


Back to the origins of the internet

sovereignty as strategic survival

A digital globe with a network of glowing lines and nodes, symbolizing the Internet or World Wide Web. The globe is centered in the background, surrounded by a complex web of blue and yellow lines that represent data connections. The overall aesthetic is futuristic and technological.

What was the **basic idea**
behind the **Internet** or
World Wide Web?

The original idea of the web was that it should be a collaborative space where you can communicate through sharing information.

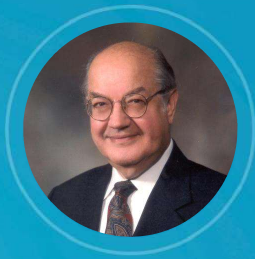


TIM BERNERS-LEE

Computer scientist and inventor of the World Wide Web



The **robustness** of the network results from the sum of its independent parts. Its redundancy and decentralized organization make it **virtually indestructible.** (not a quote)



PAUL BARAN

Pioneer in the development of computer networks

Although Paul Baran did not formulate famous, socially visionary quotes like Tim Berners-Lee, his lasting message lies in the technical blueprint of the Internet itself.



The idea of...



- ... freedom, transparency, and decentralization
- ... anonymity, privacy, and resistance
- ... a global information system

ABOUT ME

○ **FORMER PROGRAMMER AND IT ARCHITECT**

I know the technical debt, the late nights, and the pain points of scaling.

○ **EXPERT IN STRATEGIC EXECUTION & AGILITY**

Built companies and leading operational transformation across the entire IT value chain (Managed Services, Cloud)

TODAY

Today, I'm a Strategy Consultant focused on Business Development. Always looking for the next big thing and use my knowledge to advise and reorganize companies.



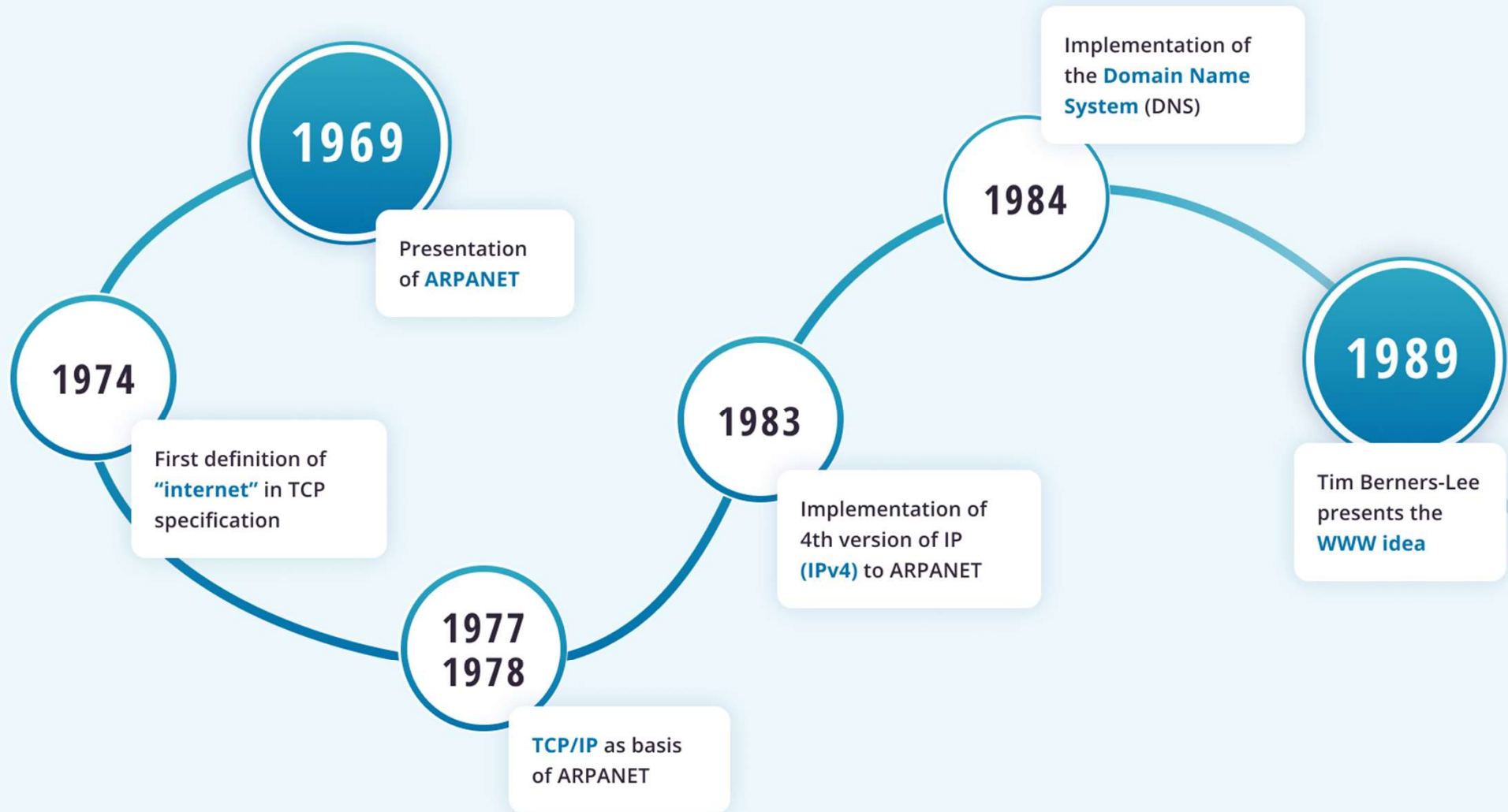
ALEXANDER LAPP

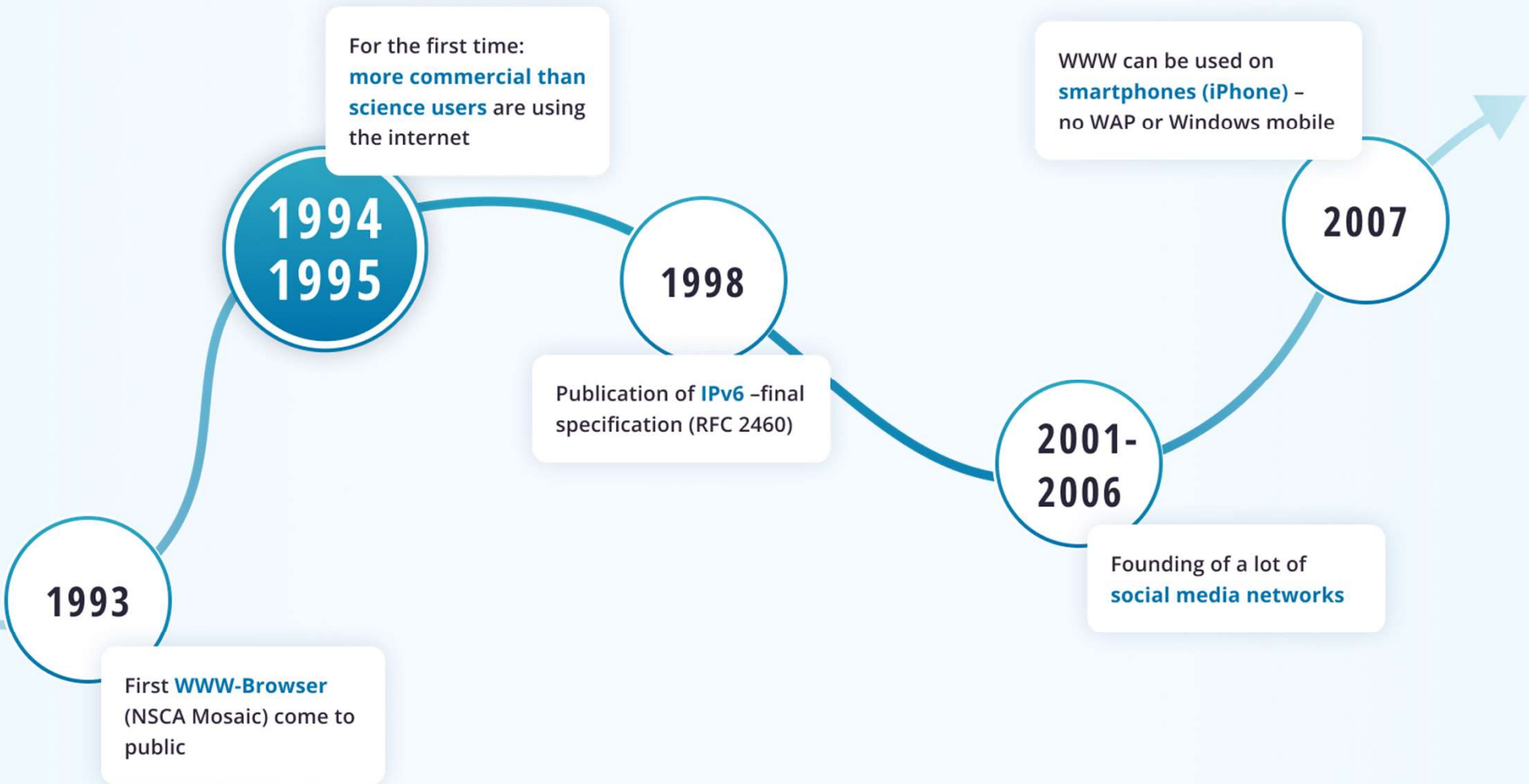
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An oligopoly (from Ancient Greek ὀλίγος (olígos) 'few' and πωλέω (pōléō) 'to sell') is a market in which **pricing control** lies in the hands of a few sellers.



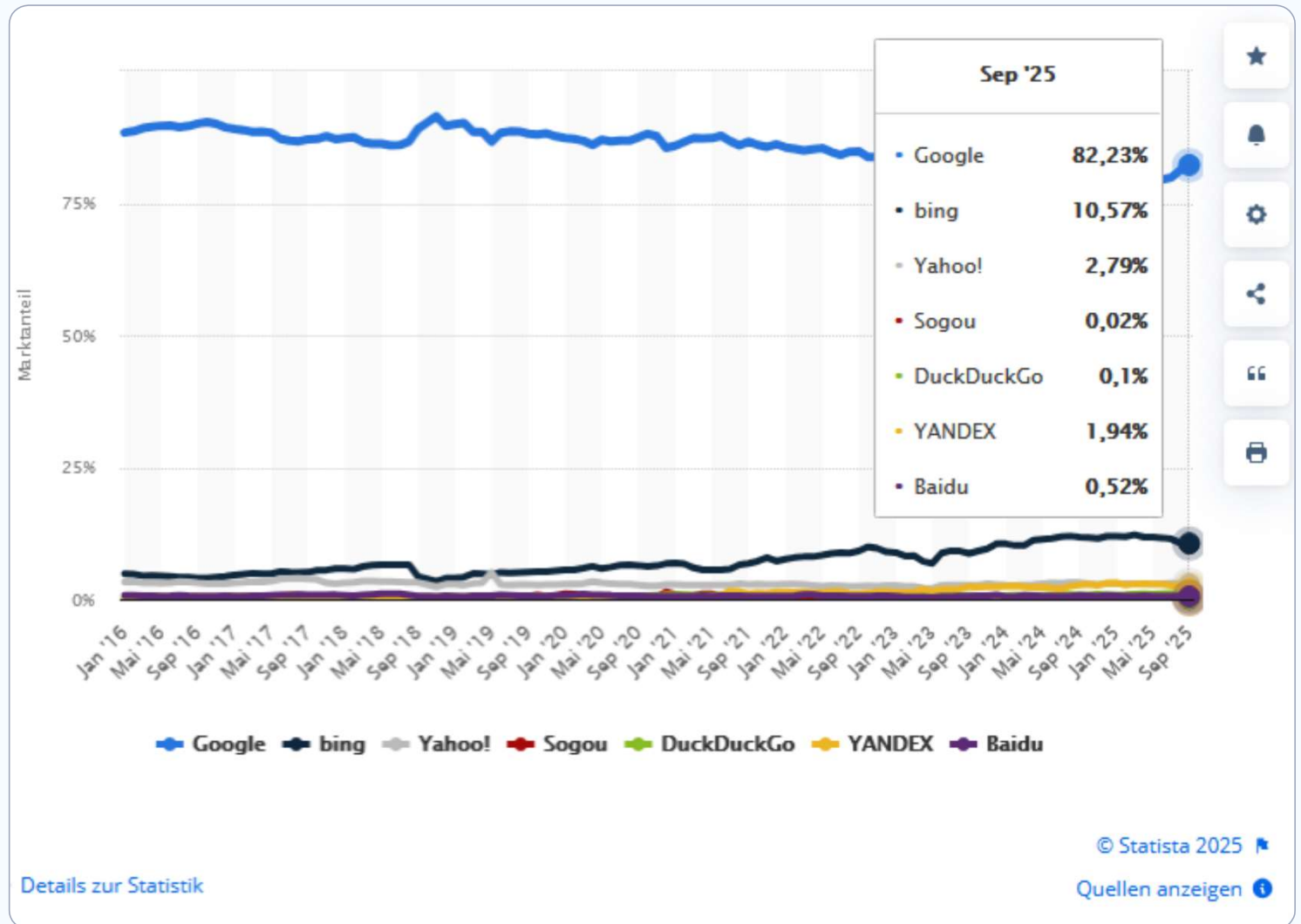
WIKIPEDIA

<https://en.wikipedia.org/wiki/Oligopoly>



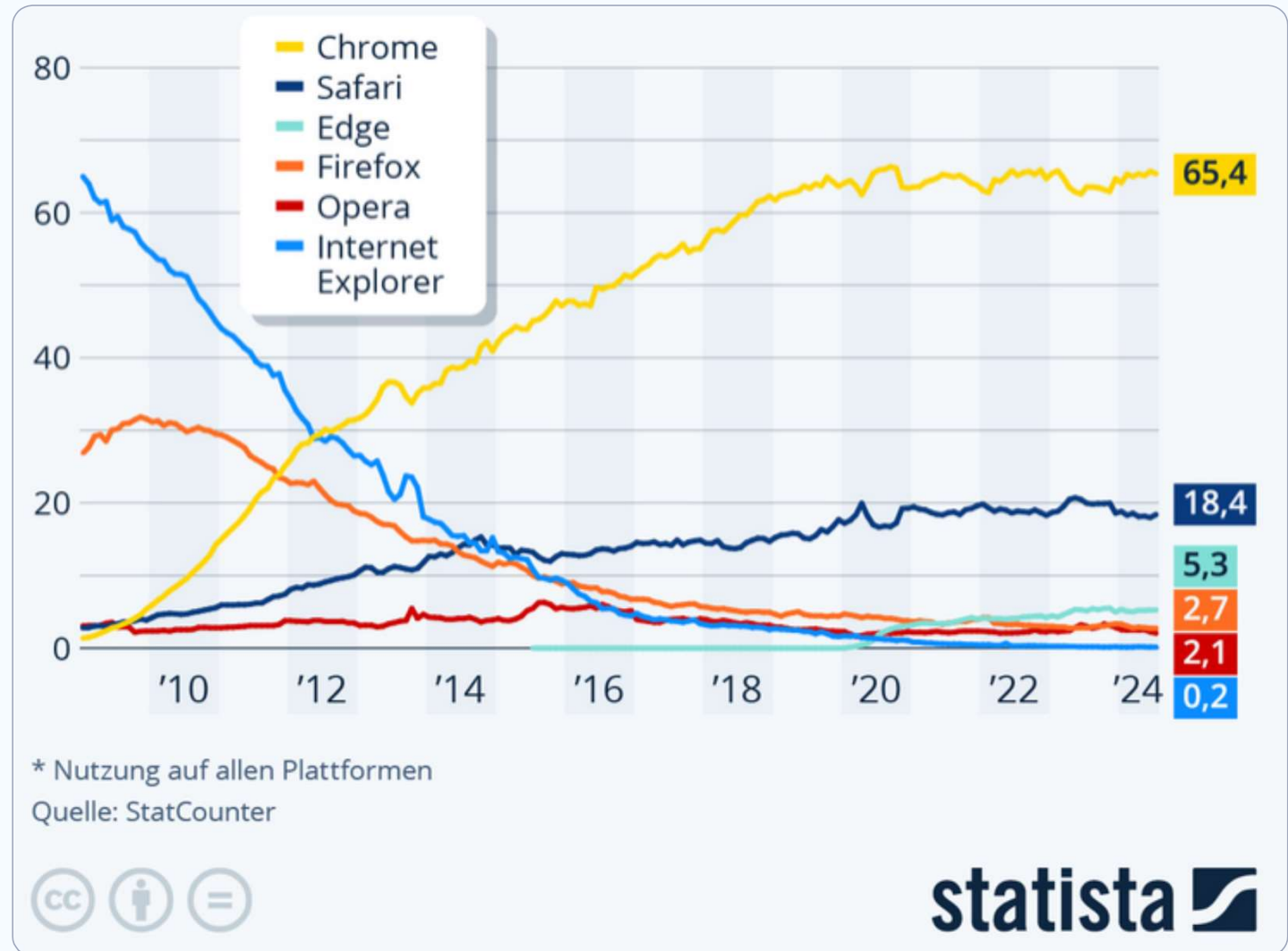
COMMERCIALISATION

We are moving further and further away from the original idea...



COMMERCIALISATION

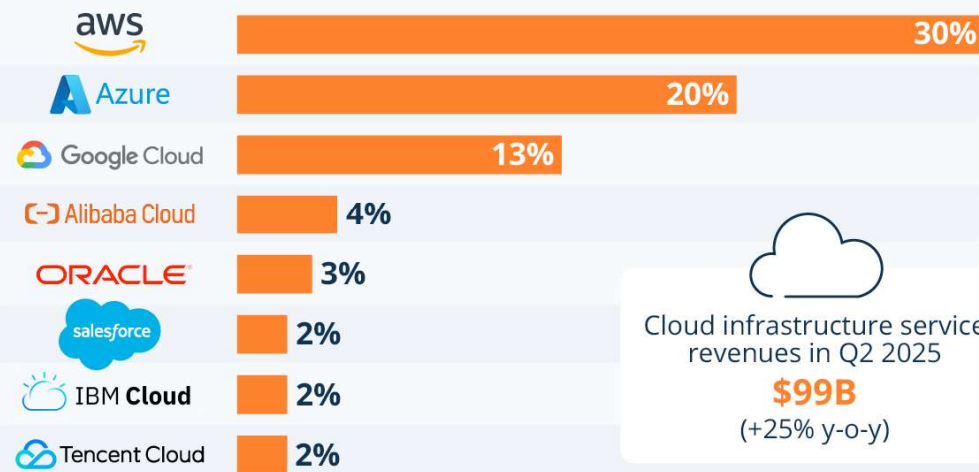
... to a
concentration
of a few ...



... on which we are completely dependent!

The Big Three Stay Ahead in Ever-Growing Cloud Market

Worldwide market share of leading cloud infrastructure service providers in Q2 2025*



* Includes platform as a service (PaaS) and infrastructure as a service (IaaS) as well as hosted private cloud services

Source: Synergy Research Group



COMMERCIALISATION

We could keep playing this game.



DIGITAL ADVERTISING

Google Alphabet & Meta



MOBILE OPERATING SYSTEMS

Google & Apple



ECOMMERCE

Amazon

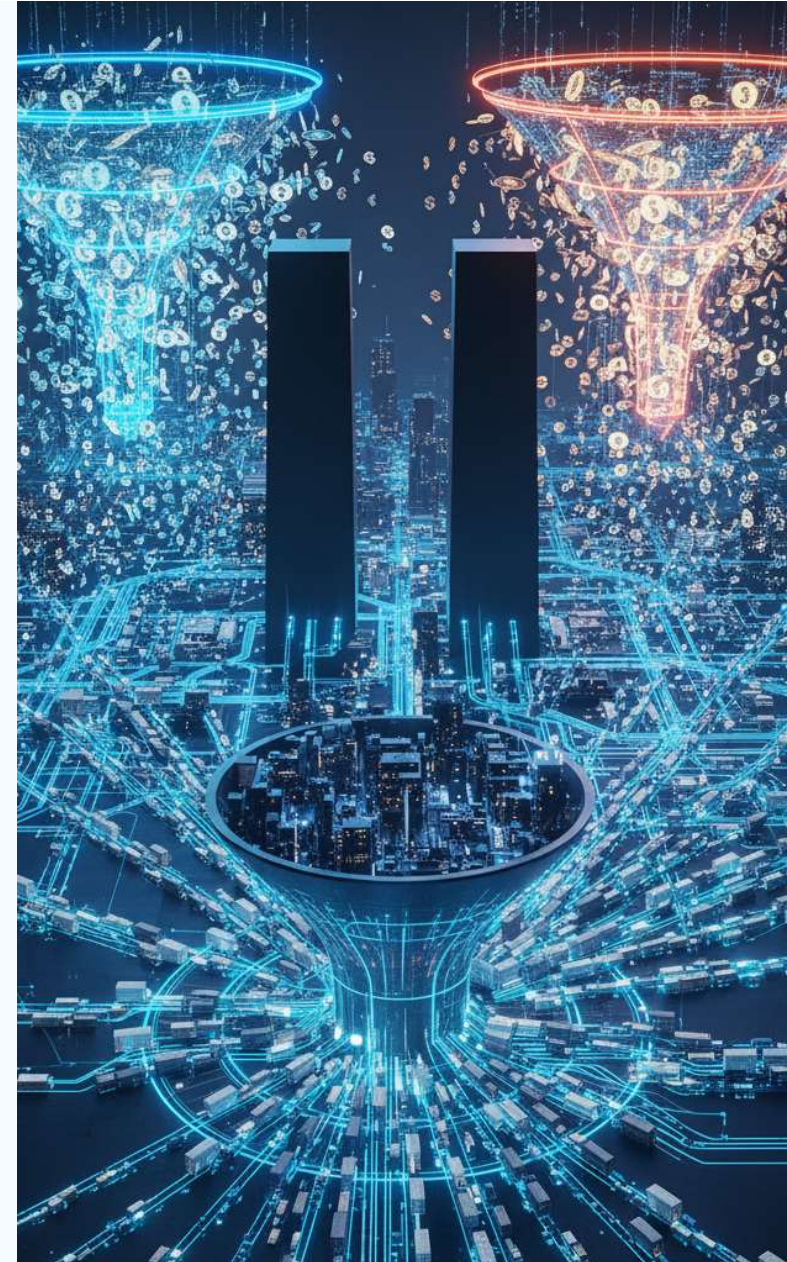



SOCIAL NETWORKS

Meta

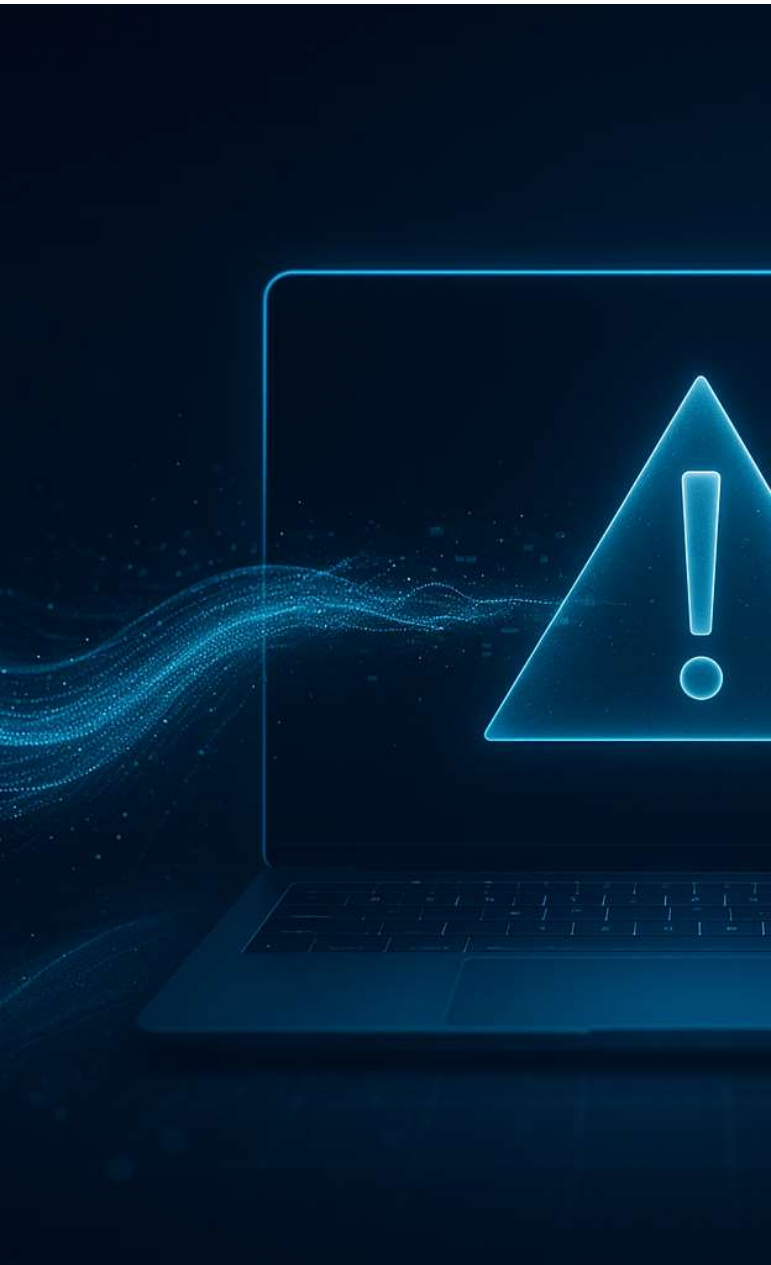


ARTIFICIAL INTELLIGENCE



The background features a central, semi-transparent blue globe. Overlaid on the globe and extending across the entire frame is a complex network of glowing blue and white lines, representing a global network or data flow. The lines are interconnected, forming a web-like structure. The overall aesthetic is futuristic and technological, with a dark blue background speckled with small, distant light points.

The fundamental idea behind the Internet and the WWW is to create a **decentralized, redundant, and open system** for information sharing that is resilient to failure and promotes **transparency and access.**



RISKS

Three main problems...

- **(No) competition** and **market structure**
(switching barriers and vendor lockin, pricing: no competitive pressure)
- **Sovereignty** and legal **dependency**
(through extraterritorial laws, data: loss of control)
- **No resilience** and **cascading failure**

SOLUTION

**Another presentation
that just wants to cause panic.**

Not “panic”, it’s more like “awareness” – for ... balance ...

SOLUTION

Is there a way out?



SINGLE VENDOR

hybrid and multicloud strategies, based on open standards and interoperability



OPEN SOURCE

use of open source, invest in open source, be transparent, audit ready



INTERNAL COMPETENCIES

value chain is always based on it, invest in IT, regional partnerships



CONTROVERSIAL?

The Regulatory Balancing Act

- I will be very careful here! 😊
- The EU as an example ?

Data Act (DA) (Interoperability, Egress Fees) • **Digital Markets Act (DMA)**
(Gatekeepers, Fair Competition) • **AI Act** (Trustworthy AI)

The Goal: Create rules to restore Balance ??

SOLUTION

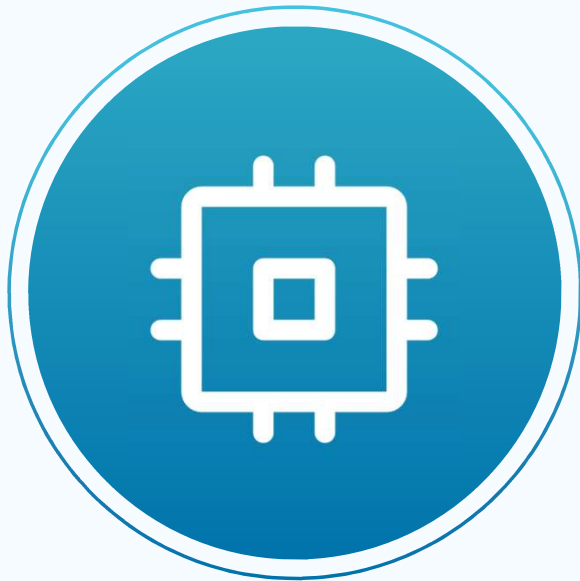
It will not be easy...

- From a technical perspective, I'm sure we **all** agree: **redundancy makes sense.**
- I do not have a standard answer, but...
 - We just have to start!
 - „Atomic Habits“, James Clear („Die 1% Methode“)
 - We need **more „balance“**
- **Keep going.** Spread the word! Little by little...



DISCLAIMER

Technology Disclaimer



- Don't get me wrong!
- The **technologies are good**, there is a solution for technical **redundance**
- And! This is not Hyperscaler Bashing, but...
 - It is – what it is. And it is the **current reality**
 - My point is to show that oligopolies or even monopolies are **not healthy**
 - Neither for markets nor for technological areas

THANK YOU



INTERESTING READS

- Links to (related) interesting studies, articles and websites.



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Fill in the CloudStack User Survey

Help us understand the CloudStack Ecosystem

