



SMES AND BUSINESS INTELLIGENCE IN THE EU: OUR CONTRIBUTION



The European Commission's Strategy for Data adopted in 2020 stressed the importance of data as the center of the transformation process of European society, in business and public sector. A data-driven EU represents a huge market benefit, in terms of greater productivity and competitive markets; improvements in health and well-being; environment; transparent governance and convenient public service. BI systems facilitate decision making processes by providing information from the analysis of large amounts of internal and external data.

At the same time, only a small proportion of SMEs is prepared to fully foster the potential of BI tools, in comparison to larger companies. According to the literature, SMEs share the challenge of a lack of sufficient time, financial resources to cover the initial investment, lack of qualified human resources and limited knowledge of users to effectively benefit from BI.

With this regard, the EU Data Act proposed by the European Commission on February 2022 (the Act is at the moment subject to formal approval) has the main objective to make Europe a leader in the data economy by harnessing the potential of the ever-increasing amount of industrial data, in order to benefit the EU economy. One of the impacts of the Data Act is that EU businesses, especially SMEs will have more possibilities to compete and innovate on the basis of data they access and portability rights.

At the end of June, the European Commission adopted the Key Performance Indicators (KPI) to allow for measuring progress made in achieving the 2030 Digital Decade targets. The Europe's Digital Decade, among other issues, targets on its Digital Decade policy programme the need for digital transformation of businesses in the EU. Small businesses should use technology to make better business decisions, interact with their customers and improve parts of their business operations.



All these objectives imply that SMEs need to overcome their limitations and fully exploit their potential as data driven business models. Amaris Consulting, and its center of Excellence on Data & AI together with the consortium of BI4SME project have launched the ambitious goal to democratize the Business Intelligence technology sector.

With this regard, BI4SME has launched in 2022 the “BI4SME Baseline knowledge pack” which identified a set of BI technologies that could be easily implemented for any organization since it tackles two main issues: cost efficiency and time efficiency. The tools selected are open-source or with a reduced license cost, user-friendly and accessible for non-IT professionals. A new training path that will target mainly managers, owners of European SMEs and students will be designed to equip them with a set of relevant skills in BI tools.

At the end of this learning path it is expected that, among other learning objectives, students and managers will be able to understand how BI works and explore the opportunities of BI tools, how BI tools can be used by SMEs staff - how they can benefit from it, have the ability to work with BI tools effectively. The training strategy on which Amaris and the consortium are working on, will address two main aspects: BI tools for SMEs and Skills for not-BI Engineers and it will be launched this year. The training pathway will provide a deeply practical approach for multiple BI tools and will allow students, managers of SMEs and other users to filter appropriate information from the “information jungle” available online, tailor this information to their main needs with affordable or zero cost policy.

Stay tuned and learn more about our project development.

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