

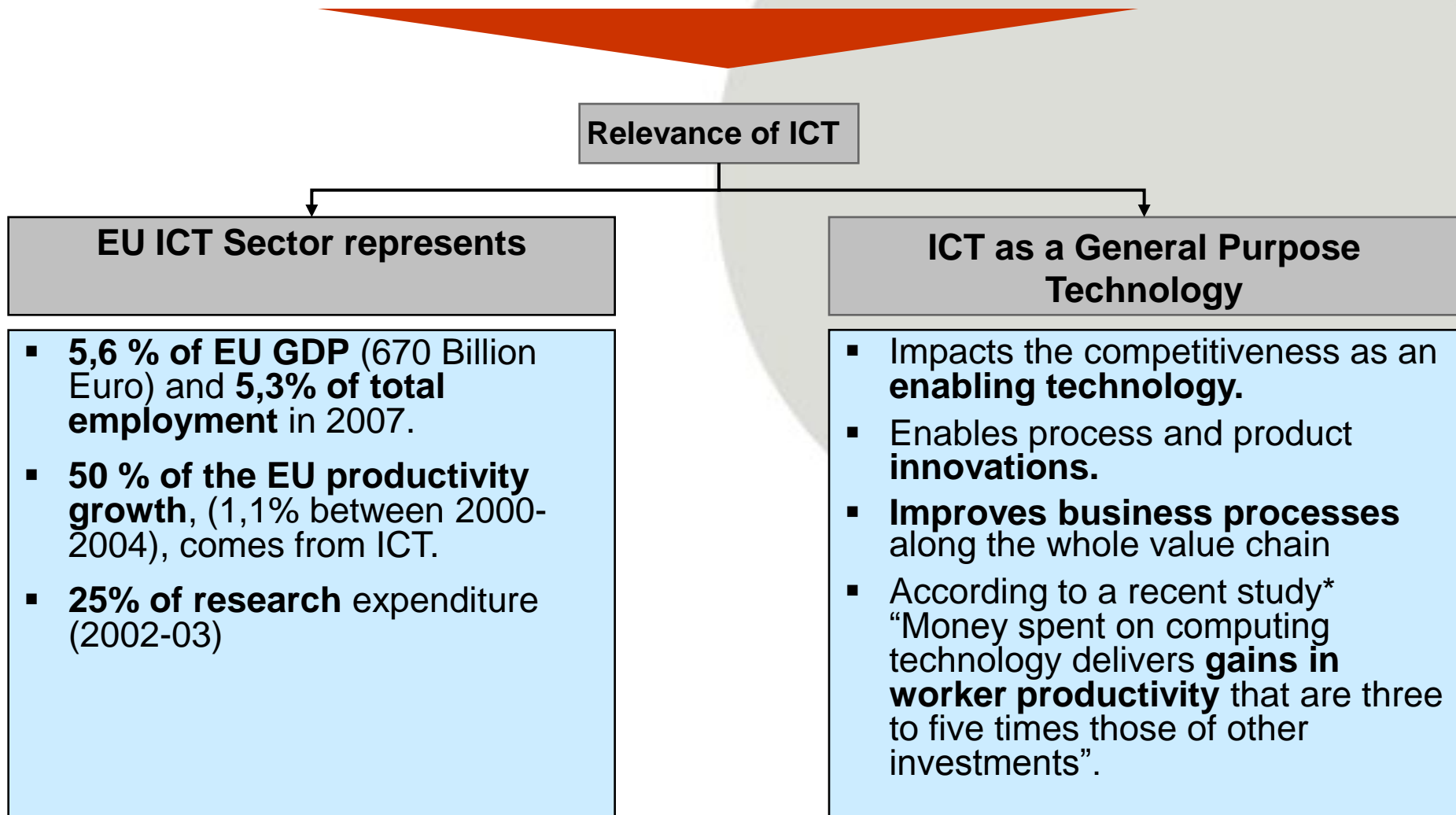
# Perspectives on e-Business

Brussels, 18 June 2009



**European Commission**  
Enterprise and Industry

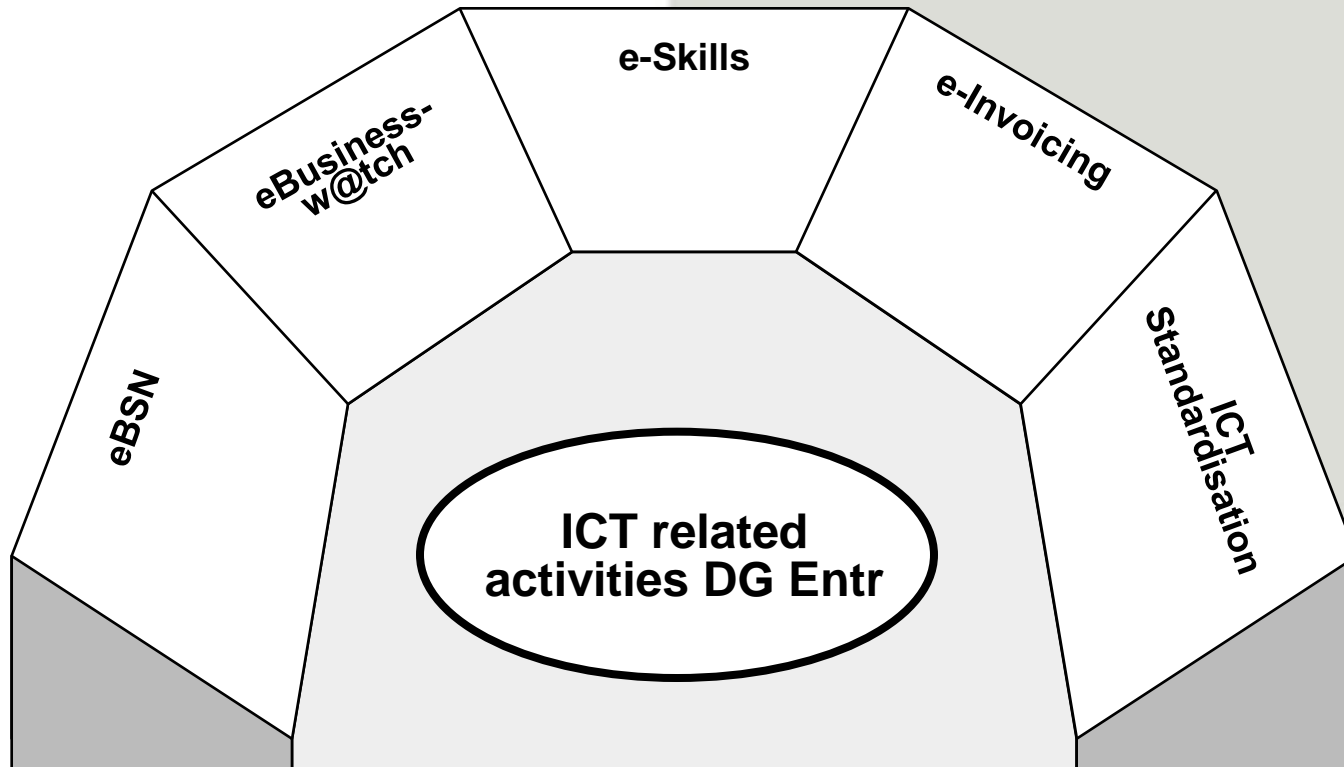
# The Key Relevance of ICT



\*Study by the IT and Innovation Foundation



# ICT for Competitiveness and Innovation





# e-BSN: The e-Business Support Network: enhancing ICT and e-Business uptake

- A network of 200 national and regional ICT and e-Business policy makers and experts from 32 countries
- offers a “one-stop-shop” on e-Business Policies for SMEs
- shapes policy trends and supports policy coordination

First phase  
2000 – 2003

Policies  
sponsoring basic  
**ICT  
infrastructure  
and Internet  
Connectivity**

Second phase:  
2004 - 2005

Towards policies  
that seek to  
stimulate **the  
innovative  
potential of  
SMEs.**

They promote  
innovative  
business models  
**enabled by ICT  
and eBusiness.**

Third phase  
2006 – today

Towards **sector  
specific  
eBusiness  
policies.** These  
help SMEs  
participate in  
**global digital  
supply chains** in  
specific industry  
and services  
sectors.

# Sector-specific pilot actions

Streamline entire sectors by digitising whole supply chains helping companies use ICT-enabled solutions

One large-scale pan-European pilot action in the **textile/clothing and footwear** sectors started January 2008  
[\(http://www.ebiz-tcf.eu/\)](http://www.ebiz-tcf.eu/)

More sectors to be supported first half 2009

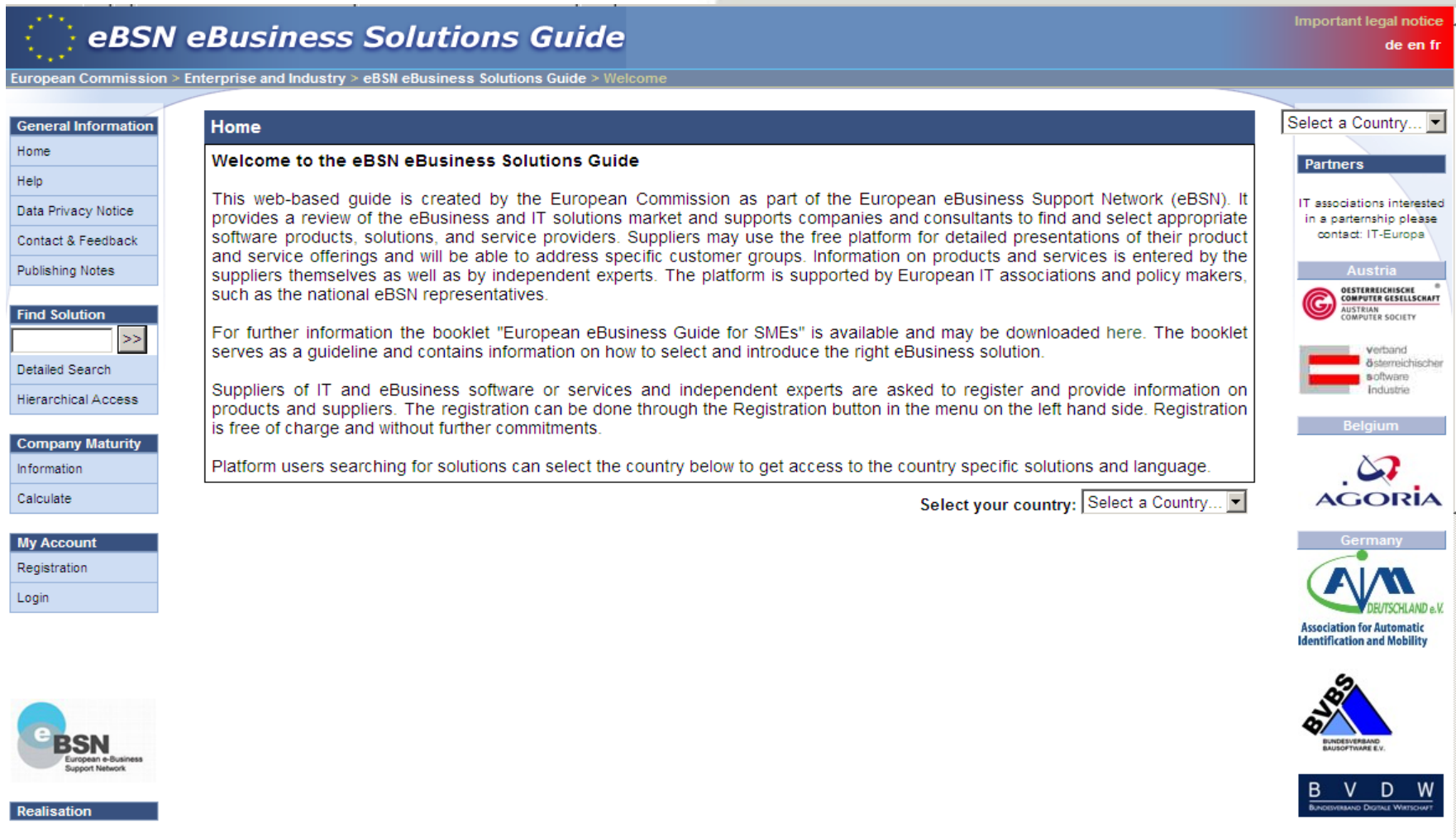


The screenshot shows the homepage of the eBIZ-TCF project. At the top, there is a banner with the text "eBIZ-TCF" in a blue box, followed by three small images: a woman in a pink dress, hands holding a green shoe, and a factory interior. Below the banner is a search bar and a date "2008/11/04 09:36". The main content area is divided into three columns:

- Navigation:** A list of links including Home, Background, State of Play in the TC Sectors, State of Play in the Footwear Sector, About us, Objective, Activities, Stakeholders, Organisation, Contact us, Reference Architecture, Pilots, News, Events, Downloads, Links, and How to participate in this project? (with a sub-link for Participation in pilots).
- Home:** A section titled "Why the eBIZ project?" with the subtitle "Harmonising e-Business processes and data exchanges for SMEs in the textile/clothing and footwear sectors in the Single Market". The text discusses the complexity of the fashion industry and the need for standards. It includes a large "@@@" symbol and a logo of a person with a gear. Below this, it states that the project is a 2-year cooperation project launched in January 2008 by the European Commission to boost e-business processes in the Textile/Clothing and Footwear (TCF) Industries. A welcome message follows, stating that the website provides public information on objectives, activities, and results.
- Events:** A list of recent events, including "22-24 October 2008 - eBIZ-TCF to Present at the eChallenges Conference", "07 July 2008 - eBIZ-TCF to Present at ETSI B2B Workshop", "15 July 2008 - Review and Advisory Meeting with the European Commission", "09 September 2008 - Release of the Analysis Report on eBusiness Adoptions in the EU", "31 July 2008 - First out of five releases of the Reference Architecture", and "31 July 2008 - Call for Expression of Interest in eBIZ Pilots".

Other countries have been increasingly deploying such sector-specific eBusiness policy approach, e.g. ICT-SMEs 2010 (FR), Prozeus (DE) or connected digitally (NL)

Intelligent application that helps SMEs self-diagnose e-Business needs, proposes solutions using local ICT service providers.



The screenshot shows the homepage of the eBSN eBusiness Solutions Guide. The header features the European Commission logo and the text "eBSN eBusiness Solutions Guide" with language options (de, en, fr) and an "Important legal notice" link. A breadcrumb trail reads "European Commission > Enterprise and Industry > eBSN eBusiness Solutions Guide > Welcome".

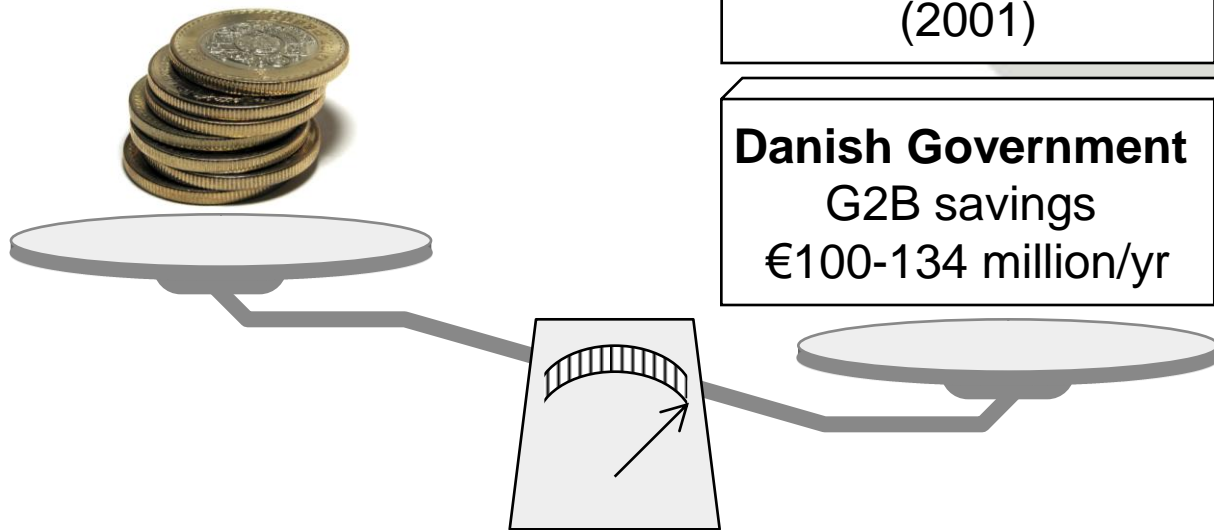
The main content area is titled "Home" and contains a "Welcome to the eBSN eBusiness Solutions Guide" section. It explains that the guide is created by the European Commission as part of the European eBusiness Support Network (eBSN) and provides a review of the eBusiness and IT solutions market. It states that suppliers can use the free platform for detailed presentations of their products and services, and that the platform is supported by European IT associations and policy makers. A link is provided for further information: "For further information the booklet 'European eBusiness Guide for SMEs' is available and may be downloaded here. The booklet serves as a guideline and contains information on how to select and introduce the right eBusiness solution." Below this, it notes that suppliers of IT and eBusiness software or services and independent experts are asked to register and provide information on products and suppliers. The registration is free of charge and without further commitments. At the bottom of the main content area, there is a "Select your country:" dropdown menu.

The left sidebar contains several navigation sections: "General Information" (Home, Help, Data Privacy Notice, Contact & Feedback, Publishing Notes), "Find Solution" (a search box with a ">>" button, Detailed Search, Hierarchical Access), "Company Maturity" (Information, Calculate), and "My Account" (Registration, Login).

The right sidebar features a "Partners" section with a "Select a Country..." dropdown menu. Below this, it lists IT associations interested in a partnership, such as IT-Europa, Austria (Österreichische Computer Gesellschaft, Austrian Computer Society), Verband Österreichischer Software Industrie, Belgium (AGORIA), Germany (AVM DEUTSCHLAND e.V., Association for Automatic Identification and Mobility), BVBS (Bundeverband BAUSOFTWARE E.V.), and BVDW (Bundeverband Digitale Wirtschaft).

# From Paper to Electronic Invoices

## The Business Case for switching:



**Case study: France**  
B2B savings of €40bn  
(2001)

**CAP Gemini Study**  
€238bn over 6 years

**Danish Government**  
G2B savings  
€100-134 million/yr

**EACT - CAST project**  
80% cost saving  
10bn invoices/year





# e-Invoicing Expert Group

## Deliverables

- **Delivered so far...**
  - Mid-Term Report
  - Code of Practice on e-invoicing in Europe
    - Provide guidance to tax authorities and businesses
  
- **To come by end 2009 :**
- **SME guidelines,**
- **European e-Invoicing (EEI) Framework**
- **Objectives:**
  - Basis for common business rules and e-invoicing services across Europe
  - Increase incentives for electronic trade
  - Create a business-friendly environment



# The European e-Skills Agenda

- **Background**
  - Growing e-skills shortages in Europe
  - Fragmented approach and cyclical problem (bubble burst)
  - European e-Skills Forum and ICT Task Force Report (2006)
  - Long term problem requiring a coherent and consistent agenda
- **ICT Industry led-initiative**
  - e-Skills Industry Leadership Board (06/2007)  
[www.e-skills-ilb.org](http://www.e-skills-ilb.org)
- **EU Policy Communications**
  - COM(2007) 496: “e-Skills for the 21st Century: Fostering Competitiveness, Growth and Jobs” (07/09/2007)
  - e-Inclusion Initiative





# Implementing the e-Skills Strategy

- **Good Progress in 2008:**
  - EU e-Competence Framework, [www.ecompetences.eu](http://www.ecompetences.eu)
  - European e-Skills and Careers Portal, <http://eskills.eun.org>
  - Successful Multi-stakeholder Partnerships
  - Report on the Impact of Global Sourcing
- **Future work (2009-2010) will concentrate on:**
  - European ICT Curriculum guidelines
  - Relevant fiscal and financial incentives
  - Better and greater use of e-learning
  - EU e-Skills Week: awareness raising campaign (1Q2010)

# ICT Standardisation - Review

## Goal

- To analyse the present state of the European ICT standardisation policy and bring forward recommendations for its future development

## Recommendations from public consultation

- High Level Policy Platform
- Scenarios for the integration of private fora and consortia
- Attributes for the eligibility of standards/standardisation processes

## Open issues

- Referencing ICT standards in public procurement
- The relationship between ICT standards and R&D
- IPR policies in ICT standardisation
- **White Paper** – Adoption foreseen for 03 July 2009

# ICT Standardisation – Future work

- White Paper – Adoption foreseen for 03 July 2009
- Public consultation over the summer
- The Commission will decide on next steps in the light of comments received; rev CD 87/95
- Impact assessment expected January 2010
- Coordination with horizontal standardisation review
- Legal package standardisation mid 2010

- To assess and measure the impact of ICT on ...
  - enterprises
  - sectors
  - the economy in general
- To highlight barriers for ICT uptake
- To identify public policy challenges
- To provide a forum for debate with stakeholders
  - from industry
  - from policy

- Sector studies
  - Chemical industries
  - Furniture
  - Steel
  - Retail
  - Transport & logistics
  - Banking
- Cross-sector topic studies
  - RFID adoption and impact
  - Intellectual Property for ICT producing SMEs
  - ICT and e-business implications for energy consumption
  - Economic impacts and drivers of ICT adoption and diffusion
    - Impact on Employment
    - Productivity (process and production costs)
    - Innovation



# Further Information

- **DG ENTR unit web site:**

[http://ec.europa.eu/enterprise/ict/index\\_en.htm](http://ec.europa.eu/enterprise/ict/index_en.htm)

- **Contact**

European Commission

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