

European Commission: Actions for helping SMEs innovate through ICT



European Commission
Enterprise and Industry





e-BSN: The e-Business Support Network: enhancing ICT and e-Business uptake

- **ICT and e-Business models are key drivers of competitiveness and innovation...**
- ...but SMEs still fail to fully exploit the great potential of ICT-enabled innovations and e-Business.
- Member States have been deploying targeted measures to promote the uptake of ICTs by their SMEs.
- Policy networking and coordination **enhances policy efficiency and broadens their impact.**
- Therefore, on request of the Industry Council, the European Commission established the **eBSN in 2003 as a virtual network of decision makers and public policy experts promoting e-Business for SMEs.**

Source for further information: http://ec.europa.eu/enterprise/e-bsn/index_en.html



e-BSN: The e-Business Support Network: enhancing ICT and e-Business uptake

- A network of 200 national and regional ICT and e-Business policy makers and experts from 32 countries
- offers a “one-stop-shop” on e-Business Policies for SMEs
- shapes policy trends and supports policy coordination

Source for further information: http://ec.europa.eu/enterprise/e-bsn/index_en.html

e-BSN: The e-Business Policy evolution

First phase
2000 – 2003

Policies
sponsoring basic
**ICT
infrastructure
and Internet
Connectivity**

Second phase:
2004 - 2005

Towards policies
that seek to
stimulate **the
innovative
potential of
SMEs.**

They promote
innovative
business models
**enabled by ICT
and eBusiness.**

Third phase
2006 – today

Towards **sector
specific
eBusiness
policies.** These
help SMEs
participate in
**global digital
supply chains** in
specific industry
and services
sectors.

e-BSN: Sector-specific e-Business Policies for SMEs

- The **ICT-SMEs 2010** Action Plan, in **France**, aims at the integration of SMEs in sectoral supply chains (20 sectors covered).
- The **PROZEUS** programme in **Germany** stimulates the implementation of data exchange standards by SMEs in different sectors.
- «**The Netherlands connected digitally**» programme, aims to stimulate SMEs use ICT for transactions and collaboration with suppliers, clients and partners.
- **Italy, Ireland, Portugal, Spain, Norway, Korea and Canada** have been increasingly deploying such sector-specific eBusiness policy approach.
- To valorise national results at EU level, DG Enterprise and Industry launches a **series of pan-european sector-specific pilot actions**; These actions seek to streamline entire sectors by digitising the whole supply chains and helping all enterprises take full advantage of ICT-enabled innovations. One large-scale pan-European pilot action in the **Textile/Clothing and Footwear sectors** started in January 2008. Others will follow in the first half of 2009.

Sector-specific pilot actions

Streamline entire sectors by digitising whole supply chains helping companies use ICT-enabled solutions



The screenshot shows the eBIZ-TCF website with a navigation menu on the left, a main content area, and an events/news section on the right. The main content area features a section titled 'Why the eBIZ project?' with a sub-heading 'Harmonising e-Business processes and data exchanges for SMEs in the textile/clothing and footwear sectors in the Single Market'. Below this is a paragraph about the complexity of the trade/economic environment and the need for fast time-to-market reaction. To the right of this text is a graphic with an '@' symbol and a t-shirt icon. Below the paragraph is another paragraph about standards and agreed reference architectures. At the bottom of the main content area is a welcome message to the website.

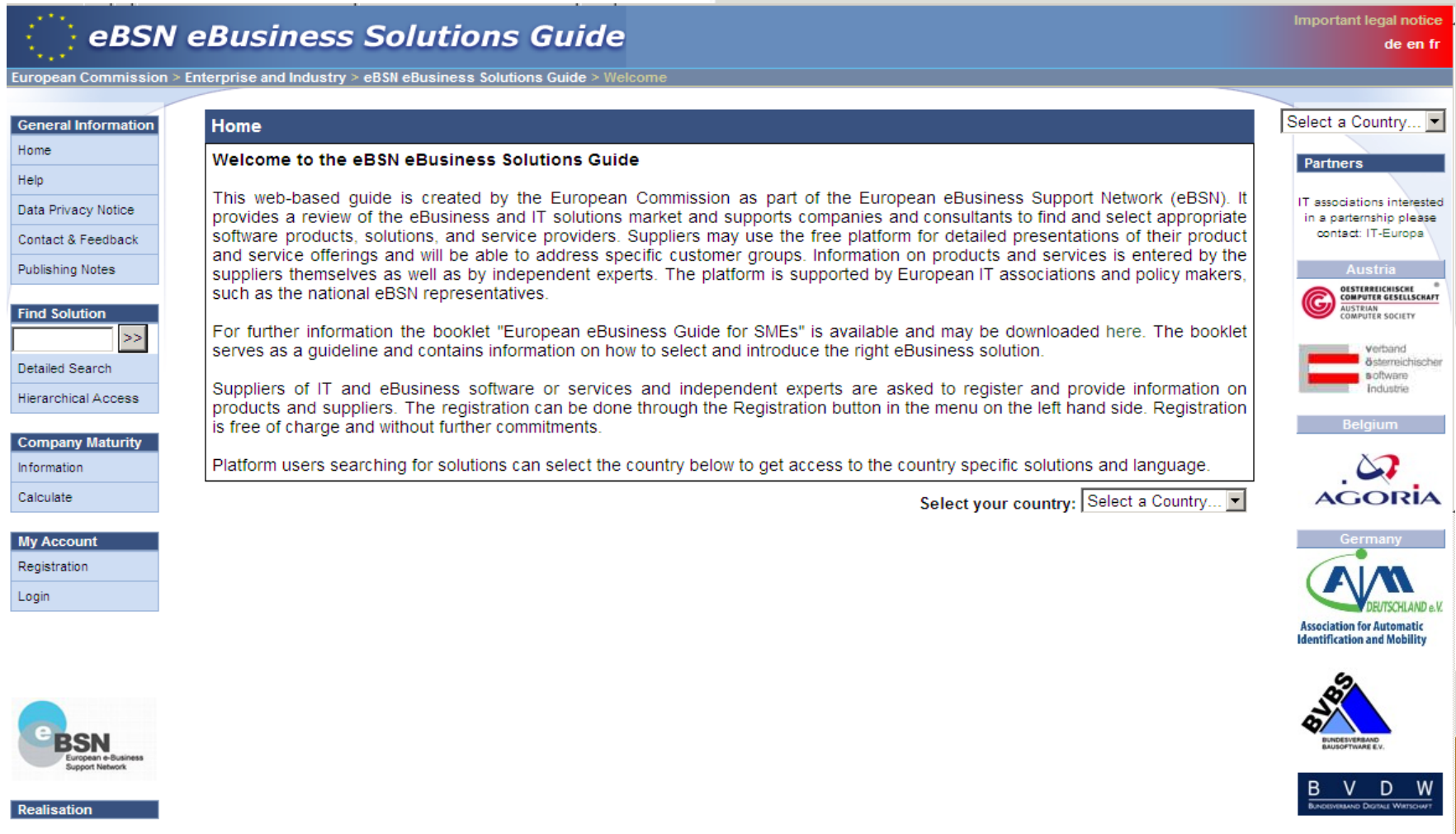
One large-scale pan-European pilot action in the **textile/clothing and footwear** sectors started January 2008 (<http://www.ebiz-tcf.eu/>)

More sectors to be supported first half 2009

- SMEs need readily available, affordable and user-friendly eBusiness solutions and services;
- **keeping up with technological developments** in order to make informed decisions: a growing challenge for SMEs
- This is why DG ENTR financed the **eBusiness Guide for SMEs**: an intelligent online tool that helps **SMEs self-diagnose e-Business needs**, and **proposes solutions using local ICT service providers**. It is available in EN, FR and DE.
- Part of the eBSN and the SBA;
- Provides a review of the eBusiness and IT solutions market in Europe. **Suppliers of IT and eBusiness** solutions are strongly encouraged to register and provide information on their products and services.
- **SMEs** are strongly encouraged to use it!

Source for further information: http://ec.europa.eu/enterprise/e-bsn/index_en.html

Intelligent application that helps SMEs self-diagnose e-Business needs, proposes solutions using local ICT service providers.



The screenshot shows the homepage of the eBSN eBusiness Solutions Guide. The header features the European Commission logo and the text "eBSN eBusiness Solutions Guide" with language options (de, en, fr) and an "Important legal notice" link. A breadcrumb trail reads "European Commission > Enterprise and Industry > eBSN eBusiness Solutions Guide > Welcome".

The main content area is titled "Home" and contains a "Welcome to the eBSN eBusiness Solutions Guide" section. It explains that the web-based guide is created by the European Commission as part of the European eBusiness Support Network (eBSN). It provides a review of the eBusiness and IT solutions market and supports companies and consultants to find and select appropriate software products, solutions, and service providers. Suppliers may use the free platform for detailed presentations of their product and service offerings and will be able to address specific customer groups. Information on products and services is entered by the suppliers themselves as well as by independent experts. The platform is supported by European IT associations and policy makers, such as the national eBSN representatives.

For further information the booklet "European eBusiness Guide for SMEs" is available and may be downloaded here. The booklet serves as a guideline and contains information on how to select and introduce the right eBusiness solution.

Suppliers of IT and eBusiness software or services and independent experts are asked to register and provide information on products and suppliers. The registration can be done through the Registration button in the menu on the left hand side. Registration is free of charge and without further commitments.

Platform users searching for solutions can select the country below to get access to the country specific solutions and language.

Navigation elements include a "Select a Country..." dropdown menu, a "Partners" section listing IT associations interested in a partnership (contact: IT-Europa), and logos for Austria (Oesterreichische Computer Gesellschaft, Verband österreichischer Software Industrie), Belgium (AGORIA), Germany (AIM DEUTSCHLAND e.V., Association for Automatic Identification and Mobility), and BVBS (Bundverband Software e.V.).

On the left side, there are navigation menus for "General Information" (Home, Help, Data Privacy Notice, Contact & Feedback, Publishing Notes), "Find Solution" (with a search box and "Detailed Search" and "Hierarchical Access" options), "Company Maturity" (Information, Calculate), and "My Account" (Registration, Login).

At the bottom left, there is a "Realisation" section with the eBSN logo and the text "European e-Business Support Network".



e-BSN: How to help SMEs thrive through ICT and eBusiness

- The eBSN report “**How to help SMEs thrive through ICT and eBusiness**”, with an overview of national and European eBusiness policies for SMEs will be published by June 2009.

Source for further information: http://ec.europa.eu/enterprise/e-bsn/index_en.html