



of Fondazione Politecnico di Milano



Implementing e-CF into ICT SMEs

*5th IT STAR Workshop on Electronic Business ,
Zagreb , November, 12th , 2010*



Objectives



- Moving ICT SMEs towards a greater awareness of their e-competence needs and e-certification opportunities;
- Helping ICT SMEs:
 - understand broader ICT processes and related e-competences;
 - speaking the same languages across the value chain, together with their vendors and customers;
 - better estimate resources, mutual roles, costs, emerging job profiles;
 - better evaluate what training, qualifications and e-certifications make them grow and facilitate their competence acknowledgement on the market.



Outcomes



- e-CF adaptation;
- a tool clustering SMEs in categories recognised by international stakeholders- e.g. an agile check list.
- e-competence need analysis tool - e.g. an agile questionnaire;
- An initial chart connecting ICT SMEs' e-competences to e-certifications available on the market;



e-CF



Dimension 1	Dimension 2	Dimension 3				
5 e-Comp. areas (A-E)	33 e-Competences Identified	e-Competence proficiency levels e-1 to e-5, related to EQF levels 2-8				
		e-CF levels identified per competence				
		e-1	e-2	e-3	e-4	e-5
A. PLAN	A.1. IS and Business Strategy Alignment					
	A.2. Service Level Management					
	A.3. Business Plan Development					
	A.4. Specification Creation					
	A.5. Systems Architecture					
	A.6. Application Design					
	A.7. Technology Watching					
B. BUILD	B.1. Design and Development					
	B.2. systems integration					
	B.3. Testing					
	B.4. Solution Deployment					
	B.5. Technical Publications Development					
C. RUN	C.1. User Support					
	C.2. Change Support					
	C.3. Service Delivery					
	C.4. Problem Management					
D. ENABLE	D.1. Information Security Strategy Development					
	D.2. ICT Quality Strategy Development					
	D.3. Education and Training Provision					
	D.4. Purchasing					
	D.5. Sales Proposal Development					
	D.6. Channel Management					
	D.7. Sales Management					
	D.8. Contract Management					
E. MANAGE	E.1. Forecast Development					
	E.2. Project and Portfolio Management					
	E.3. Risk Management					
	E.4. Relationship Management					
	E.5. Process Improvement					
	E.6. ICT Quality Management					
	E.7. Business Change Management					
	E.8. Information Security Management					



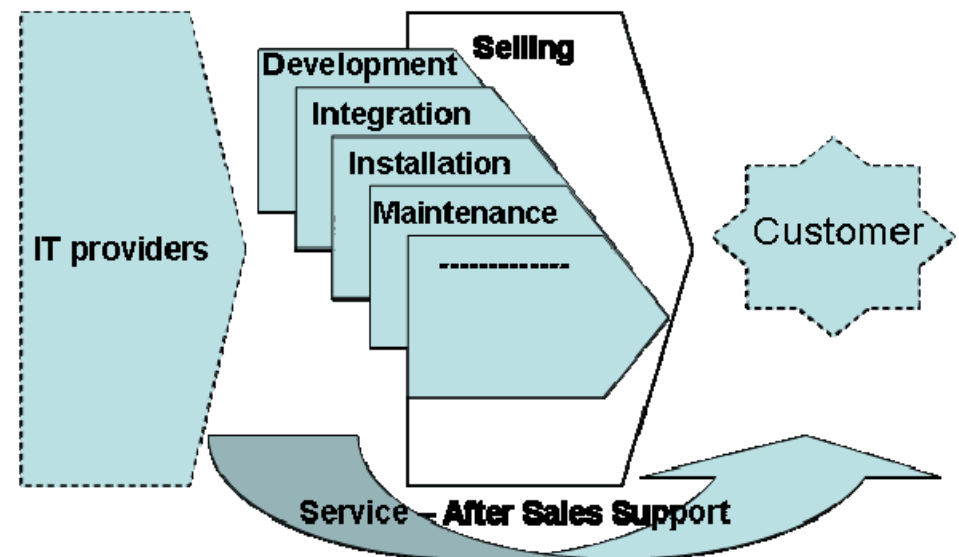
Target groups and focus



- Micro enterprises, from 1 to 10 employees (as they “represent 93% of SMEs in ICT services” as reported by IDC);
- countries: Spain, Poland, France, Germany, Italy, the UK
- Larger SMEs from 11 to 50 employees;
- 30 ICT SMEs on the whole,

Special focus on software houses and VARs (Value Added Resellers).

ICT SMEs will cover nearly the whole ICT process (see figure 1) from SW development to selling, installation, maintenance, service (in a broader meaning), taking into account VARs (Value Added Resellers) and SW houses.





CLUSTERING TOOL



<p>Research-intensive small and micro enterprises, “niche players”, able to build networks and collaborations across the ICT value chain and to lead research projects.</p>	<p>Creating value through 'innovation,' seeking innovative activities continuously, playing a leading role in creating jobs and improving existing products or services</p> <p><i>(Incremental innovation, products, procedures, processes or organizational change)</i></p>
<p>‘Mainstreaming’ ICT SMEs, prominently in ICT services. Propagators of ICT innovations in user sectors and in developing eSkills</p>	<p>Small entrepreneurial enterprises with high growth potential, business-minded and oriented to adapt the innovations of others</p>



e-CF-based Approach



PROJECT MANAGEMENT

- expert meetings
- Extended technical meetings
- CEN workshops

DEVELOPING THE INITIAL MODEL

- clustering
- business process definition
- e-CF first adaptation
- Semi-structured questionnaire

SELECT THE SAMPLE
In accordance with clusters identified

IN THE FIELD ANALYSIS

- One-to-one interviews within 30 SMEs (c.a 5/countries)
- Interviews to SMEs Associations' representatives

DRAFTING THE E-CERTIFICATION CHART FOR SME

- Connecting SME's e-comps to e-certs on the market through the e-CERT mapping method

TUNING THE MODEL

- Business process review
- e-CF review
- Tools final development

DISSEMINATION



Progress meeting with stakeholders 15 September 2010



G+F Verlags- und Beratungs GmbH
AccreditUK
ClearSoft
Opossumnet
Confcommercio International
CEN-CENELEC Management Centre
Loguin sas
ISB, CNA Brux
ISB, CNA Brux
Normapme
CNA Modena
NIUMA



Pilot interviews up to 15 September



Opossumnet	Italy
Novagenia	Spain
Insofter	Poland
GÖLLNER - Gestaltung und Digitale Medientumsetzung	Germany
<ul style="list-style-type: none">•UKITA•Accredit UK Ltd•Manchester Digital, Professional Contractors Group	UK associations



Enterprise Overview - Italy



- Company name: Opossumnet
- Size: Micro-Enterprise, 8 people, (2 Management & Commercial, 5 Design & Development, 1 Administration)
- Average Age: 27 years
- Portfolio: Automation systems using RFid technology for traceability and logistic solutions of processes and products for which 2 patents applications have been filed.
- Activities:
 - Plan: Research, Technology watching
 - Build: Design and Development, Integration, Testing, Deployment
 - Run: User Support
- Type of customers: Corporates, SMEs, (1 public authority)
- Future positioning: no specific outlined strategy as in corporations, however keeping eyes open and continuously evaluating technology improvement and business opportunities
- Marketing: Business networks, word-of-mouth



Enterprise Overview - Spain



- Company name: NOVAGENIA information technologies, s.l. (2004)
- Size: Micro-Enterprise, 6 people, (CEO, Commercial, 4 Engineers)
- Average Age: 35
- Portfolio: Audio/Video Surveillance, Digital TV, Embedded System, Critical Systems / RT System
- Main Activities: SW Design & Development, training provision, specification creation (security needs analysis)
- Type of customers: Public Administrations, Local surveillance agencies, Security associations.
- Future positioning: entering the market of 3D advertisement and 3D content
- Marketing: Direct contact with potential costumers, no marketing campaigns



Enterprise Overview – Poland



- Company name: Insofter
- Size: 4 persons (Director + 3 R&D employees)
- Average Age: 30 years
- Portfolio: Automated systems for counting number of people/objects and event detection based on fotodetectors and image processing
- Activities:
 - Plan: Research, Technology watching, Application Design
 - Build: Design and Development, Integration, Testing, Deployment
 - Run: Service delivery, User/Change Support, Problem Management
- Type of customers: Large Enterprises
- Future positioning: Stay with current portfolio creating new product versions
- Marketing: passive



Enterprise Overview - Germany



- Company: GÖLLNER - Gestaltung und Digitale Medienumsetzung
- Size: Micro-Enterprise, 1 people: typical sole proprietor BUT part of a network of co-workers
- Age: 30
- Portfolio: basic technical programming/configuring and designing web presences, mostly based on a CMS; support
- Main Activities: Application Design, Design & Development, System Integration, Support;
- Type of customers: small enterprises, advertising agencies
- Future positioning: (a) technical: WebApps for Mobile Phones,
- (b) organisational: developing the network of co-workers to a professional advertising agency
- Marketing: not necessary (word-of-mouth)



UK Stakeholders



- UKITA
 - Trade association representing ICT SMEs
 - UK representative in PIN-SME
 - ~200 members
 - Wide variety of membership services
- Accredited UK Ltd
 - Markets the AccreditedUK quality standard for ICT suppliers
 - Independent scheme developed with public sector support
 - Business accreditation designed to prove excellence
 - Assesses People, Processes & Performance in both generic and segment-specific domains
- Also: Manchester Digital, Professional Contractors Group ..



Thank you !

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