



DigitaliseSME

Overview of the Final Evaluation Results & Experience Sharing

Residence Palace, Brussels
18th Feb, 2020



The Pilot Project DigitaliseSME is co-financed by DG CONNECT of the European Commission, on proposal of the European Parliament, with funds of the EU-Programme for Research and Development 2014-2020 "Horizon 2020"



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*Overview of the DigitaliseSME evaluation
report: Analytical framework,
background and methodology*



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What is digitalisation?

Use of new digital technologies, such as social media, mobile, analytics or embedded devices, in order to enable major business improvements like enhancing customer experience, streamlining operations or creating new business models. As such, the Digitalisation goes beyond merely digitizing resources and results in value and revenues being created from digital assets

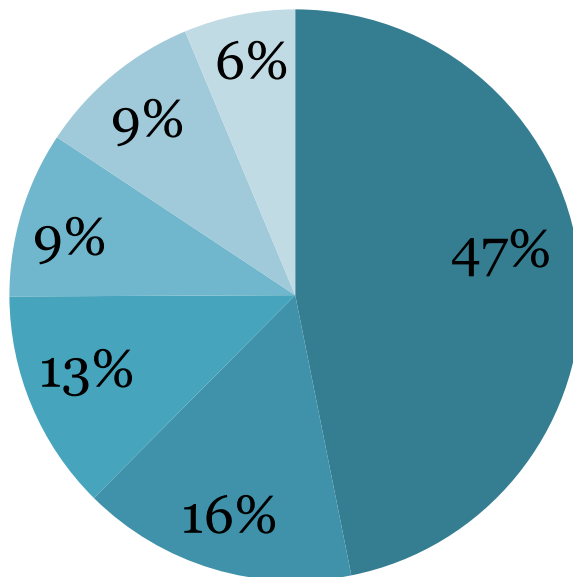
Fitzgerald, M., Kruschwitz, N., Bonnet, D., Welch, M.: Embracing Digital Technology: A New Strategic Imperative. MIT sloan Management review, research report (2013)



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How did you know that you needed to implement digital solution?



- Comparison with other SMEs operating in the same commercial area
- Comparison with larger companies
- We realised it when we were introduced to Digitalise SME
- Comparison with other SMEs operating in a different commercial area
- Customers request



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Impact of Digitalisation

Impact	Examples
Internal Efficiency	More efficient use of internal resources, lower personnel costs, faster analysis of data
External Efficiency	New business opportunities due to the improvements in marketing campaign and relationship with customers
Disruptive Changes	Digitalisation as the cause of the change in the business model, moving from the traditional one to the so-called BMI or DT business model



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Methodology – Surveys

- (i) Pre-exchange survey of SMEs
 - Objective: Capture the motivation and awareness of participating SMEs
- (ii) Post-exchange survey of SMEs
 - Objective: Capture the execution of the exchanges, satisfaction of SMEs, and created results
- (iii) Post-exchange survey of Digital Enablers
 - Objective: Capture the execution of the exchanges, satisfaction of SMEs, and created results



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Limitations of the Study

- Sample Size
- Self-selection Bias
- Necessity of follow-up actions



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Dr. Anna Nikiel,
Project Coordinator at DIH Photondelta (NL)

*Profiles of SMEs and Digital Enablers and
Identifying Digital needs*



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Who project beneficiaries are?

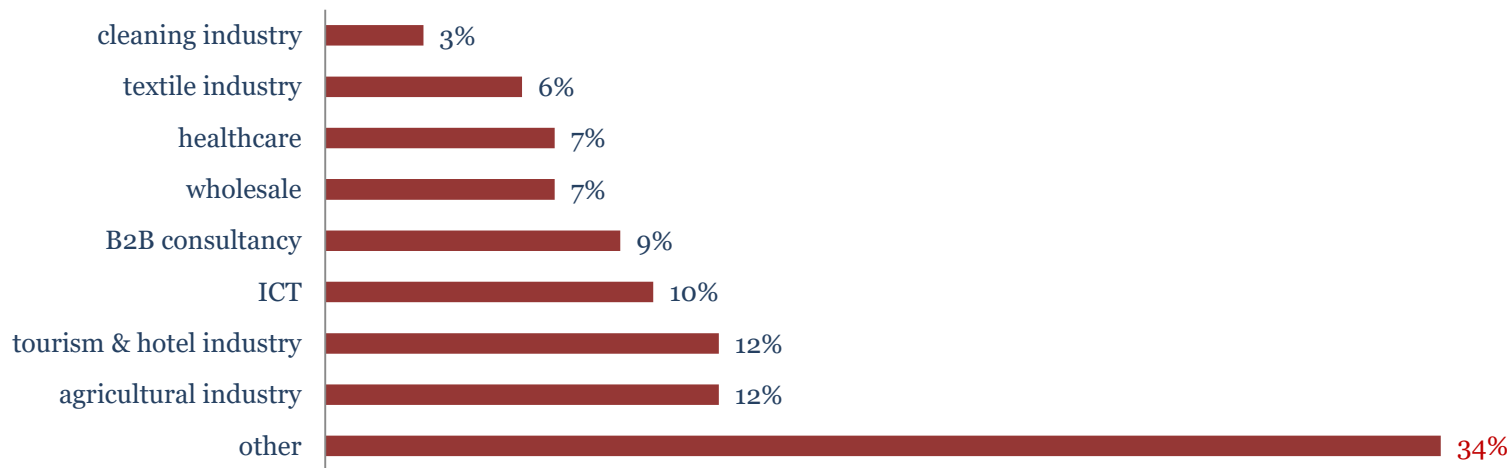
- 44% of the companies exist over 10 years
- The distribution of micro and small enterprises is equal, it counts for 47% each
- 65% operates internationally within Europe



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SMEs according to their Industries N=68

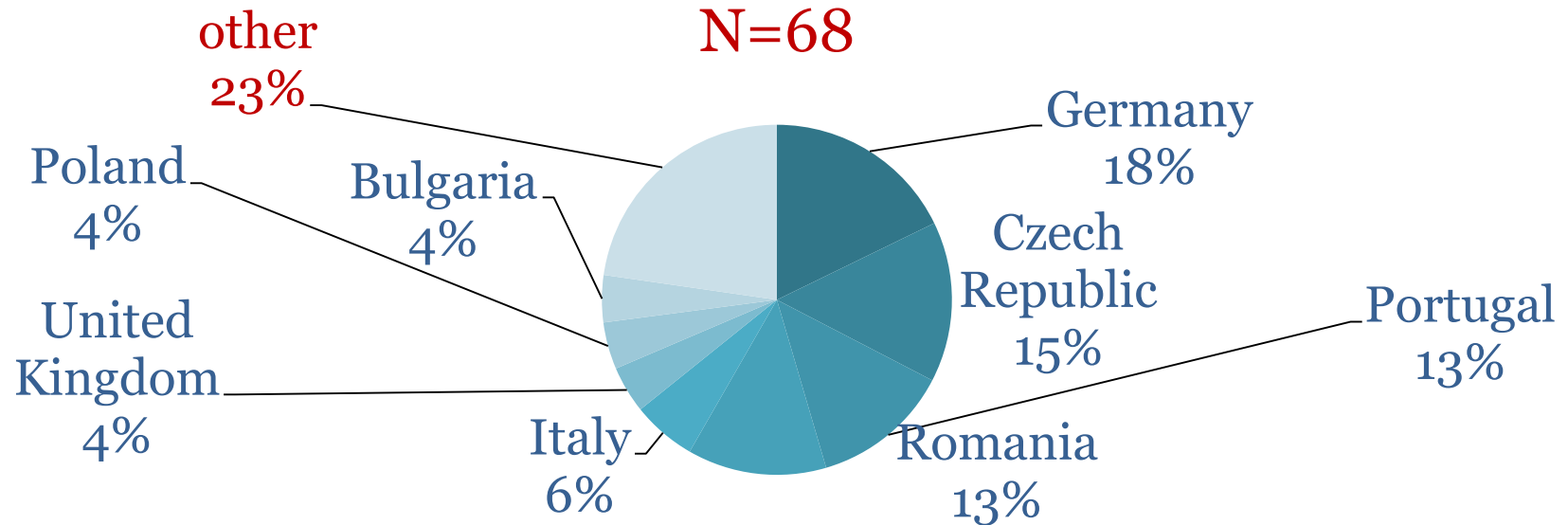


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SMEs according to their location

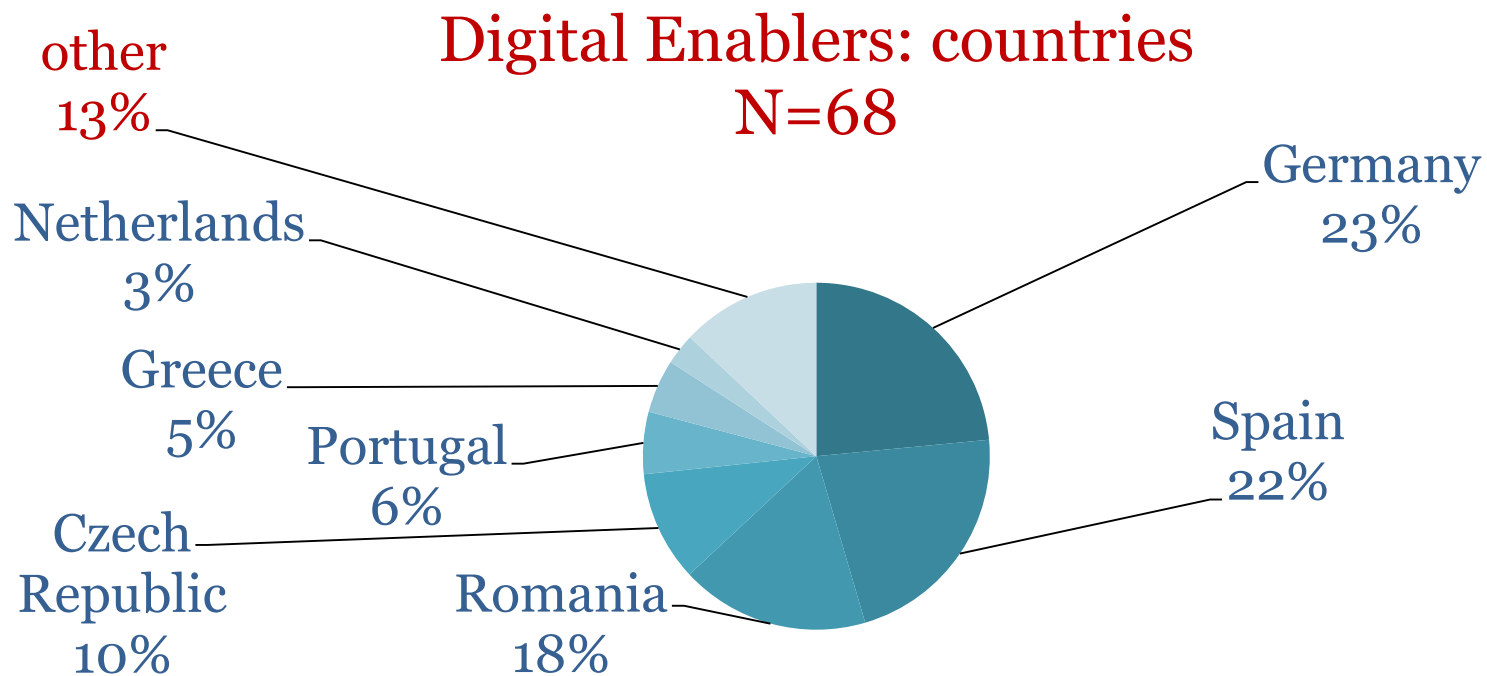
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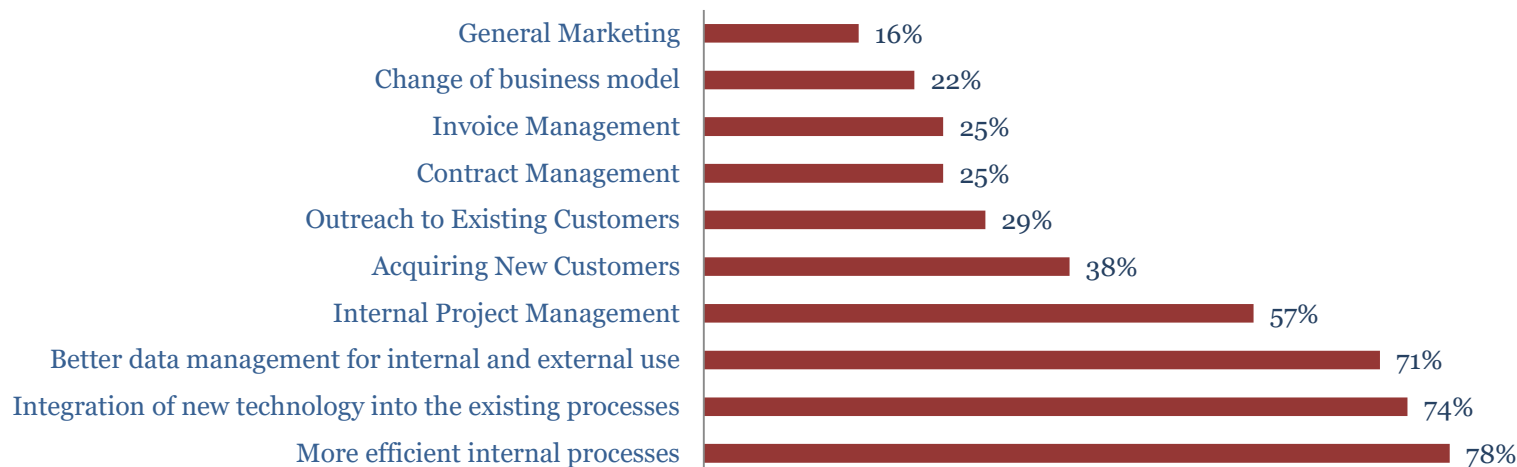
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Digital needs identified during the exchange



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Tereza Šamanová,
CEO CzechInno (CZ)

*Matching process:
Results & Experience*



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Registration of a company/digital enabler via website

Identification of nature of digital need of the company and selection of appropriate digital enabler

Matching call / interview between the company and enabler with assistance of NCP

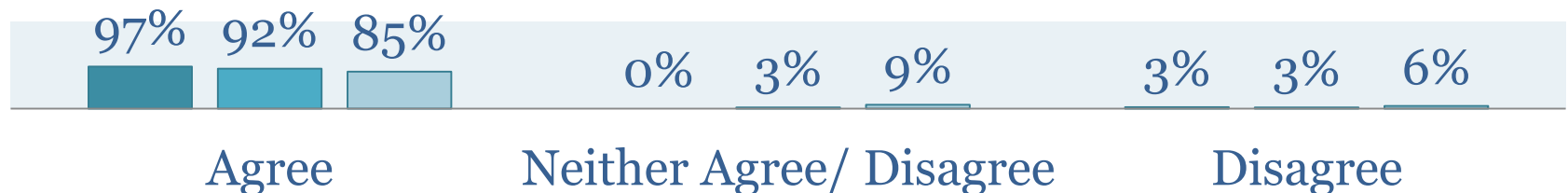
Searching for a match of dates and expertise

Conclusion of Financial Support Agreement



Matching process satisfaction

- The digital enabler that was assigned to my company matched the company's profile and digitalisation needs
- The matching process was sufficient to determine a proper coupling of the company with the digital enabler



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Challenges & Lessons Learned

- Identifying a suitable digital expert
- Limited capacities of hosted companies
- Going back and forth in reaching the suitable dates for the digital expert and the company



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Lessons Learned

- All started exchanges have been completed
- Team flexibility and openness resulted in smoothness of the project and overcoming the obstacles



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The icon is a stylized globe composed of red and blue dots connected by thin lines, representing a network or digital connectivity.

Q & A SESSION



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Ionut Tata,
CEO Iceberg Consulting & President
of DIH AltBrasov (RO)

Exchanges, collaboration and the role of
Digital Innovation Hubs in supporting
SMEs

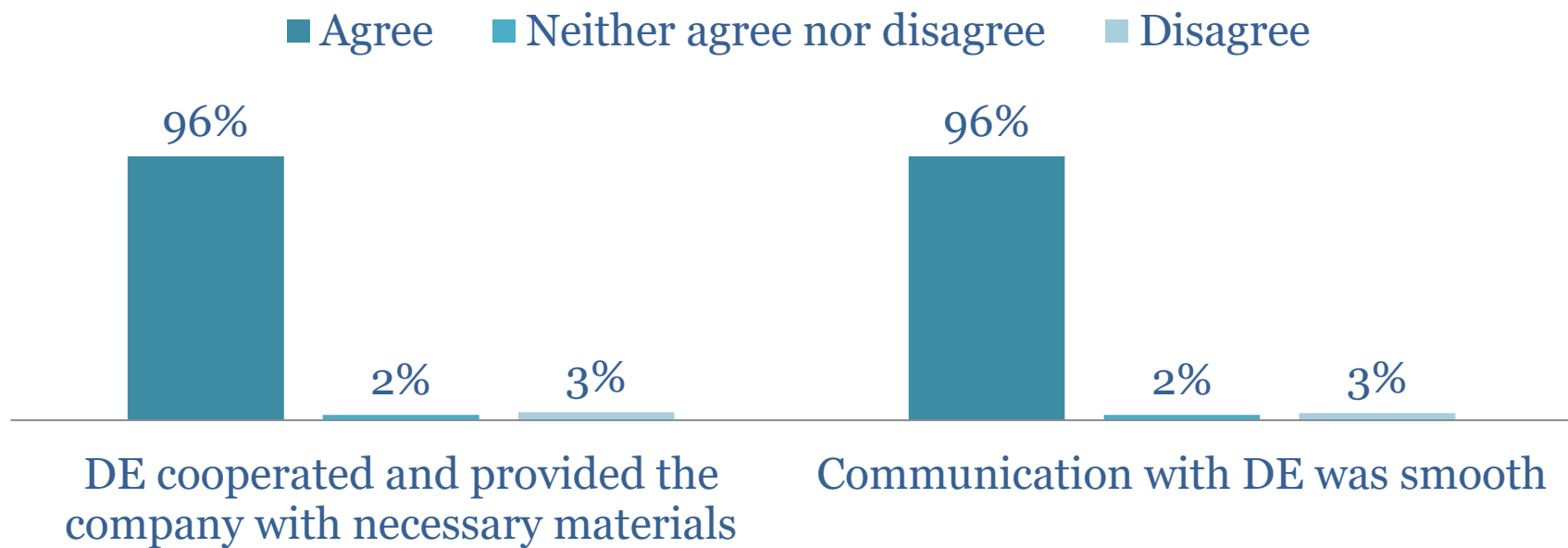
ICEBERG⁺



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Companies: DE's communication and responsiveness N=68



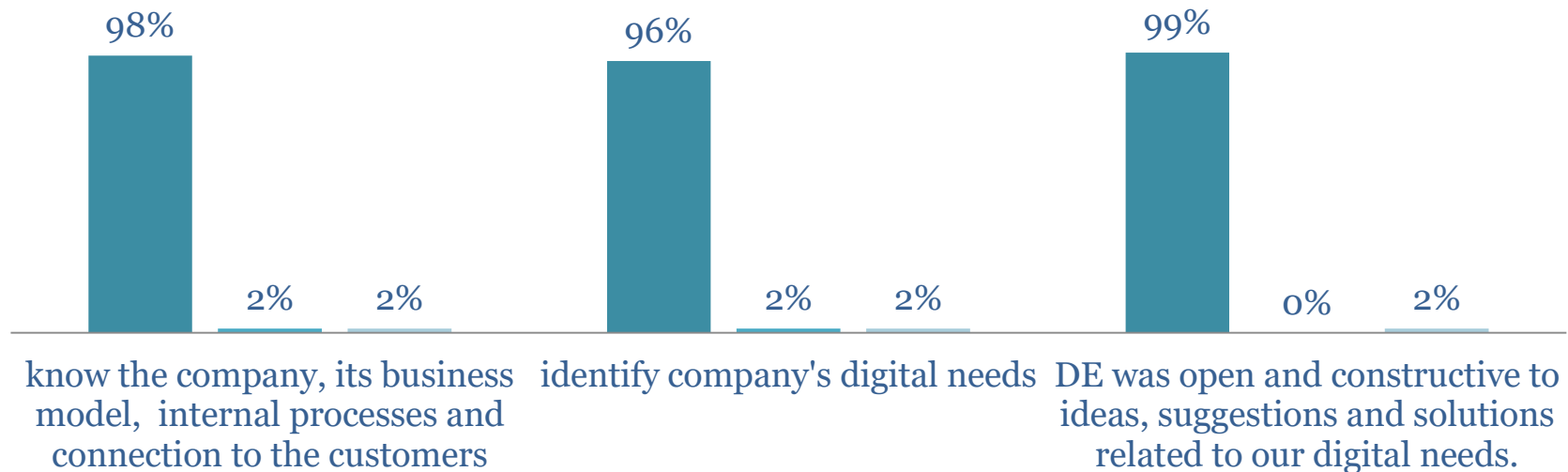
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The Digital Enabler devoted sufficient time and effort to...

■ Agree ■ Neither Agree / Disagree ■ Disagree



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The Role of the Digital Innovation Hubs: Lessons Learned



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Marc Dönges,
Project Coordinator at Der
Mittelstand/BVMW e.V. and DIH Digital
Competence Centre Berlin-Brandenburg
“Mittelstand 4.0” (DE)



*What SMEs need most in the field of
digitalisation: impact and further
implementation of solutions*



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Mittelstand 4.0 Competence Center Berlin

- **50.000** participants directly informed via events targeting SMEs
- **80** digitalisation projects done or currently ongoing
- **79** information events and qualification workshops done



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DigitaliseSME Exchanges: Role of BVMW



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The best way to support SMEs

- Language matters
- Help for self-help
- Partners in understanding the challenges

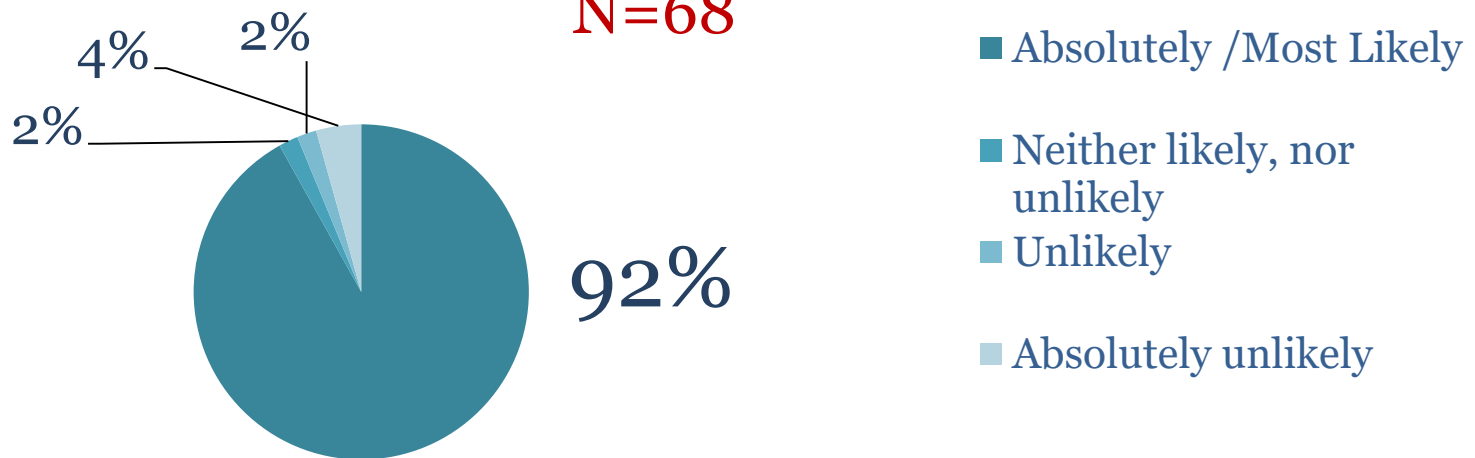


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Do you on behalf of your company consider proposed solutions as feasible for the implementation?

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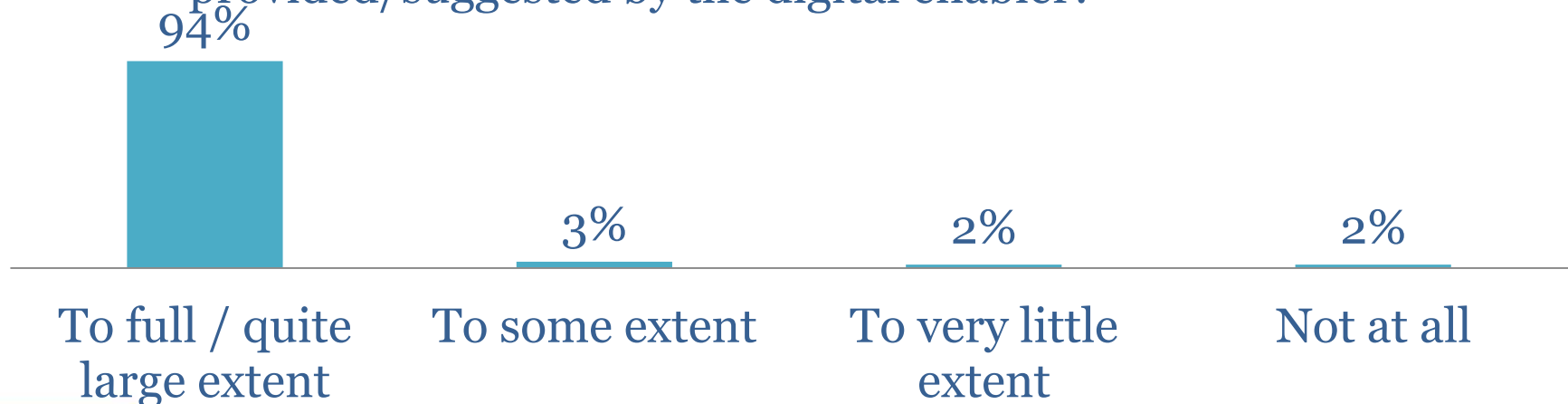
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Digital solutions to be implemented

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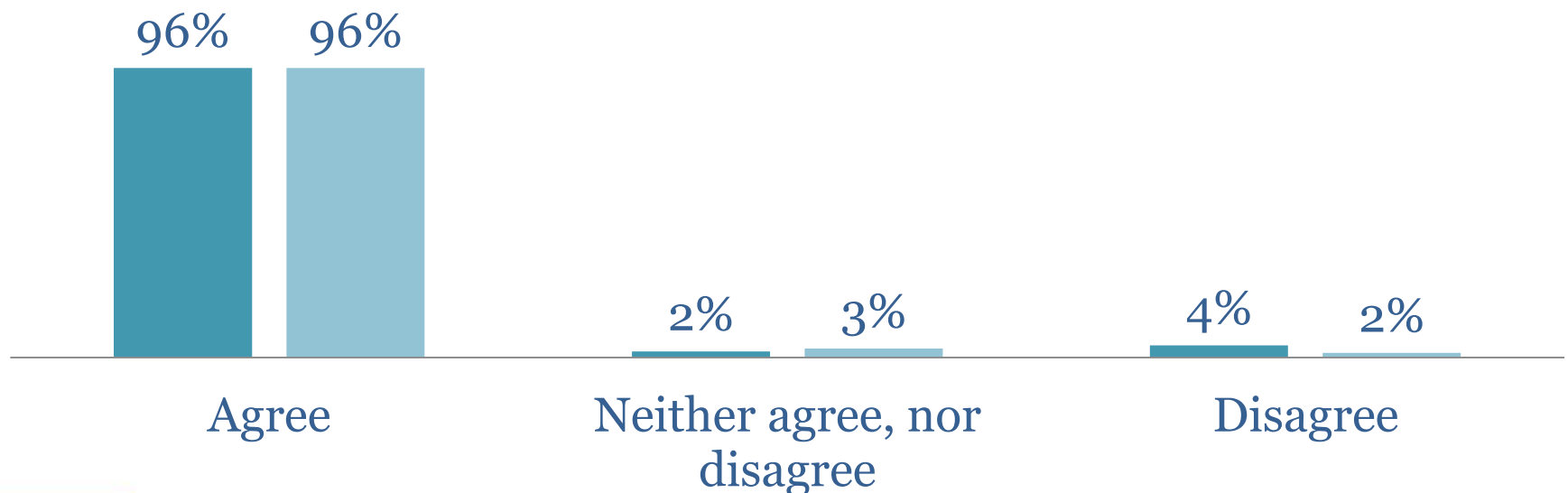
- To what extent do you still plan to implement the solutions provided/suggested by the digital enabler?



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- Overall, I was satisfied with this exchange program
- I would recommend this program to other companies.



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Q & A SESSION



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The icon is a circular arrangement of red and blue dots, resembling a globe or a network.

Thank you for your
attention!



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