Enterprise ICT

Using ICT-consulting as a mean to enhance business activities of Small and Medium-Sized Enterprises (SMEs) in Southwest Finland.
Introduction

What is Enterprise ICT?
• A project to help SMEs in improving their ICT and business activity

Why did Turku Science Park start the project?
• A preliminary study showed clearly a need for this kind of public service

Opapoint Ltd. and Mikko Pirilä
• Opapoint Ltd. provides independent professional ICT-services and business consulting.
• Mikko Pirilä M.Sc.(Econ.) is working as CEO and Senior Consultant at Opapoint. 14 years of professional experience in this field.
• One of the consultants of Enterprise ICT
Project goals

To provide an easy way for companies to check their ICT-status, get suggestions to enhance their existing ICT-structure and find new ways of using ICT to support their business processes.

*Turku region development strategy*

Electronically supported business means

"Old ways of doing business"

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Client profiles

No clear branch of industry

Clients employ 1-200 persons

Geographically all clients are located in the area of Southwest Finland
Typical background of the client

Owner driven companies

- Has had some ICT-problems already for some time
- Financial administration is somehow inefficient
- Lack of ICT-skills
- Financial limitations

No solution for Customer Relationship Management

Current activities in the Internet need to be revised

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What SMBs are expecting from Enterprise ICT?

- A professional view, how to develop ICT-functions during the next years
- Help to choose a Financial Administration- or ERP-software
- Independent opinion in choosing new hardware or software
- Solutions for mobile working
- Help to raise ICT-security level (backup, firewall, antivirus)
- Means to save time, effort and money
- Help to renew www-pages or create a web-shop
- Customer Relationship Management -solution
- Information of current software-training possibilities
Methods – Structure of the consulting day

Pre-interview by phone (15 minutes)

Interview and HW+SW-mapping at client (2-3 hours)
- eBusiness -enquiry form and consultants in-depth questions

Research and drawing up the report (3-9 hours)

Report processing with client (1-2 hours)
eBusiness – questionnaire form

18 different sections with a total of 80 questions.

Questions cover for example:

- Office applications
- Communication methods and Web usage
- Financial Administration tools
- Customer Relationship Management
- Supply Chain Management
Enterprise ICT - report structure

1. General information of the consulting day
2. Facts of business, hardware and software
3. Current level of ICT support for business activities
4. Clients view of areas that need development
5. Development recommendations of consultant
6. Suggested partners for providing the actual services

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Priority of development suggestions

**High level urgency**
(implementation at once)
- Business or otherwise critical problems

**Medium level**
(impl. in 0-1 years)
- Possibility to achieve major advantages quickly
- Usually easily implemented or very important matters

**Low level**
(impl. in 0-3 years)
- Large investments, suggestions that need further consulting or take a lot of entrepreneurs time
- Improvements which yield less profit or savings

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Conclusions – Added value for the customer

Discussions
- Customers value the open and confidential discussions with an "outsider" often very high

Report
- Clear and simple ICT-strategyplan for improving business
- Helps both sides when acquiring investment funding

Contacts
- Network of ICT-experts
Enterprise ICT – project results

- By the end of year 2007 180 companies processed
- Customer satisfaction rate is high
- Many suggestions have already been implemented successfully in several companies
Three keys to Success

A regional level supporter - City of Turku
- Has provided resources and help for LogOnBaltic from the beginning
- Strong support for regional and local business environment in many ways

A versatile co-ordinator - Turku Science Park
- Several prominent development projects with different co-operation possibilities for local businesses
- Works as a catalyst between business and academic world

High level professionals - Consultants
- Professional Consultants with business and ICT skills
- Ability to present complex and technical matters with understandable terms and with a business accent
Future prospects

Still a lot of work to do in the SMBs

Positive experiences from this project will increase the demand for such services

Turku Science Park is already planning a continuation for this clearly successful project with the local University and University of Applied Sciences

16.10.2007

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16.10.2007 Mikko Pirilä

Project part-financed by the European Union (European Regional Development Fund) within the BSR INTERREG III B Neighbourhood Programme