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Autor(en) des Beitrags: Hoberg, Patrick; Wollersheim, Jan; Krcmar, Helmut
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Abstract: Promoting the exchange of information between cloud providers and cloud users to lower information asymmetries is the basis not only for the wide-spread adoption of cloud services but also for the development of innovative cloud offerings. In the cloud market providers and users make contact with each other via cloud information portals and web-based cloud market places. Unfortunately, those portals and market places lack the functionalities and the design elements necessary to effectively lower the existing information asymmetries. The research project Value4Cloud addresses these problems through the development of value-added services which can be integrated into and used by market places and information portals.

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