

FoCus training workshop in Jihlava (CZ), 03.07.2008



*A successful initiative to promote e-business and ICT
know-how for SMEs in Baden-Württemberg*

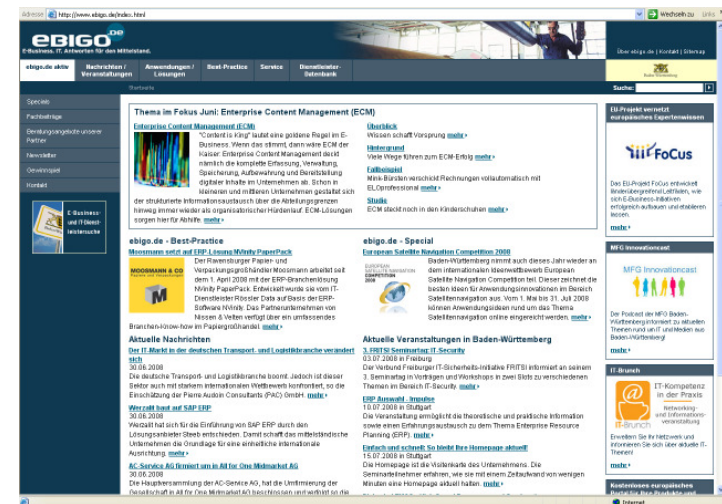


ebigo.de at a glance



- ▶ IT and e-Business initiative for SMEs in Baden-Württemberg
- ▶ Start: 2002; initiated by the Ministry of Economy and managed by the MFG
- ▶ 1,2 Mio. € public funding by Ministry of Economy over a period of 3 years (2002-2005); since 2005 public-private funding by MFG

- ▶ ebigo.de consists of three pillars:
 - ▶ Online platform www.ebigo.de
 - ▶ Publications/PR
 - ▶ Events/seminars/trade fairs



1. Background

Value of SMEs

Small and medium sized enterprises...

...are more than 99 % of all companies within the European Union

...employ two-thirds of all jobholders in Germany

...gain over 40 % of all taxable turnovers in Germany

► *SMEs are key elements of our economy*

References: Observatory of European SMEs, IfM Bonn



1. Background

IT and e-Business – Challenges SMEs facing



- ▶ *Invest? Wait and see?*
- ▶ *Intransparent markets*
- ▶ *Need for solutions instead of products*
- ▶ *Lack of know-how*



1. Background

Lack of IT-know-how

„Only 55% of all SMEs in Baden-Württemberg feel well informed about internet and E-Business“

KeCos, 2002

„With an average of 32% of companies running „real E-Business“ (online-shop, digital networks, digital supply chains) Baden-Württemberg is located under the national average of 35%.“

IBM/'impulse'-Study, 2002

- ▶ *Need for actions of regional policy makers*
- ▶ *Idea of an „E-Business-Community Baden-Württemberg“*



1. Background

Initial situation

Initial Situation

- ▶ Lack of IT-knowledge within SMEs
- ▶ Poor willingness of SMEs to invest in IT
- ▶ Worries about competitive disadvantages for SMEs

- ▶ Needs analysis and survey on e-Business uptake of SMEs in cooperation with Ministry of Economics and Ministry of State

- ▶ Ministry of Economics initiated the SME initiative ebigo.de



1. Background

Overall aims

1

SMEs from all industries receive necessary impulses, information, services and know-how for digital added value

2

Young innovative IT-suppliers get the chance for networking, customer acquisition and finding partners

3

Activities of chambers, associations, regional development agencies and multipliers are supported

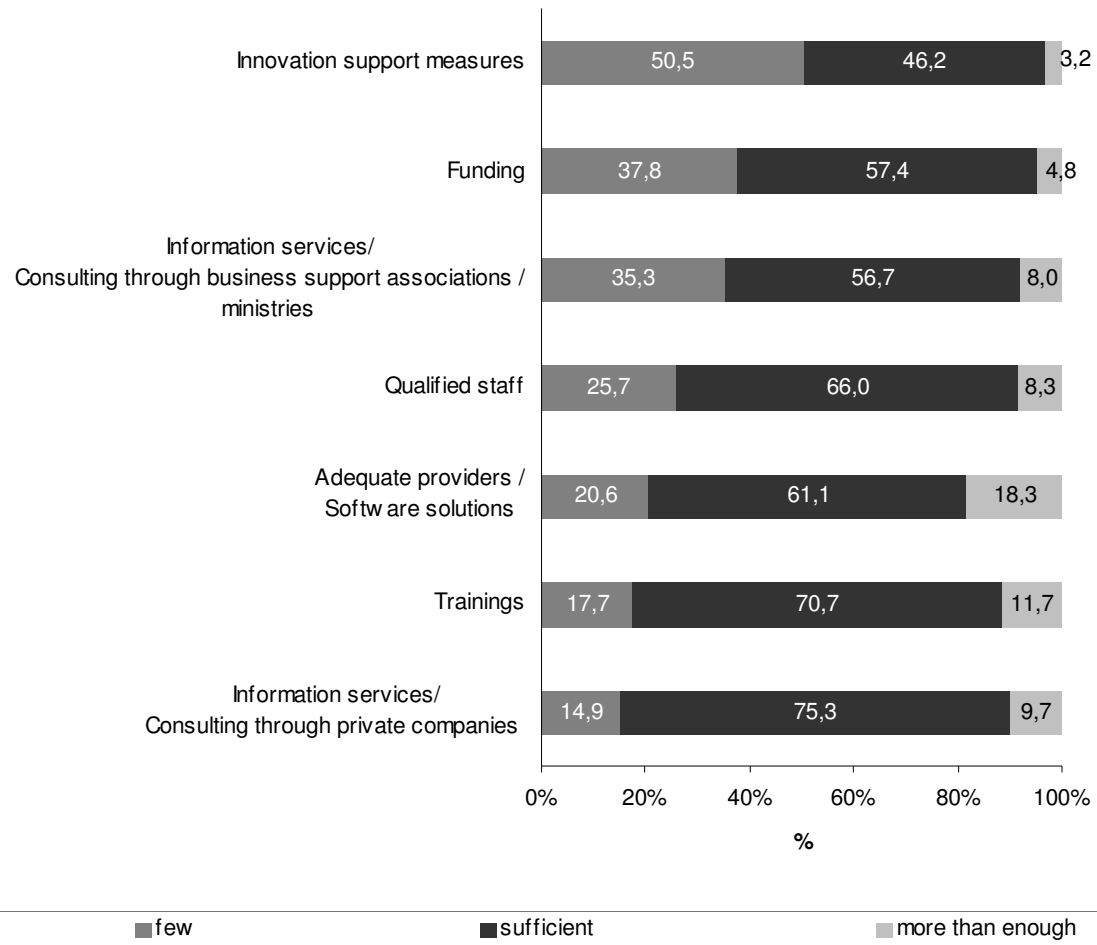
4

Baden-Württemberg can present itself as „e-region“ and strengthen its position in Germany



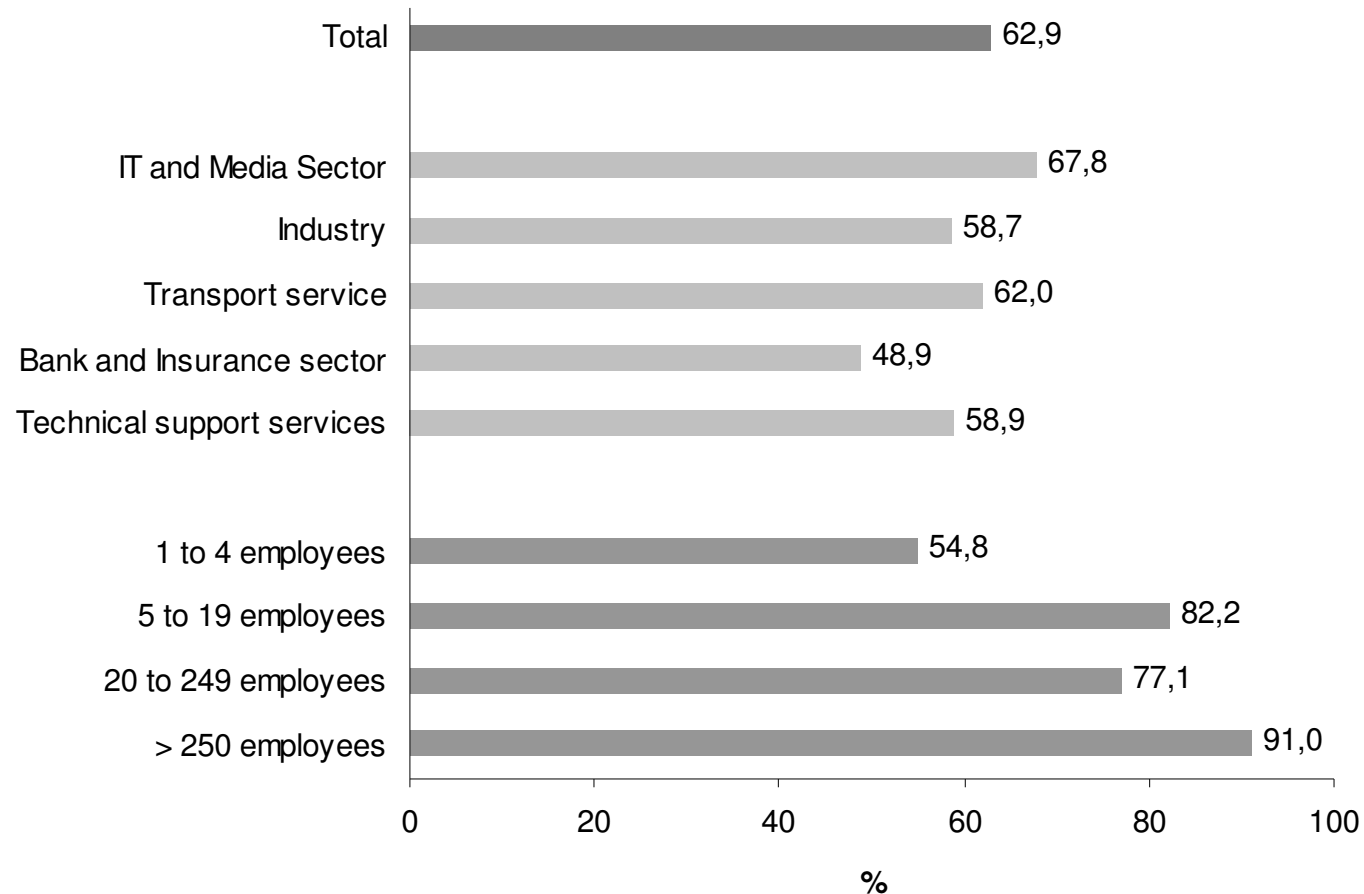
2. Conditions for e-Business

Provision of resources for e-Business in Germany



2. Conditions for e-Business

IT and e-Business uptake in Baden-Württemberg



2. Conditions for e-Business

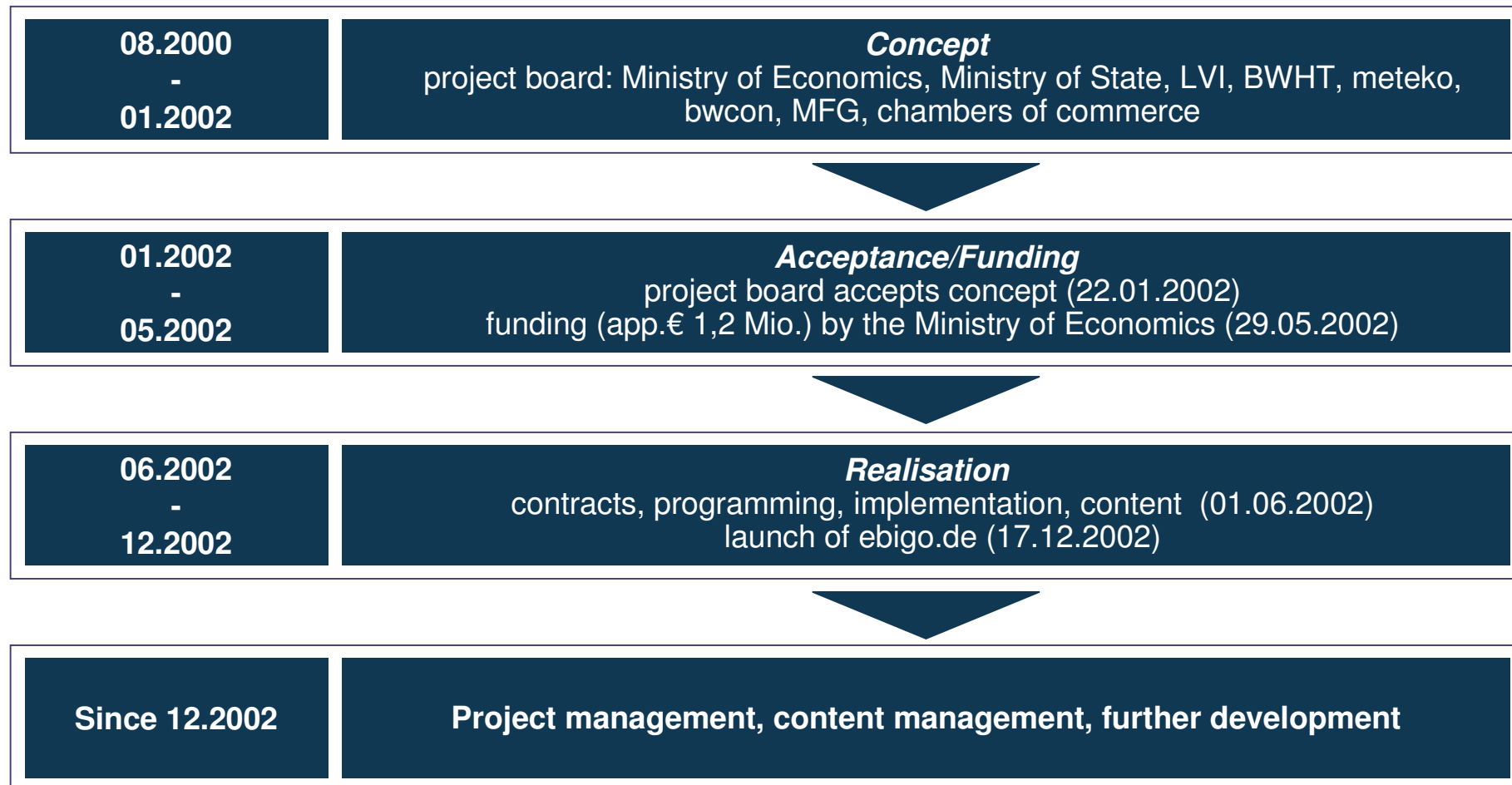
Problems and hurdles of e-Business adoption for SMEs

- ▶ High financial costs
 - ▶ Complicated integration into existing systems
- ▶ Lack of technical know-how
 - ▶ High reorganisation costs
- ▶ Lack of support by suppliers
 - ▶ Success is not foreseeable
- ▶ Unclear juridical framework
 - ▶ Lack of acceptance internally
- ▶ Lack of acceptance externally



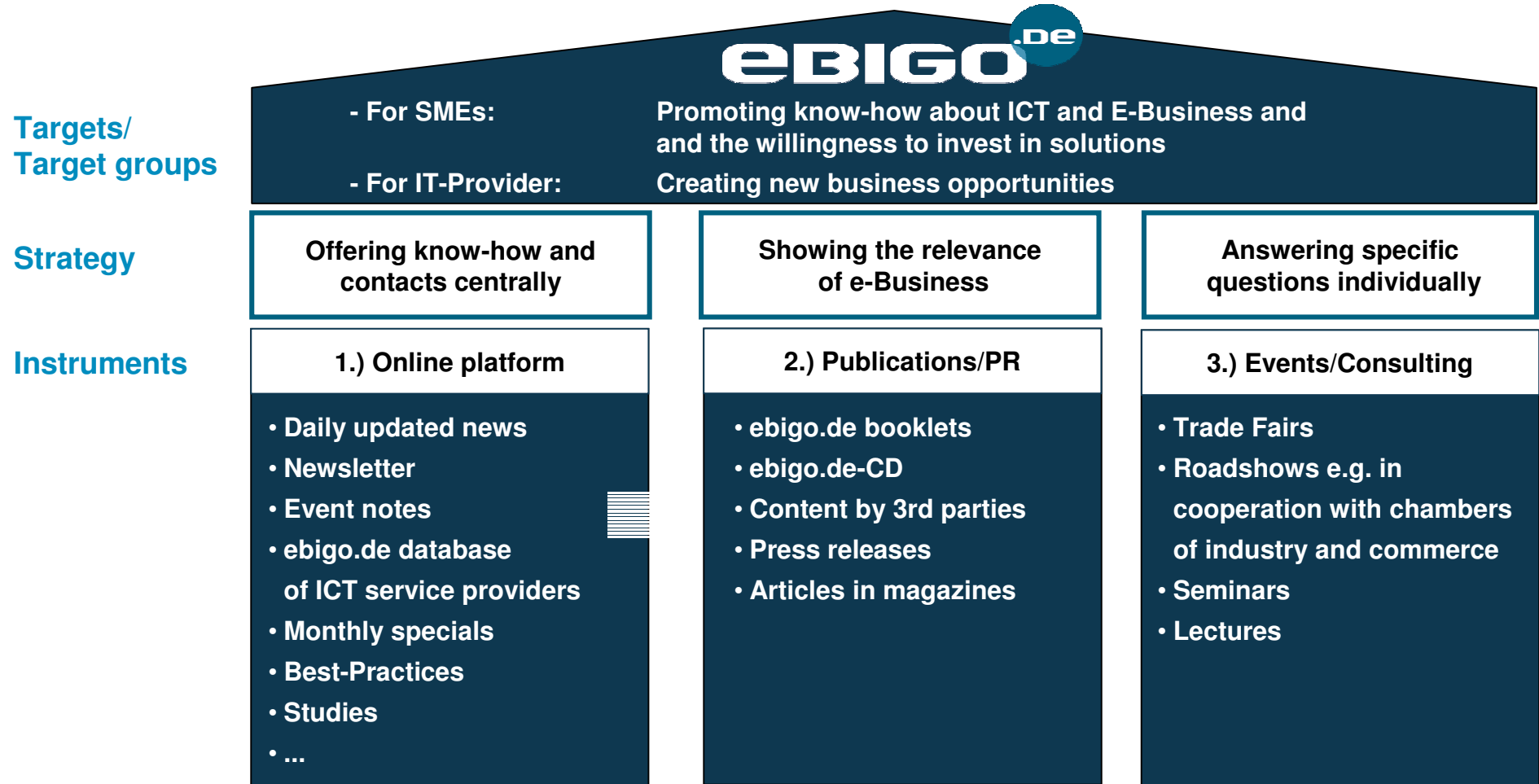
3. Strategies

Development of ebigo.de



3. Strategies

ebigo.de – a combined initiative



3. Strategies

Project management ebigo.de

Project Manager ebigo.de

- Project reporting and financial controlling
- Coordination of technical development (website, database)
- Cooperation and partnerships
- Representation of ebigo.de at events, meetings and seminars



Editor ebigo.de

- Theme planning
- Editing of articles and news
- Editorials
- Coordination of third-party content
- Negotiating of media partnerships (events, trade fairs etc.)

Supportive infrastructure

Synergies with regional development agencies

Cooperative networks and exchange of data

Support by management board and stakeholders

Long-term focus (funding for three years)

Website, networks, access to 3rd party content



3. Strategies

Stakeholders and business models

Stakeholders

- SMEs → IT-user
- IT-enterprises → IT-provider

- Regional actors in the field of innovation policy

Business models

- 2002 - June 2005:
Public funding by Ministry of Economics
- Since July 2005:
Public-private funding by MFG Baden-Württemberg (financial contributions by shareholders, financial partnerships with regional actors as e.g. chambers of industry and commerce, chambers of crafts as well as companies)



3. Strategies

Establishment of strong partnerships



4. Marketing and PR

Showing relevance of IT and e-Business

- ▶ MFG is responsible for the internal and external communication
- ▶ The ebigo.de communications strategy foost on three pillars:
 - ▶ Internet
 - ▶ Print
 - ▶ Face-to-face consultation
- ▶ The main communication channel is the online platform www.ebigo.de with its various features; stakeholders can use the platform as a further communication tool



4. Marketing and PR










Internet – Online platform www.ebigo.de

- ▶ Information on news, trends and events in the field of IT and e-Business
 - ▶ Advice for SMEs with regard to the potential of ICT for all business processes (procurement, marketing/PR, ERP, production, finance, human resources, sales and services etc.)
 - ▶ Tailored content is made available for free in order to minimize communication barriers between users and suppliers of IT and e-Business solutions
- *Clear and understandable presentation of current important IT and e-Business themes*



4. Marketing and PR

Internet – Online platform www.ebigo.de

- ▶ Services on the [ebigo.de website](http://www.ebigo.de): 
- ▶ [News & Events](#) 
- ▶ [Applications & Solutions](#): IT-solutions along a SME-Supply-Chain 
- ▶ [Monthly focus theme](#) 
- ▶ [Regular specials](#) 
- ▶ [Professional articles](#) 
- ▶ [Best-Practices](#): Examples from SMEs for SMEs 
- ▶ [Periodical Newsletter](#) (weekly for SMEs / monthly for IT-provider) 
- ▶ [ebigo.de database for IT-service providers](#) with more than 15.000 entries 
- ▶ [Further Features](#): Checklists, surveys, weblinks, RSS-Feeds etc. 



4. Marketing and PR

Print – ebigo.de:compact booklets

- ▶ „ebigo.de:compact“-booklets available via internet and as free print-versions provide basic information in a nutshell and promote the website
- ▶ Produced booklets:
 - ➔ IT-Security (42.000 cop.)
 - ➔ Online-Auctions (2.800 cop.)
 - ➔ Open-Source (10.000 cop.)
 - ➔ Internet-Tourism (5.000 cop.)
 - ➔ Barrier-free Internet (5.000 cop.)
 - ➔ Websites for Start-ups (4.000 cop.)
 - ➔ IT-Tipps for craftsmen (3.500 cop.)
 - ➔ Data recovery (4.000 cop.)



4. Marketing and PR

Print – ebigo.de-CD

- ▶ Providing key content of the website offline
- ▶ Copies: 46.500
- ▶ Distribution:
 - Magazin „Markt & Mittelstand“
(21.500 cop.)
 - „doIT-Magazin“
(21.000 cop.)
 - Various events and trade fairs



4. Marketing and PR

Face-to-face consultation

- ▶ Personal consultings via phone, e-mail or on events
- ▶ Participation in national and international conferences
- ▶ Trade-Fairs
 - MIDVISION 2006
 - SYSTEMS 2005-2008
 - Freiburger Mittelstandskongress 2007
- ▶ Promoting specific topics by regional seminars and events:
 - „IT-Outsourcing as chance for SMEs“
 - „SOA in practice“
 - „IT-Know-How for Manager“
 - ...
- ▶ Press releases



5. Monitoring and evaluation

Quantitative data analysis

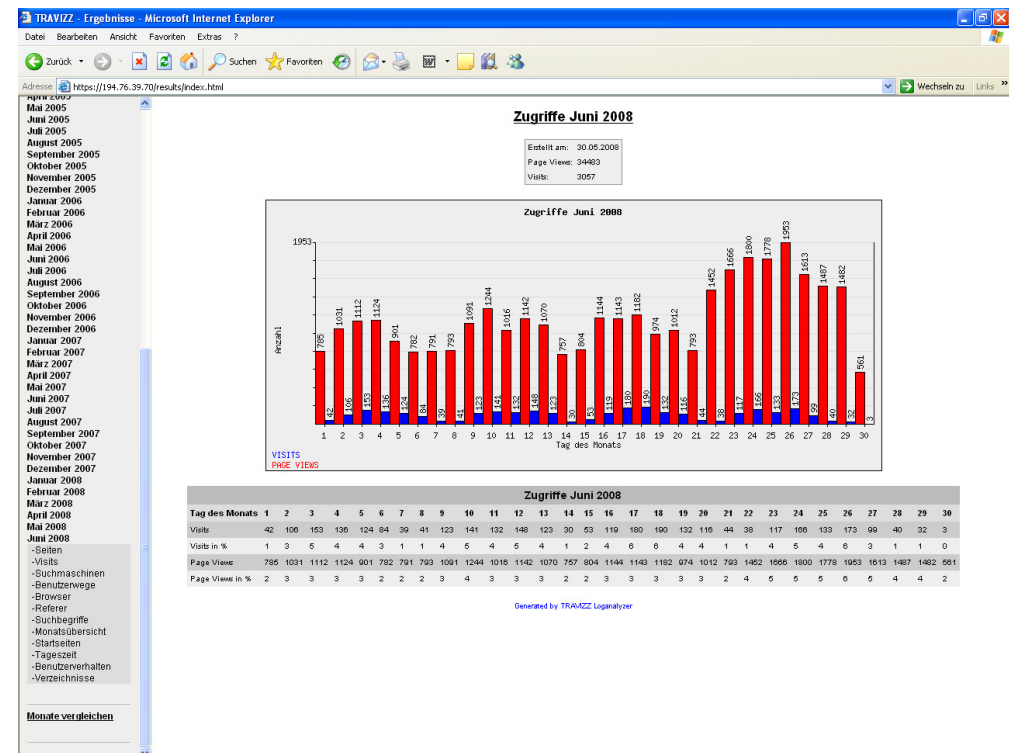
▶ Number of participants in events

▶ Website:

▶ Page Views

▶ Visits

▶ Number of newsletter subscribers



5. Monitoring and evaluation

Qualitative data analysis

- ▶ Direct feedback
 - ▶ E-Mail
 - ▶ Face-to-face
- ▶ Questionnaires after seminars
- ▶ Online customer satisfaction analysis

MFG Innovationsagentur für IT und Medien Titel
7. Februar 2008

Teilnehmerbefragung

Ihre Meinung ist uns wichtig! Die MFG ist an einer kontinuierlichen Verbesserung der Seminare interessiert. Wir möchten Sie daher bitten, die folgenden Fragen kurz zu beantworten. Ihre – selbstverständlich freiwilligen – Angaben werden ausschließlich für statistische Zwecke und in anonymisierter Form genutzt und verarbeitet. Den ausgefüllten Fragebogen legen Sie bitte in die dafür bereitgestellte Box.

Vielen Dank für Ihre Unterstützung!

1. Wie wurden die von Ihnen mit dem Besuch der Veranstaltung erwarteten Ziele erreicht?

voll und ganz weitgehend weniger gar nicht

2. Können Sie die Inhalte der Veranstaltung in Ihrem Arbeitsbereich anwenden?

voll und ganz weitgehend weniger gar nicht

3. Wie bewerten Sie die Referenten?

(Bitte Note eintragen: 1 = sehr gut, 2 = gut, 3 = weniger gut, 4 = schlecht)

Referent/in	Präzision	Informationsgehalt	Aktualität	Moderation/ Diskussionsumgebung

4. Wie haben Ihnen die organisatorischen Rahmenbedingungen der Veranstaltung gefallen?
(z.B. Vorbereitung, Durchführung, Tagungstechnik, Räumlichkeiten, Dauer von Programm und Pausen)

sehr gut gut weniger gut schlecht

5. Welche Vorschläge für organisatorische Verbesserungen haben Sie?

Bitte wenden!



5. Monitoring and evaluation

Facts & figures

40.000 page impressions per month

150 listed events

90 pages of high-quality-content

1.000 published news

140.000 Newsletter-Contacts per year

18 minutes visit-time

3.000 visits per Month



5. Monitoring and evaluation

Project aims achieved

1

SMEs from all industries receive necessary impulses, information, services and know-how for digital added value

Regarding the quality and depth ebigo.de is unique in Germany; high hit rates measured by theme and target group.



5. Monitoring and evaluation

Project aims achieved

2

Young innovative IT-suppliers get the chance for networking, customer acquisition and finding partners

In cooperation with chambers of industry and commerce the data base for IT-service provider emerged as common data base for IT-service provider in Baden-Württemberg.



5. Monitoring and evaluation

Project aims achieved

Chambers, associations and regional development agencies can use a wide range of offers; partner network has been expanded.

3

Activities of chambers, associations, regional development agencies and multipliers are supported



5. Monitoring and evaluation

Project aims achieved

Uptake of IT and e-Business of SMEs in Baden-Württemberg is located over the national level; press recognizes importance of ebigo.de.

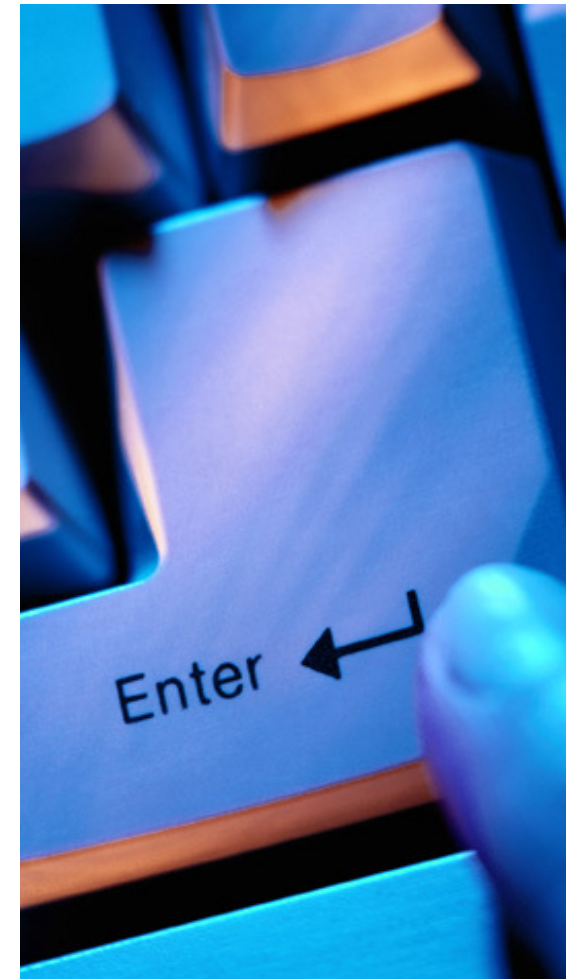
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Baden-Württemberg can present itself as „e-region“ and strengthen its position in Germany



5. Lessons learned (1)

- **Quick implementation** – 6 months development, evaluation, implementation – online since Dec. 2002
- **Resource-efficiency** – 3 years funding (2 full employees, overhead, material for promotion)
- **Successful model for a project:** Use of different tools to reach the target group
- **Strong partner network** is one key to success
- **Involvement of stakeholders** on political and regional level is important for acceptance
- **Content** is not industry-specific but oriented at the **value chain of SMEs** like production, marketing, etc. – broader target group



5. Lessons learned (2)

- 3 years funding – rather **short operation** period
- Limited flexibility concerning the budget – limited possibilities to reduce costs and therefore to extend the operation period
- Success (attention) takes time – especially when one has a small marketing budget

Next steps:

- Continuing of project management and content management
- Partnerships and new project ideas
- Identification of new ways of financing
- ebigo.de as a best-practice-project on a European level



Your Contact

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