

Participation of the Chamber of Terrassa in digitalization promotion programs.

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I. Chamber of Terrassa programs.

TECH TRANSFER FAIR

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Technology Transfer Fair that puts in contact Manufacturing Industries with Universities Research Groups and Tech centers in order to find solutions to manufacturing challenges, new materials in products and to foster co-creation projects.

EXAMPLE: SME TESTING LATEST DIGITAL TECHNOLOGIES

Client profile: Industrial Mixers Manufacturer (SME)
Client needs: Client was launching new Mixer Model. Pieces design was costly, and time consuming. Design, prototyping, testing in reality with fluids, redesign.

Provided solution to meet the needs: SME was offered to visit research group laboratory that have developed Computational Fluid Dynamics Simulation Software. By trying this software, the SME could, test and adapt the new pieces design, to many different conditions and knowing the performance with fluids. The pieces design could be optimized easily to provide the best performance to the new Mixer model.

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TICCAMARAS

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Ticcamaras is a two-phase program. The first phase is a diagnosis of the digital situation of the company and where implementation proposals are recommended.

In the second phase, they are implemented with the supplier chosen by the company and with the follow-up of the Chamber of Commerce.

DIGITAL MARKETING SOLUTIONS

Support and services in the development and implementation of SMEs digital marketing plan.

SEO, SEM, email marketing, web development, content marketing, Social Media . A consultant helps SMEs to take advantage of each of the opportunities that the Internet offers to business.

Improve the web positioning of the company, reach (more and better) target audience and create value to achieve better loyalty levels of customers. Optimizing the company's presence on the Internet through an action plan that includes a comprehensive review of all its stages: personalized analysis of each case, diagnosis of the situation, study of the competition and design of a specific strategy.

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EXAMPLE 1: DIGITALISATION DIAGNOSE

Client profile: Outsourcing services company (SME)

Client needs: Client needs an IT solution to control staff working time with each customer, tasks with customer register, time per tasks, internal communication system in real time and centralized accessible by customers, users and supervisors.

Provided solution to meet the needs:

A consultant visits the company, identifies the digitalization needs, identifies the possible solutions if already in the market and puts in contact the IT solutions providers with the SME. When there is not the possibility of a standard or tailored existing IT solution, the consultant puts in contact University research groups for AD HOC technology transfer project.

When the solution provider is in place, the consultant manages an ERDF grant for the project implementation.

EXAMPLE 2: DIGITALIZATION DIAGNOSE

Client profile:

Toys distributor and manufacturer (SME)

Client needs:

The client needs to build a customer's area at the company website allowing interaction with customers, so that customers can access information on stocks, delivery time, invoicing, financial information, digital catalogues, technical information of products, etc.

Provided solution to meet the needs:

Consultant assess the company needs, recommends the type of IT solutions possible. Collects information of possible IT solutions suppliers and also about Ad Hoc Tech transfer solutions from research groups.

When the solution is found, consultant manages a Grant coming from ERDF to digitize SMEs, as financial support to the implementation.

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EXAMPLE 3: DIGITALISATION DIAGNOSE

Client profile:

Food and Drinks distribution company (SME) with main customers in Hotel and Restaurants industry.

Client needs:

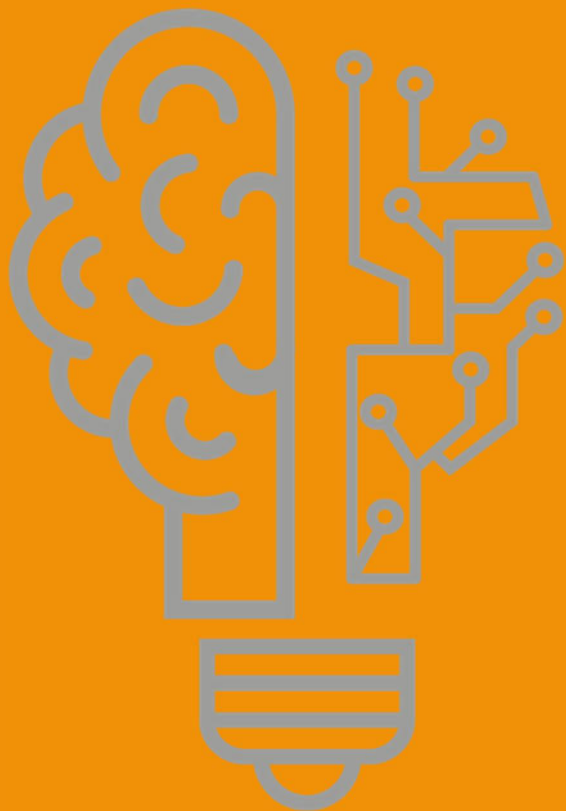
IT solution to optimize the routes of delivery to customers, considering the delivery hours of customers, the type of product and the localization of customers. There is also need to integrate this system with smart warehousing systems and stocks control system.

Provided solution to meet the needs:

Consultant identifies the SME needs, finds the possible solutions available in the market and contact Competence Centers that will recommend best solution possible. Technology Transfer project is foreseen from research groups



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