

Enterprise-ICT (Eng) / Yrityks-ICT (Fin): Developing ICT in SMEs (Case: Southwest Finland)



LogOnBaltic



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ictTURKU



Background

- Pre-survey in TSE (2004-2005). Results:
 - (Almost 300 recipients mainly from small companies)
 - Companies do business using traditional communication methods (phone, fax, traditional mail)
 - The basic ICT skills are inadequate
 - ICT is seen as obligatory, but no big benefits are seen
 - For ex. security issues are neglected and not understood
 - Lack of time, money and information to concentrate on ICT
- The result of the results à Enterprise-ICT



Some concrete areas of development in SMEs:

- ü Suitable hardware
- ü Office software
- ü Security issues
- ü Internet, e-mail
- ü Web-pages
- ü Mobile solutions

- ü LAN / WLAN
- ü Videoconferencing
- ü Electronic invoicing

Concrete objectives:

- Ø “First kick”
- Ø Connection between business and ICT

- Ø Basic ICT in good condition
- Ø Possibility to interact with big companies
- Ø Time saving
- Ø Cost saving
- Ø Removal of unnecessary job / processes

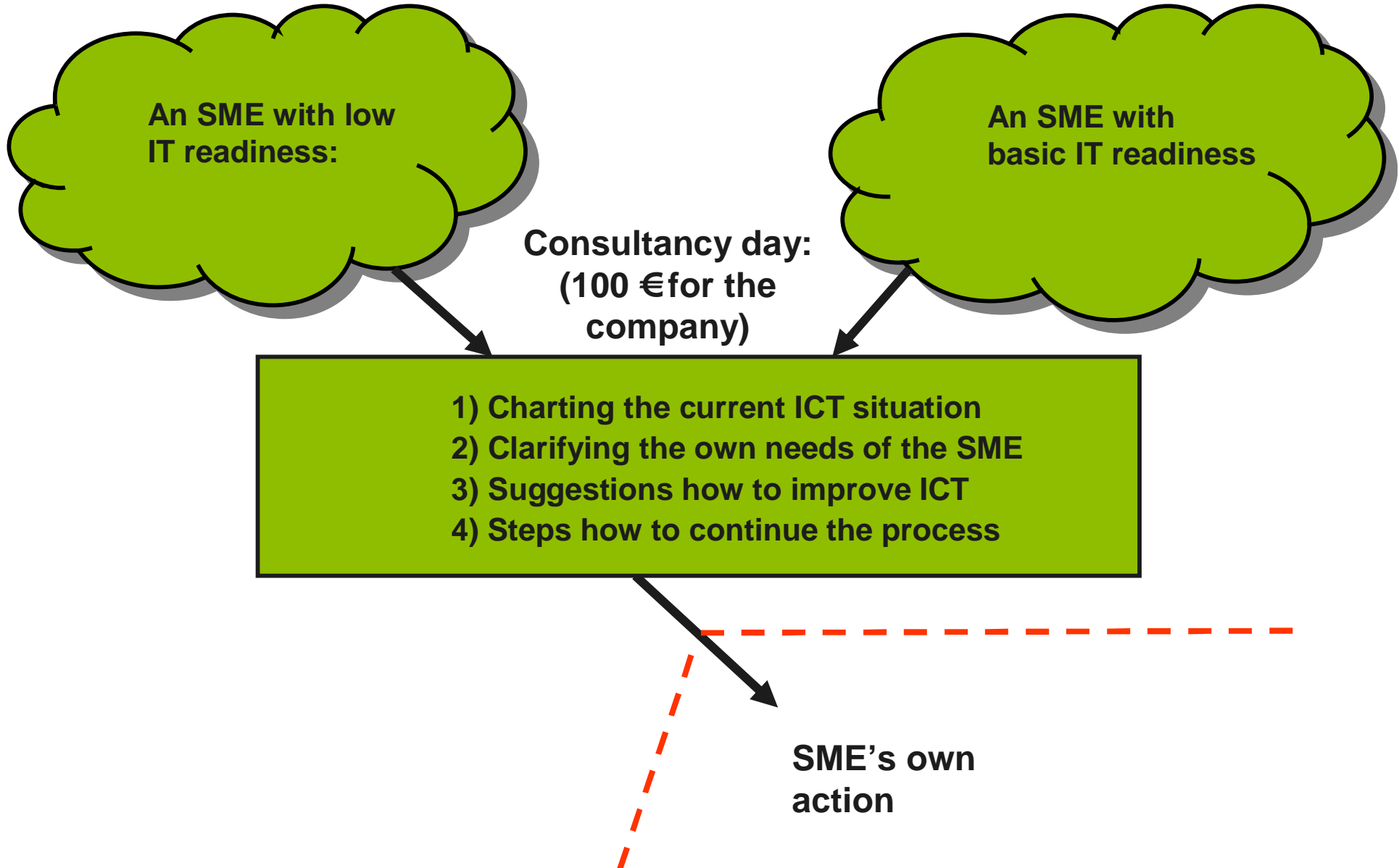


The process how to choose the consultants: open tender

1. An announcement on internet and on newspapers: the description about the concept and what kind of service is searched for
2. The service providers were given 3 weeks time to send in their response a) about their skills, b) information on their earlier similar projects and c) the price of one consultancy day → then each respondent were given points
 - 12 companies responded
3. An interview with each one of them → points again (three “judges”)
4. Five suitable consultants were chosen through these measures



THE MAIN CONCEPT





The final report

(Written by the consultant about the case SME)

1. Basic information on the company
 - Size, industry, turnover
 - Current software and hardware, e-connections to other companies
 - Business concept
2. The support of the ICT at the moment
3. Possible visions of the entrepreneur concerning the service
4. **Suggestions for development**
 - Immediate and in two years perspective
5. The first steps how to proceed



Cost model

SME: 100 €

**Enterprice-ICT:
180 x 600 €
= 108000 €**

**Consultancy:
for.ex. 700 €**

**Financiers: City of
Turku, LB, some
other (regional)
programmes**



Reaching the SMEs!!

- Information on internet → ineffective
- Advertisement in local newspapers → ineffective
- Information through entrepreneur organizations → ineffective
- Stories/Articles in local newspaper → more effective
- Direct marketing (letter, phone) → more effective
- Contacts through consultant companies (direct contacts) → most effective

- Conclusion: difficult, challenging, SMEs don't contact easily



Feedback from companies

Made by students from Turku University of Applied Sciences (Fin. Turun AMK):

1) Feedback from the consultancy (3/2007)

2) Results what really has been done in companies (12/2007)



Common things

- The planning of Enterprise-ICT was started in autumn 2005 and the aim is to develop the business of the SMEs with the help of IT
- Directed to all SMEs in Southwest Finland regardless of the industry or branch
 - Suits best for companies under 10 employees
- The objective is to get 150-180 companies
 - At the moment > 100
- Part of the national eBusiness network (Fin. eLiiketoiminta.com; www.eliiiketoiminta.com)



eLiiketoiminta-verkosto

- Koostuu monen eri alueen hankkeesta, jotka edistävät pk-yritysten sähköistä liiketoimintaa
- Verkoston kautta projektien vetäjät jakavat kokemuksia ja hyviä toimintatapoja
- Verkosto on avoin muillekin alueille

eLiiketoiminta.com-sivustolta:

- Löydät tietoa sähköisestä liiketoiminnasta
- Löydät sähköisen liiketoiminnan palvelutarjonnan eri alueille
- Voit tehdä oman yrityksesi sähköisen liiketoiminnan suunnitelman
- Voit tutustua sähköistä liiketoimintaa käsitteleviin raportteihin ja tutkimustuloksiin.
- Voit kertoa yrityksesi sähköisen liiketoiminnan palvelutarjonnasta

Pääset hankkeen alue-kohtaisille sivuille oikealla olevista linkeistä.

Valitse alue:

- :: [Etelä-Karjala](#)
- :: [Etelä-Pohjanmaa](#)
- :: [Kymenlaakso](#)
- :: [Pietari](#)
- :: [Pirkanmaa](#)
- :: [Päijät-Häme](#)
- :: [Pohjois-Savo](#)
- :: [Varsinais-Suomi](#)





Suggestions / some points

- This is only one way to do things but we have found it quite succesful
- You must be very careful when choosing the players (mainly the consultants)
- Money from?
- How to find the SMEs?!



More information

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