

DigitaliseSME Case Study – Digital Transformation in Services

Using the Digital Cloud to Work Efficiently

Company: *PKN Datenkommunikations GmbH*

Business	Service (B2B/B2C)
Company Size	Under 50 employees
Annual Revenue	Under 10.000.000 €
Sector	IT Services and Consulting,
Investment	About 195.000 €
Measurable added value	Sales increase of 20% (about € 1.4 million)

The Initial Situation

The daily process in the company PKN Datenkommunikations GmbH was based around document folders and files, both electronically and paper-based, scattered across different centers.

This caused a huge time loss for the staff, particularly when searching for documents, dealing with daily inquiries and doing administrative work.

Digital Solution

The company introduced centralized services (“Hosting services”) which host all data in one single central place. Regular backups increase data security. The data remains tied to the datacentre of the company and can no longer be transmitted to the outside world. Employees access the data files via a document management system (DMS / ECM) and can thus retrieve them quickly. To avoid the use of alternative document processing, the management defined the central data management as a “new standard”. Thanks to the daily work within the new system, the company was finally able to establish automated workflows and assign meaningful access rights to document areas. With the Virtual Desktop Infrastructure (VDI)



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developed for this purpose, the company provided mobile workstations, enabling employees to collaborate anywhere and in real time.

Resources Deployed

Three employees were involved in the development of the ECM / DMS over a period of about two years. The costs amounted to about € 120,000. The introduction of the VDI occupied four employees and cost around € 75,000.

The result

Within a period of 3 to 5 years, the measures were fully paid off. By automating its workflows, PKN saved on time and human resources. Customers profit from the renewed processing through steps (order, confirmation, delivery) that are quickly dealt with in the office. This led to a real competitive advantage due to the faster delivery of services.

Tip from the Experts

“Digitalization means investing and passing on an added value to the customer.” says Managing Director Heiko Weidlich. “Internal processes must be identified and analysed to take targeted action. Standalone solutions have no future, because they usually lack the interfaces. The objectives should be recorded in a roadmap that defines the measures to be taken. This strategy can be implemented in the company from top to bottom”.

Disclaimer: This case study was collected by BVMW, DigitaliseSME partner in Germany, and its Mittelstand 4.0 Competence Center in Berlin. The original document, with this case study and others, is available [here \(German\)](#)



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