

DIGITAL MATURITY ASSESSMENTS STARTING A DISCUSSION 😊

- Summer camp 2021 (#3)

- 18 June 2021



APPROACH TO THE SESSION

- Introduction to the topic of DMA tools and their functions
- Open discussion
- Digital Maturity for DIHs – two examples
- Open discussion

DIGITAL MATURITY ASSESSMENTS

- Many Digital Maturity Tools Available
 - From EU projects like ADMA
 - Regionally and DIH initiated tools
 - From individual organizations (e.g. PwC, VTT, etc)
 - ...
- Regional tools (or adapted EU) seem to be used to account for local language, particularities and data
- DMAs can be a tool to attract interest and one of the services
 - Also for the networks!

THE FUNCTION OF A DMA

knowledge /
awareness

- Get the interest of a potential customer (DIH, SME)
 - Benchmark a user against other competitors
 - Identify opportunities for uptake of DTA
 - Streamline the customer to the services/experts

persuasion

decision

- Matchmaking: Intake of the customer (DIH, SME)
 - Identify current status of the company to evaluate opportunities
 - Identify a roadmap/steps to support the digitization of the customer/SME
 - Potentially as monitoring of progress of the SME (but difficult as pace of adoption differs!)

implementation

confirmation

- Assess your performance/progress (network, DIH, etc.)
 - T-0 versus T-1, looking at KPIs
 - To inform the “investor” about progress (EC)
 -

Example:
Quick self-evaluations
(many out there...)

CREATING AWARENESS

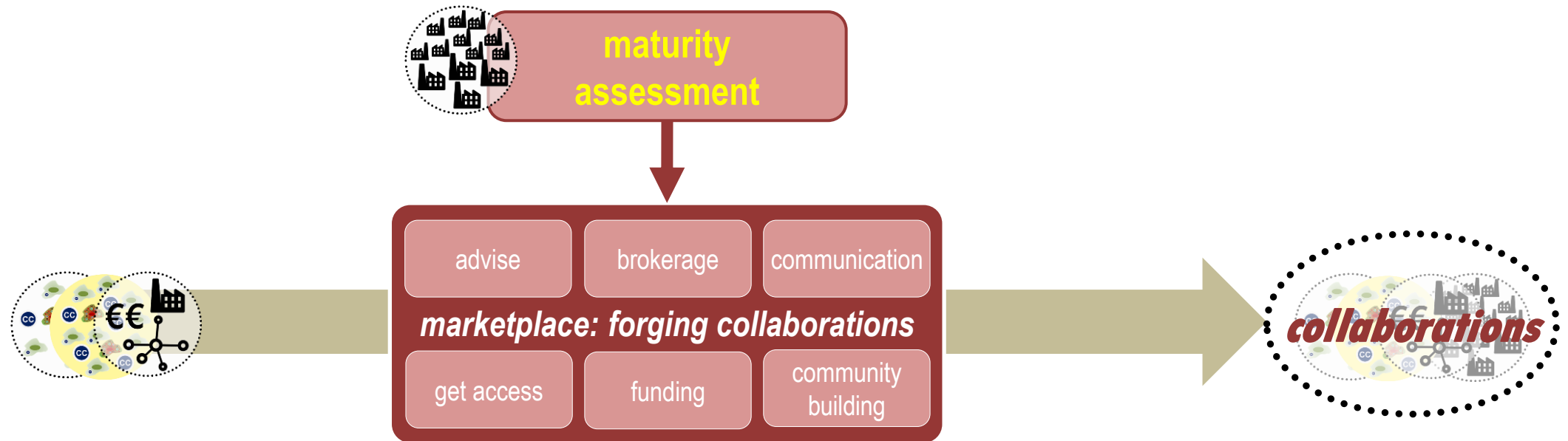
- Objective of the tools:
 - Interest the SMEs in the advanced technology opportunities
 - Showcase potential areas of attention/ improvement
- Who is the customer:
 - SME looking for quick way to check their status quo
 - DIHs checking/benchmarking among each other
- What are the approaches and information used
 - General data, digital readiness, application areas, expectations, etc
 - Self-evaluation on perceived status
- Positioning towards the Innovation Actions
 - Interest in the community and the technology
 - Guiding the users of the network through the network services and functionalities

INTAKE AND MATCHMAKING

Example:
Expanded survey/intake discussion
(e.g. ADMA methodology)

- Objective of the tools:
 - To analyze the exact need of the customer and match them to the right “support” partner (in the network or the DIH partnership)
 - Assess readiness to adopt technology
- Who is the customer:
 - SMEs looking for a support (from local DIH)
 - DIHs looking for other support organizations to support their customer
- What are the approaches and information used
 - In-depth survey/questionnaire
 - Interview/discussion
- Positioning towards the Innovation Actions
 - matching experiments to the right support partner
 - a tool to connect DIH-DIH to support their customers (e.g. agree on some basic information to share when approaching each other)

TO GET THE CUSTOMER'S ATTENTION AND CONNECT HIM/HER TO THE NETWORK



ASSESS PERFORMANCE AND PROGRESS

- Objective of the tools:
 - Follow up on the support and progress of the ecosystem
 - Prove impact
 - Follow overall improvement/movements in the ecosystems
- Who is the customer:
 - Support organizations
 - For customers – follow on individual KPIs
- What are the approaches and information used
 - KPI collections
 - EU-wide data collection, scoreboards, statistics
- Positioning towards the Innovation Actions
 - Analysis and suggestions for impact, improvements, framework conditions that might impact the results, etc

SO, DIFFERENT TYPES OF DMAS

- For SMEs
 - Information and assessments are focusing on their present and possible future use of DTA
 - Data collection is about their approach to DTA and benchmark to competitors and opportunities of the DTA
- For DIHs
 - The assessments are there to assess performance of their operation and identify opportunities for improvements
 - Data collection is about the KPIs of the performance of a DIH with regard to how they are offering services
- For networks
 - Assessment of the performance of the network, identification of improvements and accountability towards the Commission
 - Data collection is about the KPIs of the performance of the network with regard to how they are offering services

SO, THE DMA HAS IMPACT ON OTHER PARTS OF THE SUMMERSCHOOL

- Sustainability:
 - The DMA can be an important tool to attract customers and to assess your performance and identify weaknesses
- ~~Marketplace~~ Community platform
 - The DMA can act as an entry point to the community platform and guide the incoming customers to the services and experts
- Information and data
 - The DMA will need to be aligned with the datamodel, on all levels and connecting the DMA to other areas will allow redirecting and better use of data (inter-network!!!)
- Creating corridors
 - The DMA can identify opportunities for both sides of the corridor and boost
- Branding
 - The DMA can be used as a branding tool to show the community who we are!
- FSTP:
 - Potential for DMAs to also assess the readiness assessment of adopting the technology/innovation (e.g. Innovation Radar)

DMAS AND THE EDIHS

- New suggestion proposed by the EC and JRC to monitor the impact of EDIHS:
 - Through EDIH reporting data on activities (not via DMA, but project reporting)
 - Through DMA to collect data on the digital maturity of organizations

DMA framework: EDIH adoption



Source: Gabriel Rissola
JRC, 18 May 2021, "How to measure EDIH
impact? Overview of Digital Maturity
Assessment Framework "

- ✓ Official DMA tool to be made available by the Commission
 - ✓ Multi-lingual?
 - ✓ Mandatory adoption for all EDIHs funded by Digital Europe
 - ✓ Mandatory survey to every beneficiary/customer in T0 and T1 (T2 is voluntary, to be incentivised)
 - ✓ The Commission will centralise data collection and elaborate EU statistics with DTA support
 - ✓ EDIHs free to combine with other tools available locally (for more accurate diagnosis, monitoring, etc)
- ✓ Win-win process
 - ✓ EDIHs can use the questionnaire as a tool for engagement with customers, and to get a picture to be refined through consultancy and the development of an action plan
 - ✓ SME can realise all business dimensions where digitalisation may have a positive impact
 - ✓ EC-branded tool helps to build trust and reinforce quality of digitalisation processes
 - ✓ Both are needed to guarantee a successful measurement and progress on digital maturity
- ✓ Close follow-up needed from EDIHs
 - ✓ Questionnaire based on customer self-declaration (EDIH not responsible for the accuracy of answers)
 - ✓ To get more precise information, EDIHs should support customers along the surveying process (previous informative meeting, targeted support during survey, interview to review and understand results)
 - ✓ This will be especially useful to fully understand client's needs and tailor the EDIH support



Source: Eoghan O'Neill
, 18 May 2021, "Innovation
Radar Supporting EDIH in its
'impact delivery'"

Downstream use of Innovation Radar by EDIHs

Innovation Radar helps EDIHs:

- *Identify innovations emerging thanks to EDIH support.*
- *Undertake a standardised assessment of the:*
 - Market maturity of the innovations (IR "market maturity" indicator system)
 - Market Creation Potential of the innovations (IR "market creation potential" indicator system)

Ultimately this will...

- *Help EDIHs measure and demonstrate their impact*
- *Deliver a bigger database of European innovative products & services*

DISCUSSION:

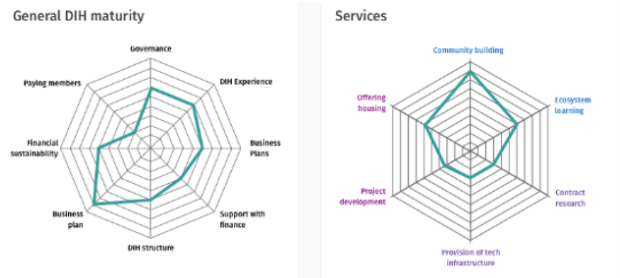
- Digital Maturity Tools seem to be used as a way to engage and also to track progress.
- From your experience:
 - To what extent are Digital maturity assessments relevant and used in the robotics world?
 - Is there a way on also collect general data beyond the EDIHs?
 - How the IAs can support the DIHs in adopting/launching tools for their customers and how this fits the announced DMA for EDIH customers

MATURITY TOOLS FOR DIHS – SOME EXAMPLES

- Self-assessment of the DIH maturity and services
- Couple of examples exist (that we are aware of)
 - Agrobofood is developing a self-assessment tool
 - SmartAgrihubs also has a services maturity self-assessment tool

SmartAgriHubs

Results Maturity Self Assessment



The agROBOfood team would like to thank you for your time!

Quick self maturity assessment for: trial

Your overall levels per each category:

Management & structure: 3
Finances & agri-food sector skills: 3
People: 4
Business Services: 3
Technology Services: 3
Ecosystem services: 4
Total: 3

Source:

How well are you doing? What is the next step of improvement?

DISCUSSION

- Is there a perceived demand from your network of such assessments?
- What is the added value that you see?
- How can such tools be used to help members?



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- How can such tools capture the framework conditions for some regulated markets (e.g. safety, certification, etc)?
- How can we capture the readiness and capacity to absorb innovation in different sectors? What good practices are participants aware of?