SME, a user with special needs

ETSI ICT Road show - Vienna
WKÖ – 26th of April 2006
By Karine Iffour
NORMAPME
European Office of Craft/Trades and Small and Medium-sized Enterprises for Standardisation

Mission: The mission is to defend the interests of all European SMEs within the standardisation system.

Actions:
• Information
• Formulation of proposals on standards and new approach directives
• Promotion of the interests of SMEs on standardisation issues.

Membership: CEN, CENELEC, ETSI, ISO
Who are SMEs?

– **In Theory** - EU definition
  - Micro enterprises less than 10 employees with a turnover less than 2 million€
  - Small enterprises less than 50 employees with a turnover less than 10 million€
  - Medium sized enterprises less than 250 employees with a turnover less than 50 million€

– **In Practice**
  - Craft
  - Services, such as tourism service providers, retail trade, etc…
  - Construction
  - Electric installers
  - Etc…
The importance of SMEs in Europe

- 99.8% of European Companies (20.5 million) were SMEs.
- With 80.8 million employees (66% of the total European employment).
- Micro enterprises represented 93% of SMEs with 19 million companies.
Representation of SMEs in European standardisation

Over 150 associations in 31 countries

More than 12 Mio SMEs

Over 40 MIO of business users

Professional Telecom products

Private use Telecom Products
User participation in the ICT standardisation process is important, because...

- This representation counterbalances the technology provider’s view,
- Goods and services based on standards developed with end user participation will be more easily accepted by the market place,
- Users are affected by the standards at the end of the process,
- Users ensure that the public interest is represented in standardisation work.
Reasons of SME little participation in standardisation

• Not enough time

• Not enough human resources

• Not enough skills

• Not enough money

It is even more the case regarding ICT standardisation, as it is not their core business
Benefits of ICT use for SMEs

• Better time and finance management
• More efficient administration
• Lower cost
• More efficient communication
• Lower cost of promotion
• Lower cost of knowledge
SME, business users

- Most of SMEs are not at all involved in Telecommunication business
- SMEs are users at the cross road between consumers and large companies
  - Limited technical and legal expertise
  - Limited financial and human resources
  - Professional needs, eg: safety, interoperability, stability
SME, business users with special needs

- They may have similar wishes as consumers for simple and straightforward solutions.
- But they align with big business on their need for good well defined and secured systems, working on the basis of a minimum of boundaries and local differences.
SME needs as ICT product/service user

- Less expensive and with no need of a constant update
- Security
- Reliability
- Stability
- Compatibility/interoperability
- Assistance (clearly explained)
- Cost transparency
SME needs regarding Telecommunication standardisation

Main issues in ICT

Accessibility / Design for All
Adaptability
Comprehensive standards
Consistent user Interface
Cost transparency
Ease of use
Environmental issues
Error tolerance and system stability
Explorability
Functionality of solution
Health and safety issues
Interoperability and compatibility
Information supply for first time user a...
Interoperability and consumer information
Privacy and security of information
Reliability of information
Reliability of systems
Rating and grading systems
Terminology

Average Non ICT SME
Average ICT SMEs
Average
Next generation, a new challenge (1)

- Main interests for SMEs in the next generation will be applications done today via the internet.
- They will face problems as customers and suppliers
Next generation, a new challenge (2)

Some figures, in EU-5 (DE-ES-FR-IT-UK) in 2003
(source ebusinessW@tch 2004)

- Internet access– Micro 88%, Small 98%, Medium 99%
- Inequality amongst sectors: 42% of Textile companies are not connected, 37% of Health and social services, 36% of retail and 33% of craft & trade
- eBusiness index – Micro 38 – Small 60 – Medium 71 – Large 100
Some Key ideas

• All SMEs use ICT products and services and it is important for their daily activities.
• Telco standardisation can only benefit from user inputs
• It is not easy for SME to take part to standardisation, and it is even worse when they are users.
• Next generationS will bring applications more and more business related – SME needs should be taken into account
Questions & Answers

Thank you for your attention

Normapme
www.normapme.com info@normapme.com
Tel: +32 2 282 05 30 Fax: +32 2 282 05 35