

DIGITALISATION: THE ITALIAN SMEs EXPERIENCE

Budapest, 15th October 2019

DIGITALISATION: IMPACT ON ENTERPRISES

BIG COMPANIES



Can diversify digitalization operations into more than one area and extend the process to the entire production chain, involving a greater number of machineries and employees.

SMEs

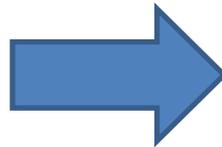


More limited interventions but with the same effectiveness.
It may be necessary for them to hire young dedicated resources to develop new processes and increase the digitalisation level of the company.

DIGITALISATION: IMPACT ON SMEs

Digitalisation involves:

- Production
- Order management



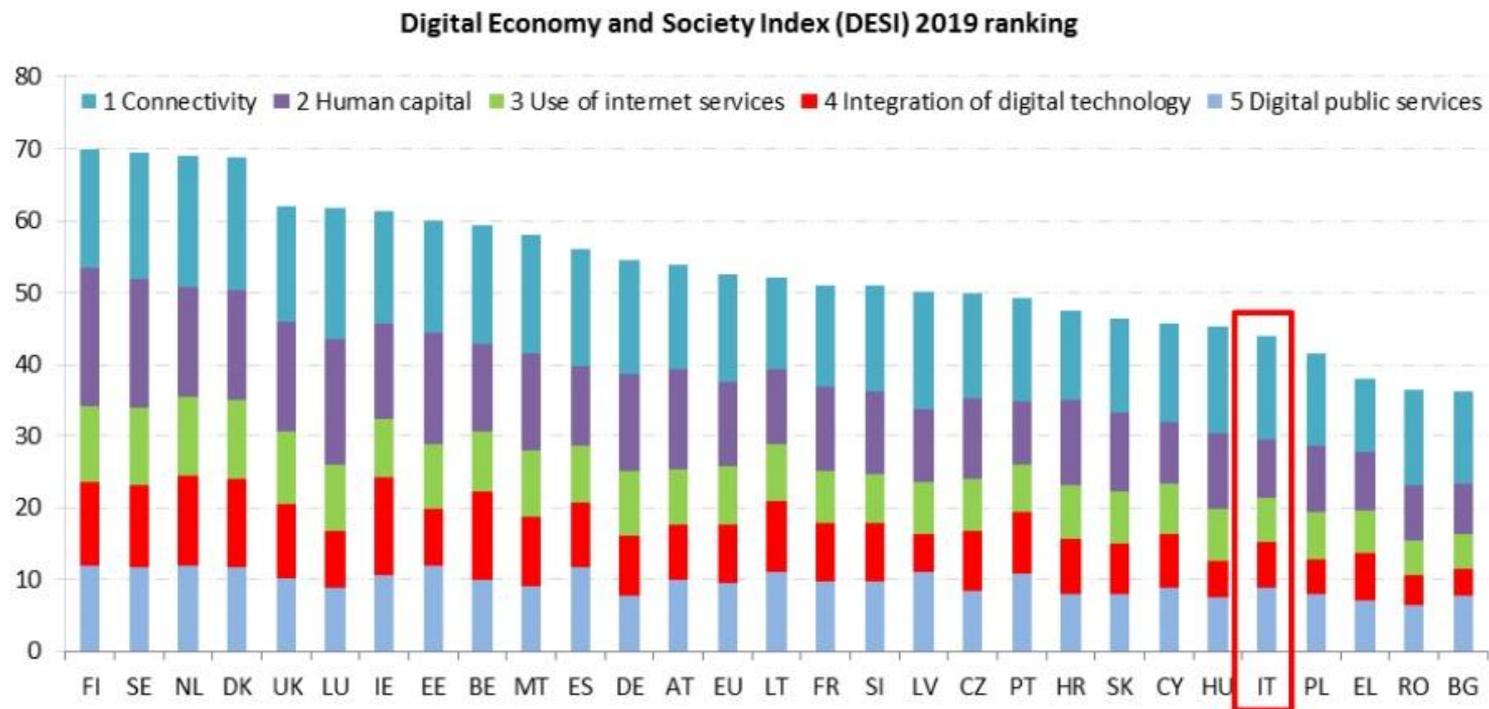
Online assistance reduces the time and costs of support of clients

Reduced time for the management of issues and damages

Digitalisation is also a way to motivate people and involve a greater number of young employees in the company processes.

DIGITALISATION: THE ITALIAN SITUATION

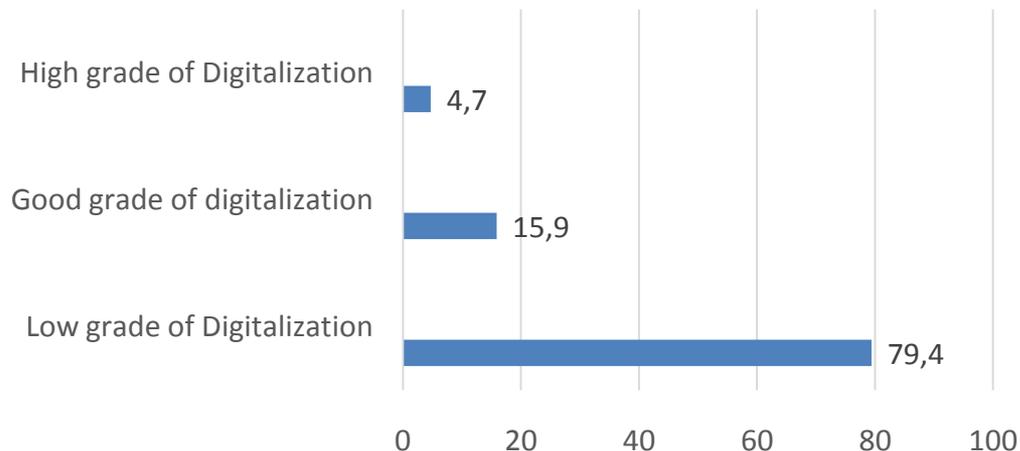
Italy ranks 24° in the EU Digital Economy and Society Index (DESI) 2019, with a low use of online services and the consequent lower interest of SMEs to be online.



ITALIAN SMEs DIGITALISATION LEVEL

Level and characteristics of digitalisation are highly influenced by the sector and the dimension of the enterprise.

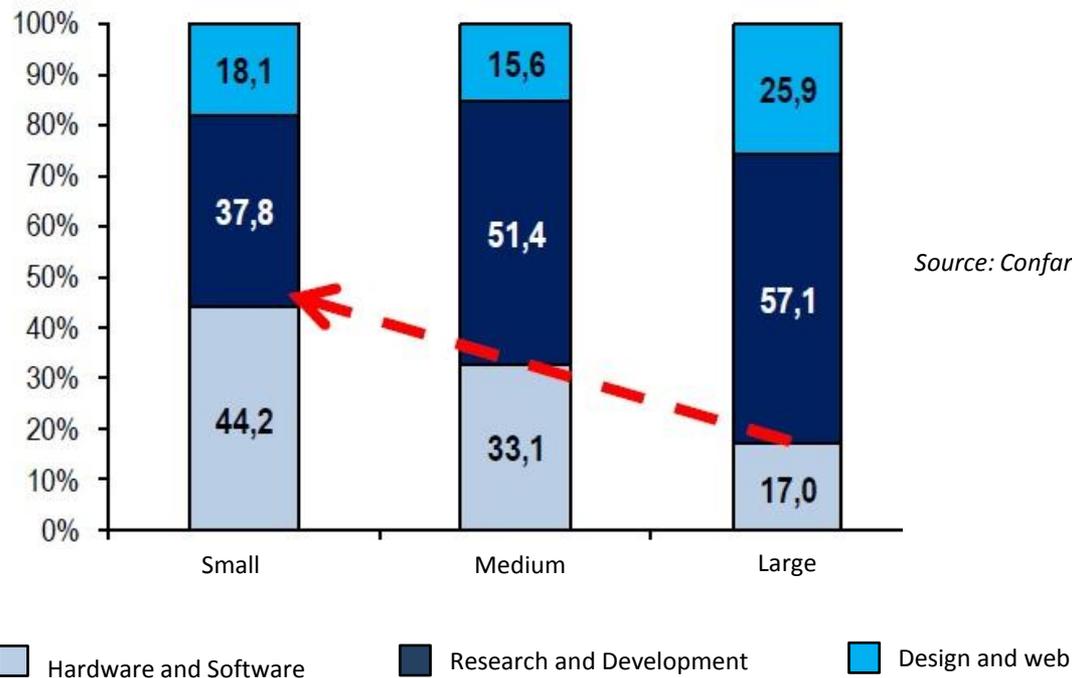
Bigger companies and SMEs operating in the technology field and in high knowledge services are usually the most digitalised.



Source: *Istat*
(Italian Institute of Statistics)

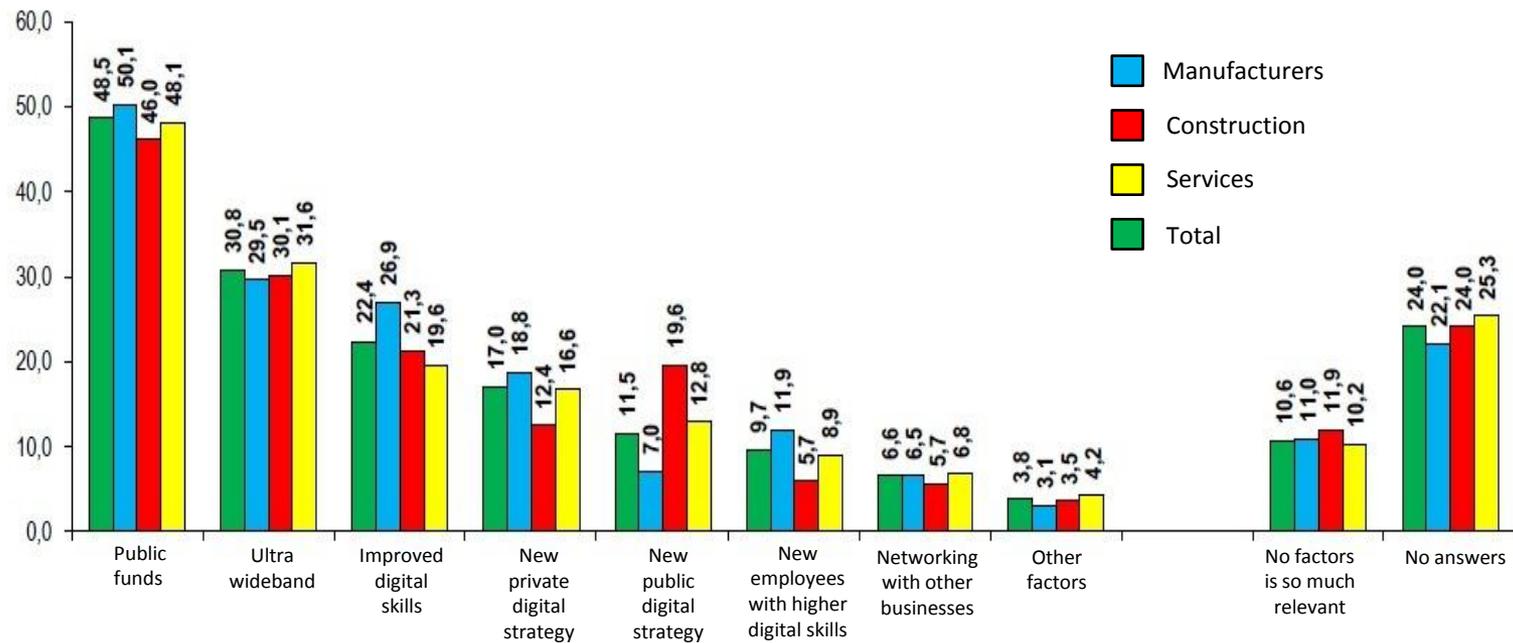
WHAT IS DIGITALISATION FOR THE ITALIAN SMEs?

Most Italian small enterprises view digitalisation as the acquisition of newer and more technologically advanced hardware and software



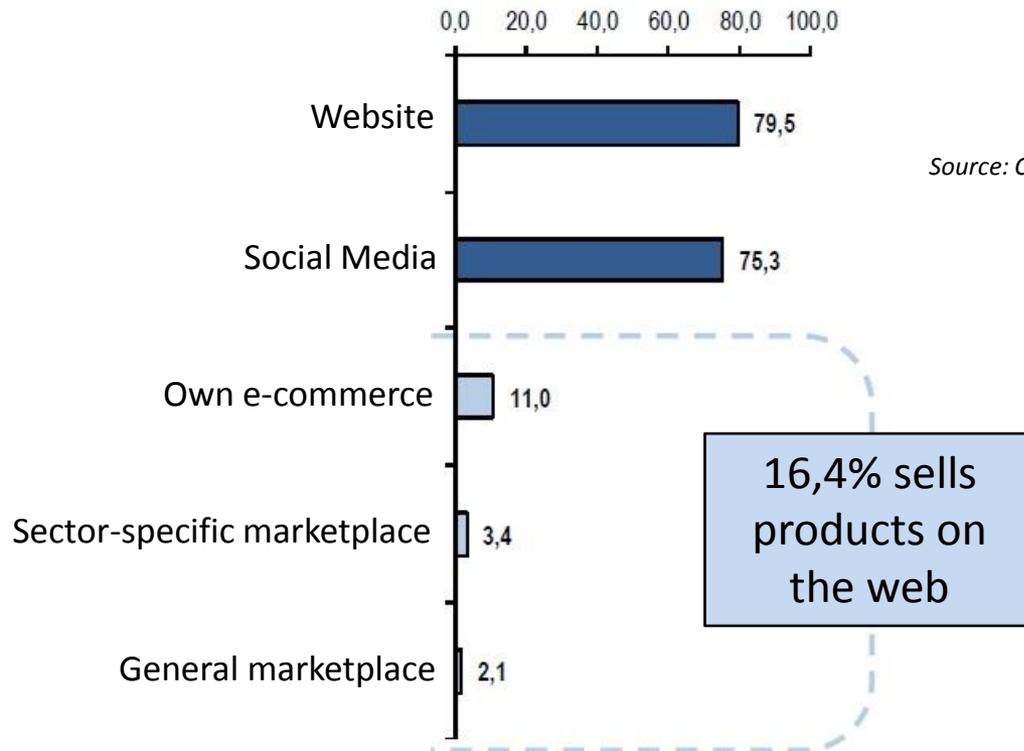
WHAT FAVOURS DIGITALISATION?

Digitalisation is becoming more and more important to make a business competitive in modern times, but because of the amount of investments required, entrepreneurs mostly need an incentive to start this path.



ITALIAN BUSINESSES ON THE WEB

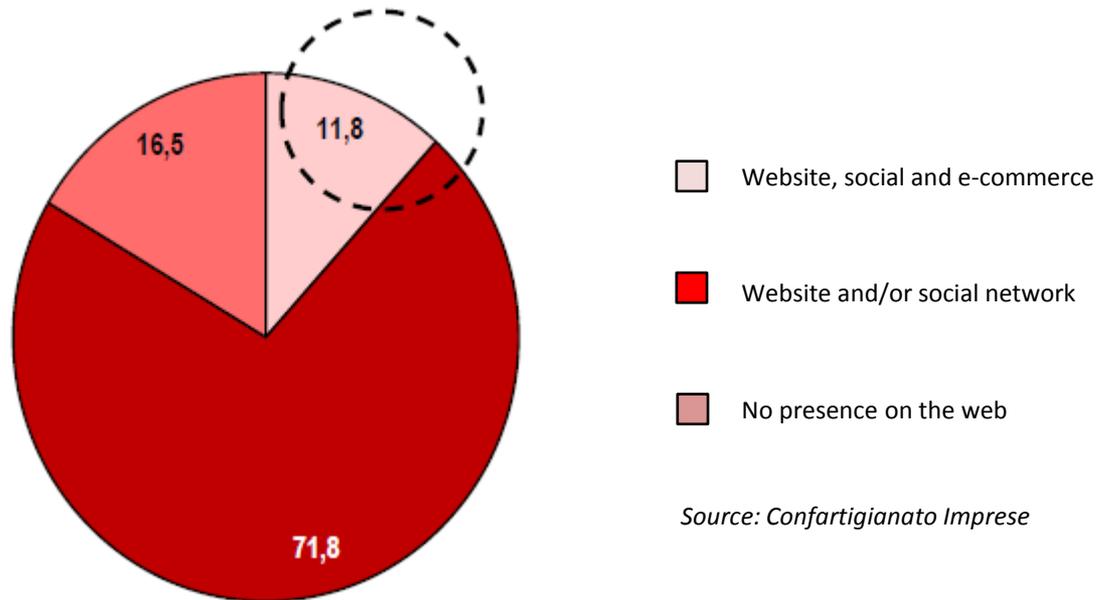
86,4% of Italian Companies have a presence on the web



Source: Confartigianato Imprese

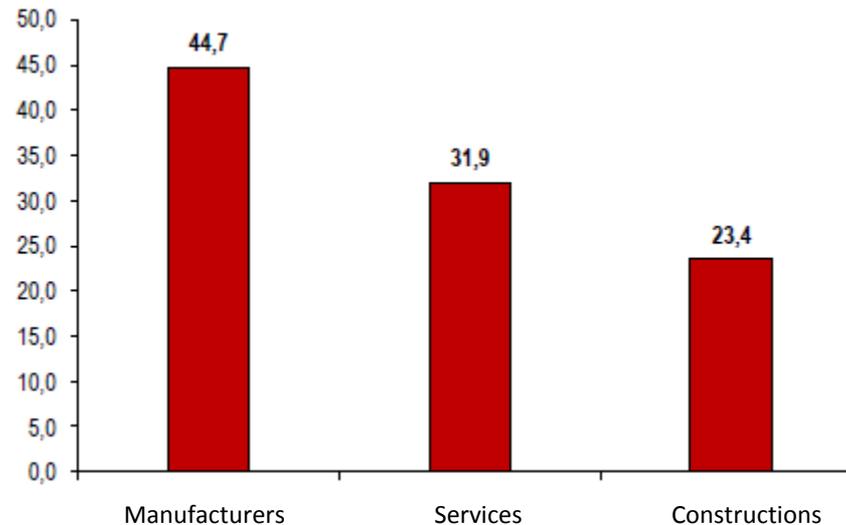
ITALIAN SMEs PRESENCE ON THE WEB

83,6% of SMEs are on the Internet



Source: Confartigianato Imprese

SMEs PRESENCE ON THE WEB: WEBSITES

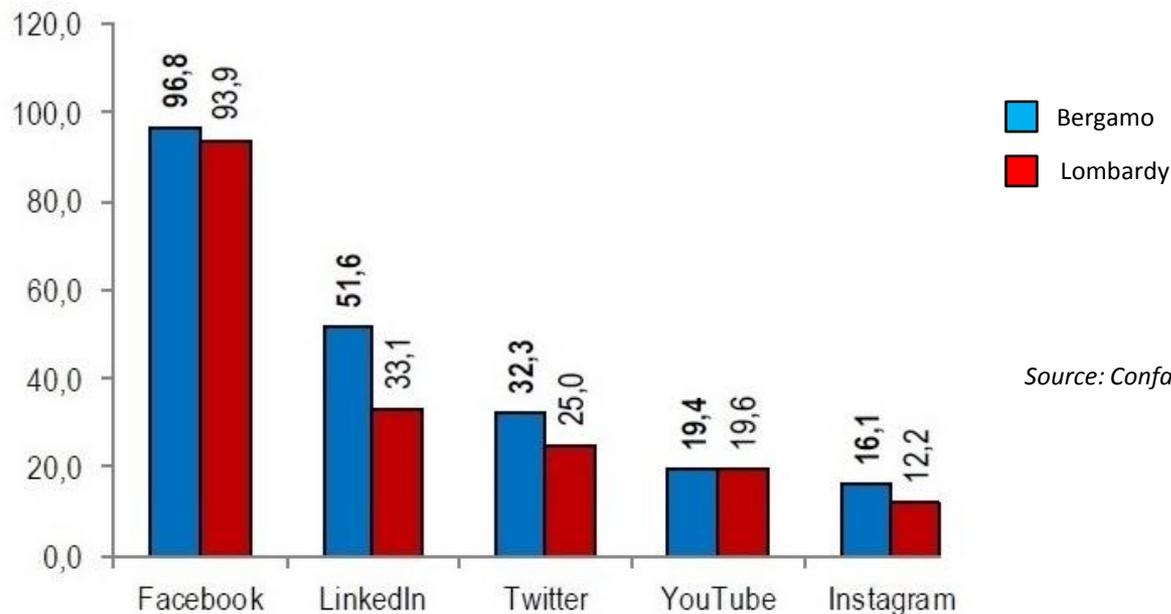


Source: Confartigianato Imprese

SOCIAL MEDIA

How do the Italian SMEs use the Social Medias?

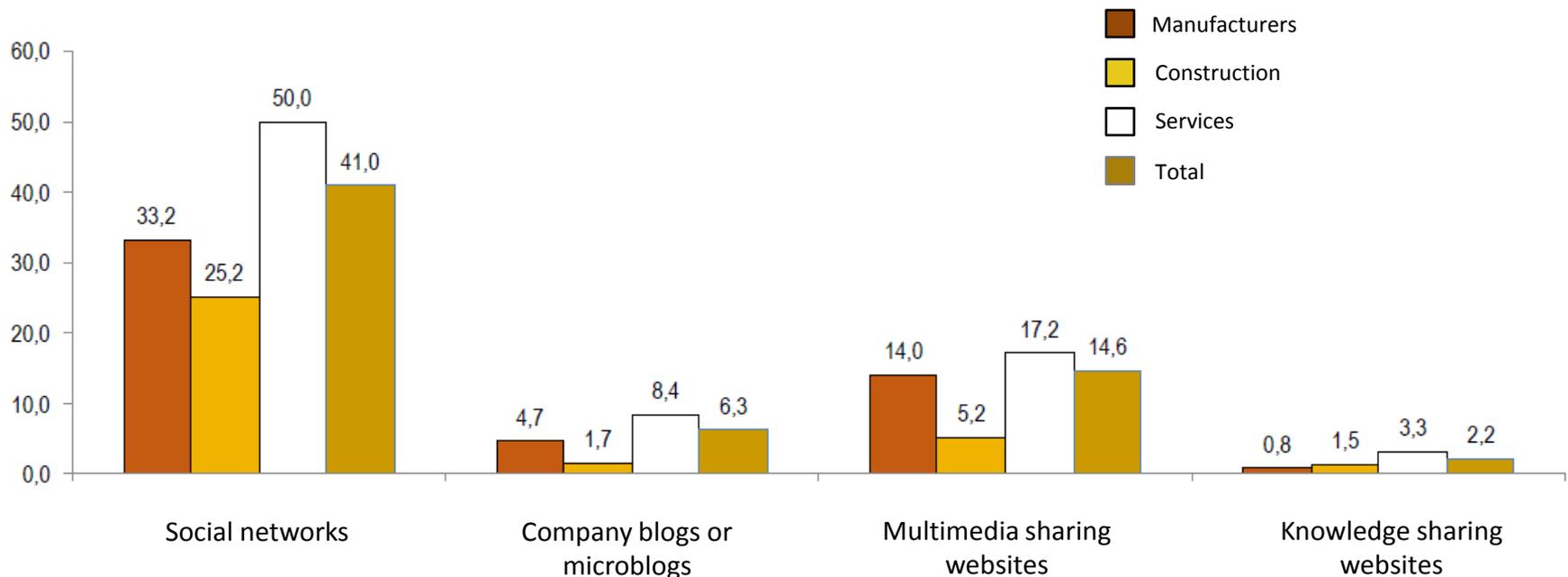
According to a study by Confartigianato Lombardia, in 2017, 43% of the SMEs of our Region used at least one social media.



Source: Confartigianato Imprese

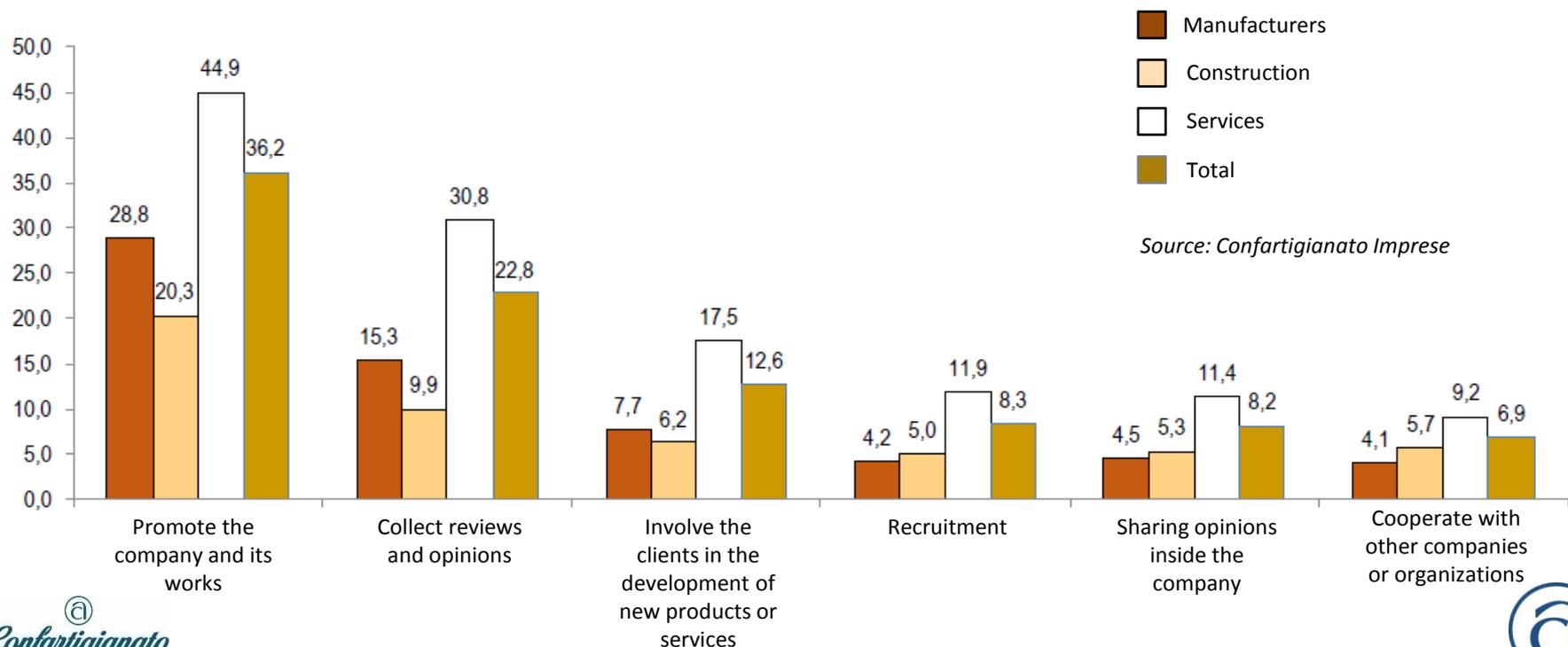
USE OF SOCIAL MEDIAS BY SECTORS

The most used social medias are the social networks, in every sector of the italian economy.



USE OF SOCIAL MEDIAS BY SECTORS

What do Italian SMEs use the social media for?



CONSTRUCTION AND INSTALLATION SECTORS

Nowadays every business needs to reach a certain degree of digitalisation to continue to be successful.

This is true for construction enterprises and even more for the plant sector.

The Province of Bergamo has a huge number of SMEs active in these 2 areas: 40% of all the local companies works in the construction field, while the 11% works in the installation sector.

SECTOR	% of SMEs
FOOD	5%
HEALTH CARE, BEAUTY, ETC	9%
CONSTRUCTION	40%
ARTS/COMMUNICATION MEDIA	6%
INSTALLATIONS	11%
MANUFACTURING AND SUBCONTRACTING	15%
SERVICES	10%
TRANSPORT	4%

Source: Confartigianato Imprese

PUBLIC PLATFORMS

In the plumbing and heating sectors, the Italian national and regional laws require the use of at least 2 different public online FREE platforms:

- **Curit:** it's the regional database where information about every thermal plant in Lombardy are collected. Any intervention, service or maintenance is notified through the website or, in many cases, through the use of third party software developed to send information to the public database.
- **Fgas.it:** any business working with fluorinated gases is collected in this database. Every time they install, modify or dismantle plants containing fluorinated gases, they must have access to the platform and communicate the information required by the law.

TECHNOLOGICAL EQUIPMENT

Plumbers, heating workers and electricians are required to use modern devices and softwares to correctly perform their job.

Thanks to tablet, smartphones and dedicated Apps, it is possible to solve many problems more efficiently.

The way to digitalisation requires to invest time and money in devices and training. Companies should also understand that there will be some issues/errors at the beginning.

However, after this first period, the business will be more efficient, reducing the time of every intervention and having a more organized and always ready to use warehouse.

CONSTRUCTIONS FIELD

Generally speaking, construction businesses are less digitalised than plant installers, mainly because there are less mandatory fulfillment required by the law.

The situation is slowly changing thanks again to the heating sector:

CENED 2.0 is the FREE software available in Lombardy for the heating classification of buildings and its use is now required for every new building construction or restoration.

In addition, the construction of a new building or the restoration of an old one requires many online public authorizations.

HOW DO WE HELP OUR ASSOCIATED ENTERPRISES?

Confartigianato Imprese Bergamo is always focused on its main purpose of supporting SMEs located in our Province.

What do we do?

- Consultancy about digitalisation
- Formation on the use of public websites
- Raise awareness about the importance of using modern technologies to work better and of being present on social networks and owning a website
- If required, we replace our associated businesses in filling out mandatory documents on some public websites.

Generally speaking, constructions and installations companies are less prone to take advantage of the opportunities provided by the Internet.

The experience with new technologies and the use of the portals required by the law are slowly changing this attitude and making them more digitalised.

But, as we saw before, one of the main reason that favours digitalisation is the existence of public funds.

DIGITALISATION AND ENTERPRISE 4.0

To increase the digitalisation level of Italian enterprises, the National Industry 4.0 Plan was launched in 2017 by the former Minister of Economic Development, Carlo Calenda:

«Industry 4.0 concerns all aspects of the life cycle of a company which wants to be competitive, it offers support with investments, with digitalisation of production processes, with the enhancement of the productivity of workers, with the training of appropriate skills and the development of new products and processes.»

The Plan was later renamed **Enterprise 4.0**, because its aim is to increase digitalisation in every sector of the Italian economy, with a special focus on SMEs.

PUBLIC INSTITUTIONS INVOLVED

LOCAL MEASURES



REGIONAL MEASURES



NATIONAL MEASURES



LOCAL MEASURES

PID (PUNTO IMPRESA DIGITALE)

Every local Chamber of Commerce, Industry and Craftmanship created an office focused on spreading the digital culture among SMEs.

Their main purposes are:

- Organize seminars and meetings about digitalisation
- Make assessments about the digitalisation level of enterprises
- Promote digitalisation of local enterprises through specific grants (E.g. *Bando Voucher Digitali*)

LOCAL MEASURES



DIH (DIGITAL INNOVATION HUB)

Digital Innovation Hubs are technological clusters developed by the Business Associations with the aim to increase the digitalisation of enterprises.

Their mission is to:

- Support SMEs in planning innovative investments;
- Favour the access to public and private funds and investments;
- Formation and mentoring to entrepreneurs about digitalisation;
- Create relationship with DIH all around Italy;
- Explain the role of the Competence Centres.

LOCAL MEASURES

COMPETENCE CENTRES

The Competence Centres were created to increase the relationship between Universities and Italian enterprises.

Their aims are to give:

- Training and awareness on Enterprise 4.0
- Live demos of the best new technologies
- Tech advisory for SMEs
- Support of SMEs in the development and experimentation of new technologies I4.0
- Coordination with Competence Centres located in different cities and similar institutions in other EU Countries

LOCAL MEASURES



VOUCHER DIGITALI I4.0

This measure aim is to fund consultancy and training on the Enterprise 4.0 areas for at least 50% (up to 15.000 €) of a project of development of the business.

The residual part can be used to buy hardware and software related to the final purpose of the project.



REGIONAL MEASURES

BANDO FABER



This measure aim is to fund the purchase of productive investments, including machineries, with the purpose of:

- Create the optimal production conditions
- Max the efficiency in the use of production factors, such as water and electricity
- Improve the waste management

The measure is given in the form of a *voucher* up to 30.000 € (40% of the expenses).





NATIONAL MEASURES

VOUCHER INNOVATION MANAGER

This measure is the latest application of the Enterprise 4.0 Plan by the Ministry of Economic Development.

It is an easy measure for micro, small and medium sized businesses that provides a fund through the emission of a *voucher* of up to € 40.000 (50% of the expenses). The aim is to give SMEs the possibility of having an external expert working on digitalization of business processes, technological updating and digital marketing for a period of at least 9 months.



PUBLIC FUNDS – WHAT WE DO?

Confartigianato Imprese Bergamo, as the biggest professional organization of SMEs in our Province, provides support to every associated company interested in access to public funds.

What do we do?

- Provide informations about public existing grants
- Help our associated companies in writing projects to gain access to the funds
- Provide consultancy
- If required, find the external consultant able to help the enterprise achieving its purposes.

THANKS FOR YOUR ATTENTION