



Digital Transformation of European Micro Enterprises

DiTEM consortium will provide European Micro Enterprises with Training Tool to begin their Digital Transformation, thus enhancing their competitiveness. Nowadays, novel digital technologies (particularly Social, Cloud, Mobile and Big Data) are transforming the way companies operate across all markets and creating new business opportunities for digital entrepreneurship.

In 2018 the European MEs will be able to participate in the pilot testing of the DiTEM platform where they will be able to gain new skills and give feedback for improvement of the training course.

We will set out a series of recommendations for policy makers responsible for education and business, focusing on the specific implications for micro enterprises.

What is Big Data?

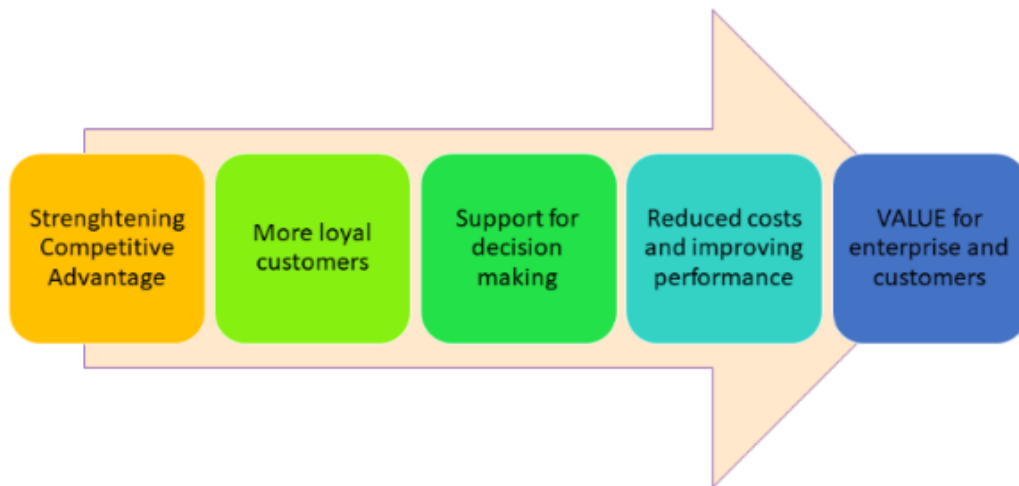
Big data is at its simplest a collection of data sets used to inform decision-making.

Internal Data: (e.g. customer purchases)

External Data: (e.g. public information)

Combining and cross-referencing these, this data becomes “big data” - a source for eg. analysis and prediction about customer preference and needs.

Big Data – what is the Value for Micro Enterprises?



STRENGTHENING COMPETITIVE ADVANTAGE

Recognizing weak signals - getting insights of markets and competitors' moves

Co-creating new products/services with audiences

Developing radical innovations

Improving revenues → new products, different markets

MORE LOYAL CUSTOMERS

Growing sales and conversion

Leads → new customers

Better relationships with customers → higher customer lifetime value

Easier to get customer feedback → better customer experience

SUPPORT FOR DECISION MAKING

Facts and forecasts of markets and changes

Managing risks

Optimizing sales channels

REDUCED COSTS AND IMPROVING PERFORMANCE

Optimizing business operations

Improving effectiveness

Allocating and saving marketing costs

Where to get Big Data for Micro Enterprises?

DATA ANALYTICS for better business, derived from:

Enterprise data e.g. Financial data, ERP data, e-commerce data, CRM data

Social media data e.g. Google, Twitter, Facebook, YouTube, Instagram

Customer data e.g. Click Stream data Point-of-sale data, Customer service desk data, Location data Demographics

Open data e.g. Households, Water quality, Traffic, Weather



**2018 Top Ten
Business Intelligence**

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**DiTEM's training tool
is complete and you
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**We surveyed 224
micro enterprises**

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