



Digital Solutions in times of COVID-19

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WHO WE ARE

**Europe's first
and largest ICT
SME association**

30 members

**Representing
more than
20,000 digital
SMEs across
Europe**



WHO WE ARE

Membership Structure

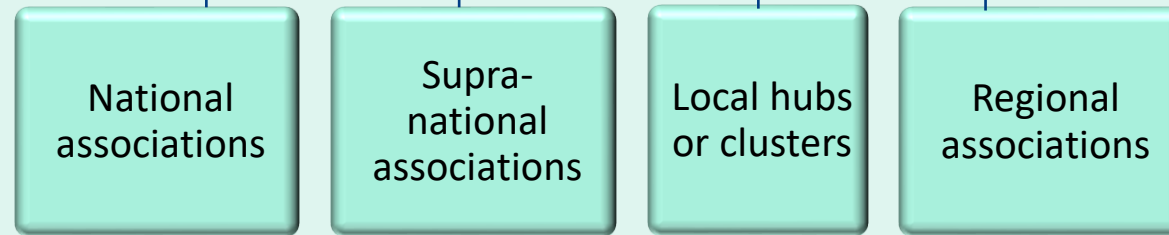
macro level

Europe-wide



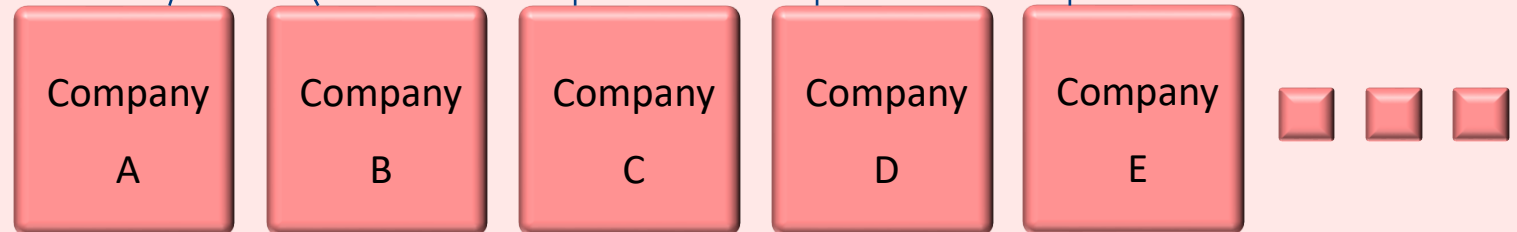
meso level

Regional, national, pan-European associations...



micro level

Individual enterprises



WHO WE ARE

Membership Structure

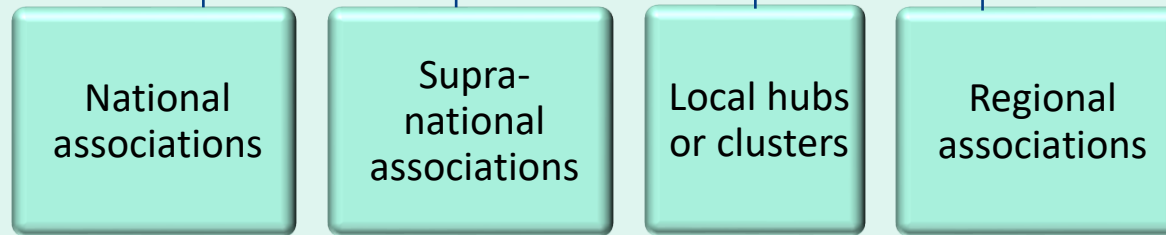
macro level

Europe-wide



meso level

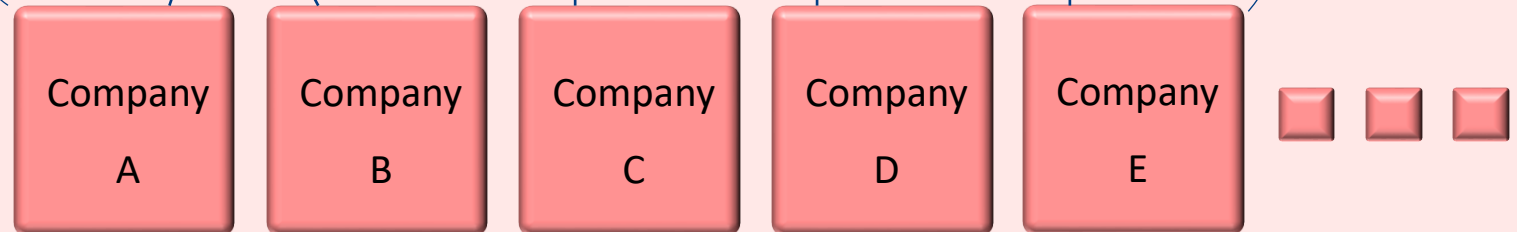
Regional, national, pan-European associations...



micro level

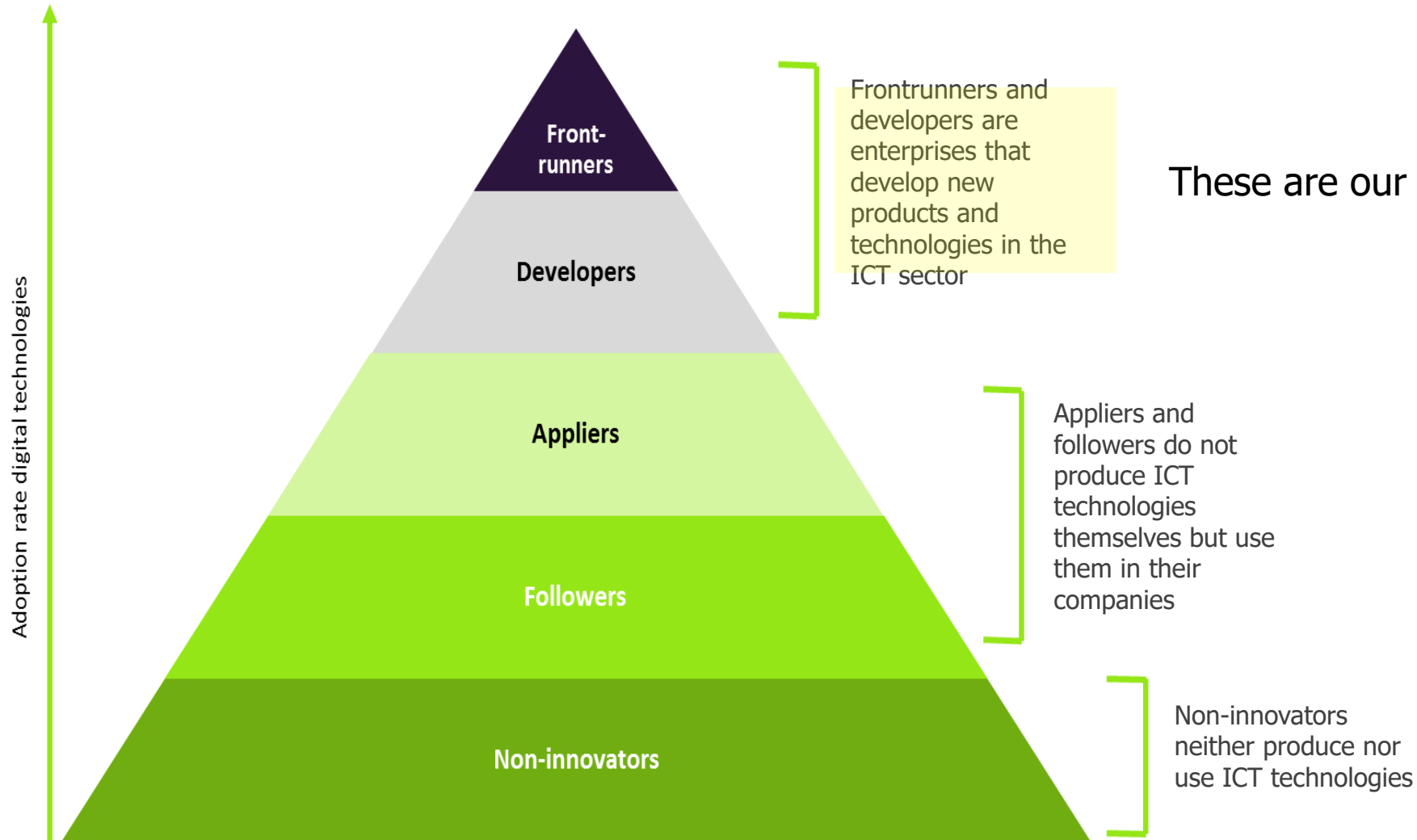
Individual enterprises

New service: **Innovators Club**



WHO WE ARE

Main Constituents



These are our main constituents.

WHO WE ARE

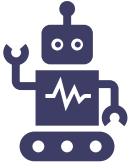
Our Member-SMEs



B2B software solution providers



IT security providers



industrial AI developers

**DIGITAL
ENABLERS**



data- and IoT-specialised SMEs



IT consultants



and many more!

WHAT WE DO

Lobbying



Promoting the interests of digital SMEs in EU policymaking, standardisation, legislation, and other areas

Networking



Exchanging experiences and B2B opportunities across borders

Funding



Helping member associations, SMEs and experts access European funding, e.g. through EU projects

A VOICE FOR DIGITAL SMEs

Working Groups



➔ **New!** Joint AIOTI & DIGITAL SME Working Group on IoT

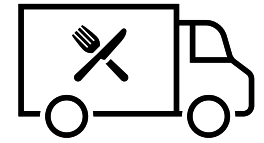
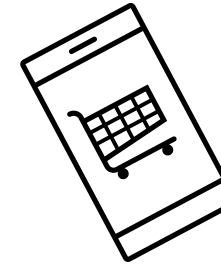
Working Groups are where our experts from across Europe come together to develop policy positions and respond to topical issues of relevance to European digital SMEs.

THE CAMPAIGN

DIGITAL SOLUTIONS

in times of COVID-19

learn more at digitalsme.eu/solutions



The COVID-19 Crisis:

A sudden wave of “forced digitalisation” that will stay for good

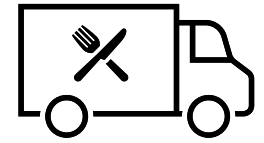
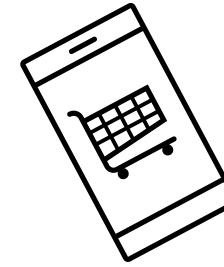
The COVID-19 pandemic has shown that in times of crisis, companies, public services and consumers are able to perform a very fast and—in many cases—successful digital transition.

- In China, online shopping has increased 15%-20% while >55% of Chinese consumers said they are likely to **permanently** buy more groceries online.*
- The UK National Health Service executed a long-term tele-health plan in just 15 days!
- A food delivery start-up in Lithuania rolled out its platform in only 3 days!**

* <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/how-marketing-leaders-can-both-manage-the-coronavirus-crisis-and-plan-for-the-future>

** <https://www.vz.lt/smulkuis-verslas/2020/03/19/naujasmaisto-isveziotojas--startuolis-dserve-paslauga-sukure-per-savaitgali>

Additional reading: <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/building-an-e-commerce-business-lessons-on-moving-fast>



The COVID-19 Crisis:

Three main trends in the post-COVID-19 digital economy*

1. Highest-ever investment flow to digital firms
2. Digital adoption by traditionally non-digital firms and public services
3. Growing investment in digital infrastructure

Our Digital Solutions campaign allows European digital SMEs to stay on top of these trends by:

- Promising and scalable digital solutions showcased in the catalogue
- Enabling digitalisation of non-digital sectors through a variety of innovative solutions
- Providing solutions that support or provide digital infrastructure

* <https://www.weforum.org/agenda/2020/04/covid-19-digital-foreign-direct-investment-economic-recovery/>

DIGITAL SOLUTIONS

in times of COVID-19

A campaign by European SMEs and startups providing **digital solutions to mitigate the effects of the COVID-19 crisis.**

Companies can submit their solutions to digitalsme.eu/solutions in many **different categories**: Smart working, e-Learning, digital health, entertainment, 3D printing, Artificial Intelligence to speed up testing, etc. pp.

Many of them are **offered for free** or at greatly reduced cost during the crisis.

The **goal** of our campaign is **twofold**:

1. To showcase the most innovative European solutions in this time of 'forced digitalisation'
2. To provide businesses, citizens, and public administrations with access to much-needed digital tools and solutions to keep working during the crisis

DIGITAL SOLUTIONS

in times of COVID-19

On 16 March, we launched Europe's first fully **searchable** and filterable catalogue which currently contains almost **200 solutions!**

The screenshot displays an Airtable interface for a digital solutions catalogue. At the top left, there are controls for filters (1 filter), sorting, and a search icon. A filter dropdown menu is open, showing a search for 'E-Learning' and a list of options: Digital Participation, Training, Data Analysis, Artificial Intelligence, E-Learning (selected), and Virtual Conference. The main view shows a grid of solution cards. Each card includes the company name, a description, a link, and a 'FREE DURING COVID-19' status. The cards shown are: CAS Software AG (English), JOBS@ (French), sylvia (English), HyperTalk Education (English), OpenClassrooms (English), LabsLand (English), and Smartfense (Spanish, English, Italian, Pt). A 'Find in view' panel on the right shows the current filters: Training and E-Learning.

➤ Find your solution by adding your keywords, browsing by relevant sector (category), company name, etc.

What are the solutions?

Some examples

The catalogue features solutions from many different categories, including:

- **eHealth:** online medical advice, healthcare providers' marketplace (shows availability of the specialists, allows hospitals to share their specialists), patients' telemonitoring and early warning (for cardiac patients, for those with low oxygen saturation levels, etc.), clinical data management, contact tracing, etc.
 - **Cybersecurity:** CISO-as-a-service, support in setting up cybersecurity infrastructure, full protection solutions,
 - **Smart working:** task and project management, online conferencing, workforce management, online collaboration tools, e-invoicing and accounting, virtual events, etc.
 - **Media and communication:** broadcasting of ads and information (to billboards and screens in public transportation), communication applications, digital marketing, etc.
- + Logistics, payment & financial services, entertainment & much more...

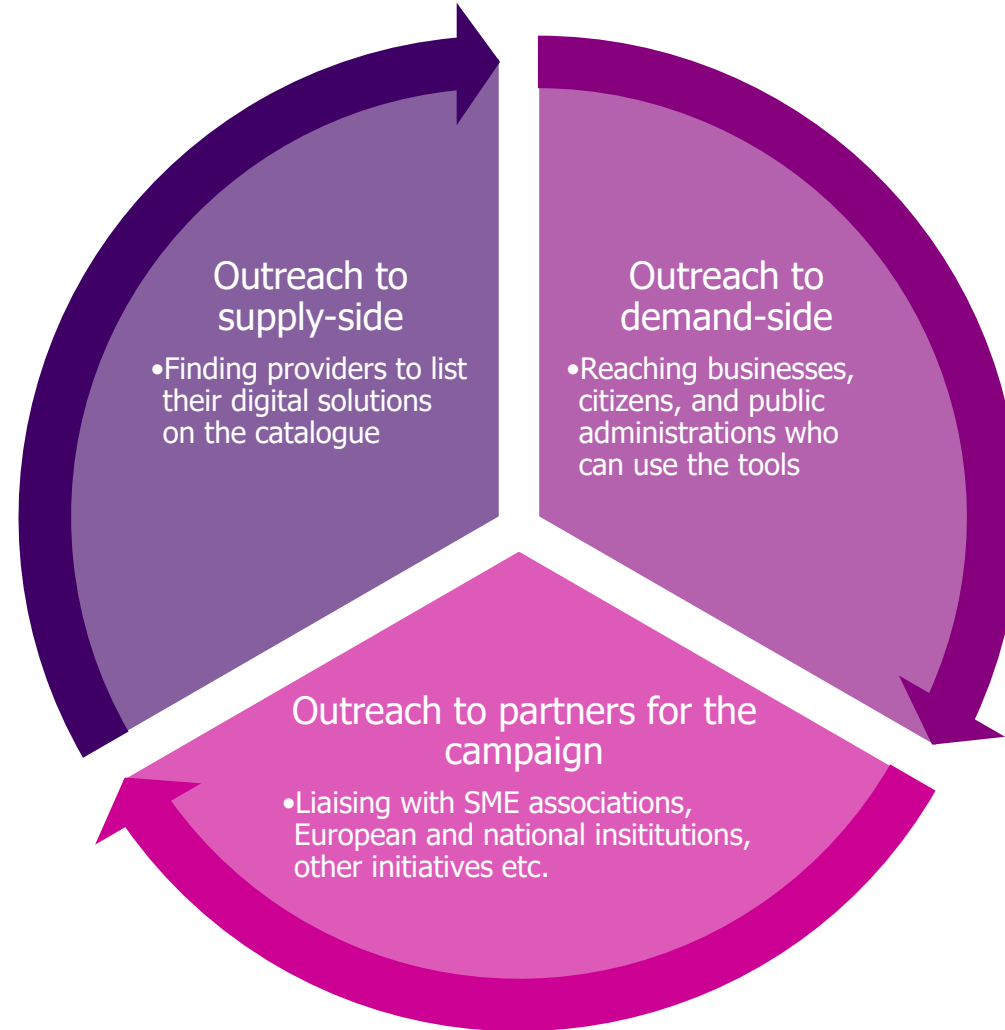
Cooperation with the demand side

Helping organisations tackle their challenges

We work with public administrations and businesses to address their needs and bring them together with the relevant providers

- Our campaign supported a COVID-19 Emergency Service active in Catalonia and other regions in procuring an online marketplace for ventilators;
- We launched a cooperation with Open Agile Smart Cities, supporting city administrations with their challenges;
- The campaign page features a B2B match-making option between investors and SMEs.

Campaign stages:



The timeline is cyclical. Given the volatility of the situation around COVID-19, the timeline will be adjusted as new information emerges.

DIGITAL SOLUTIONS

in times of COVID-19

Partner

S:



Hundreds of companies have been **demonstrating excellence, innovation and top-class solutions.**

Next steps in the Digital Solutions campaign:

- Continuous outreach and daily growth of solution numbers
- Cooperation with the demand side – answering challenges from businesses and public administrations

Post COVID-19:

- Cutting-edge digital solutions provided by European SMEs deserve visibility
- Bringing together COVID-19 campaign providers & top European innovators to the **European Digital Innovators Club**

Engage with the campaign!

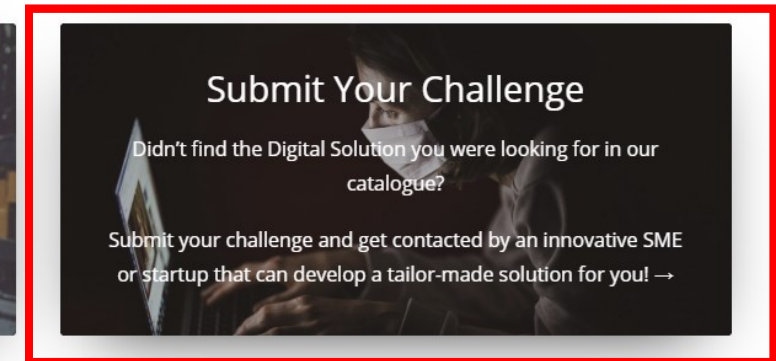
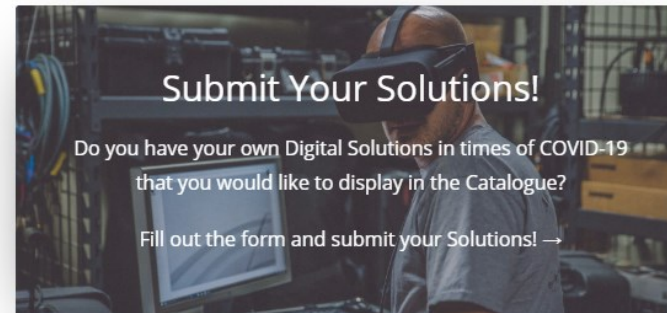
- Go to www.digitalsme.eu/solutions/
- Browse the catalogue and find solutions that interest you

OR

- Tell us about challenges you are facing or interests you have (in a specific sector, technology, etc.) by registering your '**Challenge**':

We will:

- **Bring you together** with the providers of your interest
- Offer a chance to participate in further **online B2B match-making sessions**
- Inform you about the **SME Excellence Club** and its partnership opportunities





If you submitted the form to join the campaign and your solution is not listed, please have patience. We are working as hard as we can to categorise submissions and update our website.


If your solution is listed but you have a suggestion how to present it more accurately, please contact Moritz Zimmermann at m.zimmermann@digitalsme.eu.




Questions ?

 Moritz Zimmermann

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 www.digitalsme.eu