

Google Says Microsoft Cloud Practices are Anti-competitive

According to Reuters, Alphabet's Google Cloud has accused Microsoft of anti-competitive cloud computing practices and criticized upcoming deals with European cloud vendors, claiming that they do not address broader concerns about Microsoft's licensing terms.

Amit Zavery, vice president of Google Cloud, told Reuters in their first public crisis with Microsoft and its European deals, that the company has raised the issue with antitrust agencies and urged European Union antitrust authorities to take a closer look.

In response to that accusation, Microsoft pointed to a blog from May last year in which its president, Brad Smith, stated that Microsoft "occupies a natural and healthy second place when it comes to cloud services, with just a market share of more than 20% of global cloud services revenue."

"We are committed to supporting the European cloud technology community and their success," a Microsoft spokesperson told Reuters on Thursday.

Competition is raging among the two American tech giants in the fast-growing multibillion-dollar cloud computing business, with Google lagging behind market leader Amazon and Microsoft.

The sector has finally come under increased regulatory scrutiny, including in the US and UK, due to a small number of companies' dominance of the sector.

Microsoft has offered a few European companies that have complained about the company's actions to change cloud computing practices which will urge them to suspend antitrust complaints and continue with the US company, while Google believes the move will impede an EU investigation.

"Microsoft certainly has very hostile procedures to compete in cloud technology. They leverage a lot of their dominance in the on-premise industry, as well as using its software such as Office 365 and Windows to tie Azure and the rest of cloud services to entice customers making it harder for them to look at competitors. " Mr. Zavery said in an interview late Wednesday.

Source:

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