

# Newsletter #5

September 2021

## Large-scale analysis of the service landscape of multiple European markets

### Lessons learned from the Service Export Radar

The project research team has successfully finished works on the Service Export Radar tool. With its help, companies receive recommendations regarding export chances for their services. The tool and manual are available at [www.prosperamnet.eu/radar/](http://www.prosperamnet.eu/radar/)

While the Service Export Radar can provide useful insights to the individual companies, we can also assess the servitization level of entire sectors or geographic regions by employing it to large collections of company websites and aggregating the results obtained at the level of the individual companies.

For such an analysis, we have assembled a list of nearly 6000 company websites consisting of Austrian, Czech, German, Hungarian, Italian, Slovak and Slovenian advanced manufacturer companies. One of the outputs of our analysis was the below heatmap, which informs us about the relative frequency of those companies that (co-)offer certain services.

### The Heatmap

The heatmap reveals that the most frequently identified service in our large-scale analysis was the repair service, with nearly half of the advanced manufacturers (AMs) providing evidence for this kind of service on their websites.

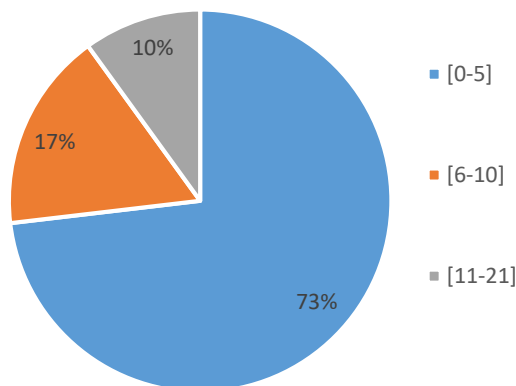
The heatmap also nicely illustrates that the installation services is most related to the repair service, as the fraction of those companies deemed to offer both services (32%) is very close to the fraction of companies identified to offer installation services (39%).





## Distribution of the number of services identified per companies

Based on our large-scale analysis, we also investigated the number of services identified to be offered from the websites of the analyzed companies. The result of this analysis can be seen on the pie chart, the largest number of companies, 73%, offers up to 5 types of services.



## The Networking Tableau - A new tool to be introduced

The ProsperAMnet Platform is about to extend its functionalities with a new tool, the **Networking Tableau** by October 2021. With this tool in the inventory for the registered users, companies will have access to a new form of expanding their professional network in a way that can help them in exploring relevant markets and companies previously unknown to them.

The underlying idea behind the Networking Tableau is that the rich relations that exist between companies are often presented online as well, e.g., companies often list their partners and references on their websites. Not only the outgoing hyperlinks, but the ones that point to company websites from external URLs can also be useful in order to figure out companies that are in potential (business) relation with each other.

The collection of related companies based on the hyperlink structure of company websites is something that would impose a tedious job for humans. In order to avoid the need for expensive and time-consuming human labor, the Networking Tableau automatically tracks company websites and returns the collection of websites within the 'neighborhood' of the company website entered effortlessly for the users. The returned collection of company websites could then include valuable companies worth to know for the users.

## Round table event

To promote the Service Export Radar tool on 29th June, 2021 our partner in Hungary, Innoskart Ltd. held an online roundtable discussion, presenting the features of the Radar and how it can help your business in the area of service offerings. The event was attended by representatives of small and medium-sized enterprises, professional organisations supporting them and, last but not least, senior staff of the University of Szeged, who coordinates the development.

## Service Export Radar Explained

Want to get to know how the Radar works but only got about **3 minutes**?

Then you're in luck, as we are happy to present you the quick explainer video for the Service Export Radar!



You can find it by clicking this [LINK](#) or by scanning the QR code above.



## WHO WE ARE



Group photo of the partnership at the ProsperAMnet kick-off meeting on 6-7 May 2019



### ProsperAMnet in NUMBERS

Project Duration:  
1.4.2019 - 31.3.2022

Budget:  
1.9 m. €

ERDF Funding:  
1.5 m. €

Our **associated partners** support us to implement the project successfully in each involved region by providing expertise of local AMs and know-how in export and export policy.

- Austrian Chamber of Commerce, Foreign Trade, International Technology Cooperation
- Technical University of Liberec, Faculty of Economics
- European region Danube-Vltava (ERDV)
- VDMA - Association of German Mechanical and Plant Engineering
- Slovak marketing association
- Regione Autonoma Friuli Venezia Giulia
- South Bohemian Agency for Support to Innovative Enterprising
- Faculty of Information Studies in Novo mesto
- Municipality of Székesfehérvár
- Ministry of National Development, Digital Economy and Innovation

### LEARN MORE ABOUT THE PROJECT

[www.interreg-central.eu/prosperamnet](http://www.interreg-central.eu/prosperamnet)

[www.facebook.com/prosperamnet](https://www.facebook.com/prosperamnet)

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