necessary AI knowledge/technology, anywhere and anytime
- Central service ecosystem
- AI know-how in templates, building blocks, blueprints, and reference architectures
- Digitalization of processes
- New business models such as the marketing of internal service knowledge
- AI support/enablement to perform complex maintenance tasks

Further information and contact:

www.servicemeister.org/en
info@servicemeister.org

SIWECOS – on the safe side



SIWECOS stands for “Secure Websites and Content Management Systems”. With the service, eco helps small and medium-sized enterprises (SMEs) to detect and fix security vulnerabilities on their websites.

Several website scanners are made available for this purpose, with these conducting security checks on registered websites on a daily basis. If a security vulnerability is found, the website operators receive an automatic notification and additional recommendations on the project website to close this vulnerability.

In addition, SIWECOS offers a quick check with a restricted range of functions, which is available to every website visitor without prior registration.

In order for users to be able to directly access their current scan results, plug-ins exist for various content management systems, for example for Joomla and WordPress. The registration for SIWECOS and the use of the service are free of charge.



SIWECOS Hoster Service

A service for web hosts doesn't just communicate active critical security vulnerabilities. It offers filter options to prevent cyber attacks on the server side without a hoster having to take immediate action before they reach the customer. This reduces the number of successful attacks in the long term and increases security on the Internet. At the same time, end users are protected from high financial losses and possible data loss. More than 80 German and international recipients have already joined the SIWECOS Hoster Service.

Strong partners

SIWECOS is a cooperation between eco (project management) and the Ruhr University Bochum. The project is technically supported by CMS Garden and Hackmanit. The focus, on the one hand, is on functions for secure company websites, with concrete recommendations for action in the event of damage. A second focal area is on awareness-raising among SMEs in the area of

Gefördert durch:



Bundesministerium
für Wirtschaft
und Energie

aufgrund eines Beschlusses
des Deutschen Bundestages

cyber security. The project was supported until the end of 2019 by the German Federal Ministry for Economic Affairs and Energy (BMWi) as part of the “IT Security in Business” initiative.

Benefits for you

- A quick check that provides an initial overview of security vulnerabilities on websites, without the necessity for registration
- An intensive check, which monitors registered websites daily and uncovers vulnerabilities
- Individual notifications and concrete recommendations for action
- Skilled contact persons with extensive experience in the field of IT security
- And all of this completely free of charge

Further information and contact:

siwecos.de/en
info@siwecos.de

Datacenter Star Audit (DCSA)

Since 2005, eco authorized auditors have been objectively assessing the infrastructure and services of data centers through means of the DCSA – with this being implemented increasingly throughout Europe. The DCSA is suitable for any company that operates a data center/server room or who avails of colocation.

Regardless of your business model or the size of your IT area, the DCSA offers you the opportunity to transparently and understandably present your redundancy concept, as well as your quality, security, and availability. The audit is performed in a timely manner at a manageable financial cost. The seal of quality increases your trustworthiness vis-à-vis customers, auditors, banks, and insurance companies.

Further information and contact:
international.eco.de/topics/datacenter/dcaudit
info@dcaudit.de



StarAudit for cloud providers

As an international certification system, StarAudit (provided by EuroCloud) supports both providers in the conceptual design of their services, as well as users in their selection process.

The certification scheme audits cloud services based on a clearly defined set of criteria. Independent auditors assess the providers in areas such as data protection, operations, and infrastructure. Users can easily find the right provider for them thanks to the easy-to-understand star rating. StarAudit creates real competitive advantages by reducing the need for expensive individual audits and effectively supporting multi-provider governance.

Further information and contact:
staraudit.org
info@eurocloud.de



eco Legal Consultations

With a strong team of lawyers, each with different areas of specialization, we at eco have been focusing for many years on legal questions regarding all aspects of the Internet. We provide our collective know-how exclusively to our members. Each eco member receives an annual quota of free consultancy hours.

You can put any number of questions to us, e.g. in the areas of:

- Telecommunications, telemedia, and competition law
- Copyright and trademark law
- Remote sales law, GTCB law
- Liability issues, contract law
- Data protection law
- Examination of search warrants and requests for information
- Youth media protection law

Further information and contact:
international.eco.de/legal-consultations
legal.advice@eco.de



dotmagazine – for your expertise

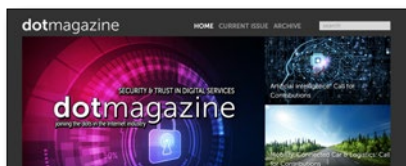
As eco's English-language online specialist magazine, dotmagazine reports on the Internet industry's entire spectrum – ranging from infrastructure right through to the service layers of the Internet. With our magazine, we create an international content platform where all of our association's members, partners, and experts can share their expertise along the entire value chain.

You too can contribute your knowledge to the monthly focal topic through specialist articles, podcasts, text interviews, or video interviews! Edited professionally and journalistically, we position you as an opinion leader and make your voice heard – and we offer this to our members free of charge.

For readers, dotmagazine offers in-depth insights into the background and impacts of digitalization.

Further information and contact:

dotmagazine.online
dotmagazine@eco.de



Keep up to speed thanks to the eco Academy

The eco Academy offers you tailor-made continuing education and skills development on Internet-driven topics. Here we bring together high quality, consolidated, and practical expert knowledge about the Internet and related topics – for you, your colleagues, and employees. We are also happy to deliver our training at your company using a targeted and didactic approach.

You determine the focus and requirements of the in-house training – we develop qualification concepts, tailored to participants' pre-existing knowledge, learning objectives, and level of experience. The corporate trainings and coaching sessions are organized by the eco subsidiary deutsche ict + medienakademie, which has more than 20 years of experience in continuing education.




Another focus of the academy is on roundtable formats. In small, highly qualified roundtables, as a neutral platform we bring together different perspectives in order to afford participants a complete picture of a technology or a business approach. In addition, digital knowledge transfer takes place in the form of webinars and e-learning courses.

Benefits for you

- Tailor-made corporate training for efficient qualification
- Non-proprietary, product-neutral coaching on topics and subjects of your choice
- Flexible scalability of the offer
- Practice-oriented content and methodology at the highest level
- Free-of-charge webinars on topics of relevance to the digital world

Further information and contact:

www.eco.de/akademie
akademie@eco.de



eco events – up-to-date know-how combined with network power

Dull association work is a thing of the past. Bringing the right people together in inspiring contexts is what we specialize in.

Discover new venues, formats, culinary delights, and naturally partners – networking at its very finest. Our extensive network of contacts in politics and business offer you a unique starting point.

More than 100 eco events per year give you the ideal opportunity to interact on an equal footing with political representatives and exchange your knowledge with experts and executives from all segments of the Internet industry.

Gain a competitive advantage by learning about and helping shape political and regulatory developments at the earliest possible stage. Meet decision-makers, new business partners, and potential customers, and establish valuable business relationships.

Seize the opportunity: Get informed and get your message across on location, tap into synergies and sales potential, or unwind from everyday business life over the course of a pleasant get-together.

eco://kongress – valuable ideas and impetus



At the eco://kongress, visionaries and driving forces from politics, industry, and society exchange views and experiences on topics such as cloud computing, the Internet of Things, blockchain, and artificial intelligence – at the highest specialist level and with a conscientious eye on the big picture. You can look forward to constant new insights, topics and trends, each and every time.

international.eco.de/eco-kongress

eco://awards – for the best in the industry



For many years now, eco has been honoring outstanding products and services of the Internet with the renowned eco://award. The winners are awarded the prestigious prize at one of the industry's most glamorous highlight events. Learn all about the most innovative solutions and celebrate both the nominees and award winners at a magnificent party.

international.eco.de/eco-award

Berlin events – politics and industry in dialogue



Whether it's at lunchtime formats like "Chocolate & Sushi", roundtables, or evening events such as the popular eco pol/Talks: eco brings politics and industry into dialogue with each other. At its political events, eco invites high-caliber representatives from the German Bundestag and ministries to take the stage.

Get involved in the development of positions that will shape the conditions of the industry going forward. Engage in direct discussions with decision-makers at our numerous Internet and network policy events.

SHAPE THE INTERNET WITH US

TODAY. TOMORROW. BEYOND TOMORROW

Local networking



The paths to eco are often very short: With our LocalTalks and Roadshows, we're regular visitors to German localities. Expert speakers provide the necessary material for further specialist discussions in various topic areas.

Meet decision-makers from industry, SMEs, politics, and the media in very special settings, and network directly on location.

Information, business and fun at the ISDs



The Internet Security Days (ISDs) focus on current cyber threats, future trends in IT security, and practice-based use cases. International IT security experts exchange views and experiences over the course of the extensive conference program and the accompanying fair and get up to speed on new strategies.

Avail of the fantastic event environment of the Phantasialand theme park to develop high-potential synergies and new solutions.

www.eco.de/isd

CSA Summit – for better email quality



The CSA Summit of the Certified Senders Alliance brings together experts from around the world to exchange information on email marketing.

Be there when renowned speakers report on technical innovations, legal requirements, and standards. Work with attendees to develop self-regulatory options to strengthen email as a trusted communication tool.

summit.certified-senders.org

Informal industry meetings in abundance



Care for a little more? Then meet up with the industry at our New Year receptions, breakfast meetings, and summer festivals. Or pick up some inspiration from paintings, installations, and colors at the occasional art exhibition.

**There are opportunities aplenty:
Contacts and delicious food
guaranteed.**



From near or far – eco is there for you



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Manager Member Recruiting
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Email: peter.joniec@eco.de

We're constantly developing new topics and formats – and would be glad to do so together with you!

Contact us to find out what opportunities and possibilities you can expect at eco with a view to achieving year-round market visibility, generating leads, and establishing valuable contacts.

From presentations at exciting large-scale events, to exclusive formats with hand-picked guests, to newsletters and online magazines, and right through to joint roadshows and trade fair appearances – with us, you'll benefit from individual marketing support that perfectly fits your needs.

Our current events and dates can be found under:
international.eco.de/events

You can also find out more via our various communication channels.

Optimally informed and presented

From current to background information – you can learn everything you need to know about the industry from us.

Our newsletters will keep you up-to-date regularly and free of charge:

eco weekly ...

... informs you once a week (in German) about the most important news, events, and topics of the Internet industry.

eco politik digital ...

... provides facts and figures on a hot topic from the realms of Internet politics in condensed form every two weeks. In addition, the (German-language) newsletter updates you on all eco political papers of the given month, as well as on events in the political world.



Newsletter+ ...

... is an optional extension of the eco newsletter. As a member, you can receive all your membership benefits in the newsletter, while as a non-member, you can avail of special conditions for select events from eco or its partners.

dotmagazine ...

... is published twice a month as a newsletter in English and is aimed at interested readers from all around the world. In addition to news from eco and international news, it contains articles from the English-language online magazine of the same name. You can find out more on page 23 and at dotmagazine.online.

eco european ...

... is published regularly in English and reports on current political developments in Berlin, Brussels, and Europe, as well as on eco's stance on these topics.

international.eco.de/newsletter

Social Media: highly up-to-date and condensed

On Twitter, Facebook, LinkedIn, and Xing, eco keeps you informed on multiple topics in a compact form. Here you will find relevant information on digital trends and future topics, eco, and events in the digital industry.

Networking

www.facebook.com/ecocoverband

www.xing.com/net/ecocassociation

www.eco.de/linkedin

<https://www.linkedin.com/showcase/eco-association>

Twitter

[@eco_de](https://twitter.com/eco_de)

[@eco_en](https://twitter.com/eco_en)

[@CSA_eco](https://twitter.com/CSA_eco)

Photographs

www.flickr.com/ecoev

YouTube

www.youtube.com/ecoAssociation

SHAPE THE INTERNET WITH US

TODAY. TOMORROW. BEYOND TOMORROW

We'd be delighted to welcome you on board at eco

Do you have any other questions or need further information? Or would you like to meet us in person at our next events?

You've already made up your mind and would like to become a member of our strong network?

We look forward to our being in contact and to our cooperation!

We'd be happy to support you in having your interests optimally taken care of in the association, and to advise you in choosing events or helpful contacts from our network.



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Email: katrin.mielke@eco.de

Facts and Figures eco Association – good to know

1995
founded in Bonn, Germany

largest
association of the
Internet industry
in Europe

> 1,100
member companies
from over 70 countries

> 100
events per year

> 4,000
press clippings per year

> 7,000
newsletter subscribers

Your eco member benefits: Our services – your opportunities

- **Shape Internet policy with us!** We represent your interests in political decision-making processes in Europe and in international committees.
 - **Take part!** Expand your network at over 100 events per year, such as competence group meetings, workshops, congresses, and webinars.
 - Get exclusive **information, study, and survey results** in the members+ portal.
 - Subscribe to our "**dotmagazine**" and "**eco europe-an**" newsletters (and our German-language newsletters "**eco weekly**" and "**eco politik digital**") to keep yourself constantly up to speed on the latest developments and trends in the Internet industry!
 - In addition, in **member mailings** receive **exclusive information**, discounts, and specials as part of your membership.
 - **Enhance your visibility!** Your experts get to speak at eco competence groups, workshops, and congresses. Interviews with your company representatives as well as dates for your events get published in the eco newsletter or in dotmagazine.
 - **Allow us to advise you!** Our lawyers will answer your questions as part of an annual free-of-charge assignment of advice.
 - Use our **modern seminar rooms and video conferencing facilities** in Cologne, Frankfurt, and Berlin free-of-charge once a quarter!
 - As a member, gain **free access to very special events of our partners or numerous discounts for tickets** for these events.
 - Benefit from special member conditions for a wide range of eco services such as the **Certified Senders Alliance**, the **External Data Protection Officer service**, or the **Datacenter Star Audit**.
 - Become a EuroCloud member! The free membership in **EuroCloud Deutschland_eco e. V.** offers you direct access to the market for cloud computing.
- Become a member of Europe's largest association of the Internet industry and benefit from these and other plus points!**
- You can find further information at
international.eco.de/about-eco/membership
member@eco.de
- or here:



You will find us here

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