

# Newsletter #3

October 2020



## Regional Action - How service-awareness should increase

One of the hottest topics during recent months has been the development of **Regional Action Plans**. The aim of this report is to enable Advanced Manufacturers (AMs) and Business Support Organizations (BSOs) to take action in order to **bring service performance and awareness to a higher level**. The word “Servitization” should no longer be a big unknown – it should be the enabler for new business (models) and success.

The Regional Action Report therefore summarizes the local service-challenges in different dimensions, and also gives suggestions on how to overcome the challenges. One main finding is that service is still seen as being of less importance than (very prominent and good) products, and the service team (also the service performance) is still not seen as an individual factor for quality. This very often results in a lack of performance indicators, so performance is very hard to measure. For example, pricing services cause problems throughout all involved regions. Setting a price for a physical product is very easy for companies: material, time to create “it”, logistics and of course a profit. Compared to that, services are a little bit more difficult to calculate.

Another part of the report will show how regional strategic programs include service and give an **overview of the actions are taken from regional authorities** (or not taken).

The Regional Action Reports will be available by the end of 2020 at [www.interreg-central.eu/prosperamnet](http://www.interreg-central.eu/prosperamnet)

## REVIEW

In the first phase of the project, AMs were invited to use the **Service Performance Monitor** in order to analyze their current service performance. What we got was a transnational benchmark of service parameters that result in excellent service.

The BSOs involved then took action. They organized **Round Tables** in their countries to present the benchmark and results and entered into a deep discussion with local stakeholders. Across the 7 events were very interesting inputs from service experts, there were valuable questions from the participants and helpful ideas for the further development.





# Radar - Service Platform - Local News



A large number of physical events and conferences were cancelled due to the current corona situation in Europe. We look forward to presenting the result of our work in (online) conferences & events soon. Visit [www.interreg-central.eu/prosperamnet](http://www.interreg-central.eu/prosperamnet) to find out more!

## Service Export Radar

One of the main outputs of ProsperAMnet will be the Service Export RADAR. The radar will show companies - with the help of artificial intelligence - how easy or difficult it will be to export services to new markets and regions.

In order to develop this tool, the partnership completed more than 1000 company website annotations so far. These huge amounts of annotations are necessary to train the Artificial Intelligence to collect the correct data. Further, our project BSOs collect so-called "use cases" that show what companies would like to know from the radar so that they benefit from it. We are now working on the design and user interface for the radar.

As service-innovation is something that depends on the participation of users (customers) we will announce an open call for participation when the first functional prototype of the radar is available. If you would like to bring in your ideas earlier - please feel free to get in touch with the local project partner (see last page) and discuss your ideas.

## Service Platform

We are currently working on the development of the so-called "Service Performance and Service Export Platform". This platform serves as an *electronic platform to facilitate the access for AMs and stakeholders, and to link stakeholders in the field of service performance and service export.*

Aim of the platform:

- Supporting AMs & experts in this field with advice, exchange opinions, links to good practices & bringing together stakeholders.
- Providing the developed tools (monitor & radar), the networking tableau and the expert hub linking center on one platform.



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### Service Performance MONITOR

This monitor identifies company's internal levers for improving the introduction, selling and management of product and solution related services. Recommendations for actions and benchmarks are provided.

### Service Export RADAR

This tool collects and extracts data about export markets and characteristics of specific sectors with the help of Artificial Intelligence. Companies receive recommendations regarding export chances for services.

### Networking TABLEAU

Advanced Manufacturers (AM) get support by providing advice and showing internationally operating good practice SME. Also, feedback is provided regarding the usage of the monitor and the radar.

### Expert Hub LINKING CENTER

Business Support Organizations support companies in their country with expertise and tools provided in ProsperAMnet in the fields of internal service competence and service export. Get in touch with our experts!



## WHO WE ARE



*A partnerség csoportfotója a ProsperAMnet projektindító találkozáján, 2019 május 6-7.*



UNIVERSITY  
OF APPLIED SCIENCES  
UPPER AUSTRIA



Gospodarska  
zbornica  
Slovenije

Chamber of Commerce  
and Industry of Slovenia

Jhk.cz



Technologie- und  
Gründerzentrum  
Bautzen GmbH



### 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)

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#### Imprint

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