Newsletter #1

What ProsperAMnet is about?

ProsperAMnet stands for 'Progressing Service Performance and Export Results of Advanced Manufacturers Networks'

The aim of the project is to support Advanced Manufacturers (AMs) in Central Europe to become excellent in their service business!

THE IDEA BEHIND

Due to competitive reasons and changing demand, many AMs add industrial services to their product range. Especially for SMEs, selling and exporting industrial services is a key strategic factor for corporate value and competitiveness.

OUR APPROACH

By building a transnational network of higher education institutions, business support organisations,

SMEs and policy makers in Central Europe a broad knowledge base is used to reach the main objective of the project. ProsperAMnet jointly develops innovative tools for supporting AMs.

EXPECTED RESULTS

- Two innovative tools to support AMs in different CE-countries

- Linking stakeholders to boost Service Export and Service Performance

- Improvement of the competitiveness of the involved regions

PARTNERS

Austria
University of Applied Sciences Upper Austria

Business Upper Austria - OÖ Wirtschaftsagentur

Czech Republic
South Bohemian Chamber of Commerce

Germany
University of Passau

Bautzen Innovation Center

Hungary
University of Szeged

Innoskart Nonprofit Ltd.

Italy
Friuli Innovazione Research and Technology Transfer Centre

Slovakia
University of Economics in Bratislava

Slovenia
Chamber of Commerce and Industry of Slovenia

PROJECT OUTPUTS

Tools – Strategic Action Plans – Platform

ProsperAMnet supports AMs to improve the sale of industrial services and to recognize which services can be exported successfully. Therefore, two innovative online tools will be developed. Business support organisations are trained in order to support AMs in their service management and export activities. Policy makers receive strategic action plans and recommendations for future opportunities, e.g. what measures to set in the future.
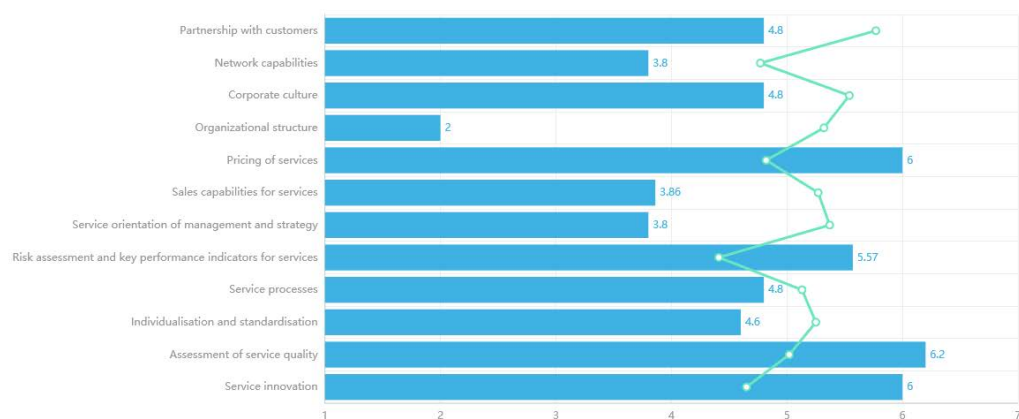
SERVICE PERFORMANCE Monitor

This monitor identifies company's internal leverages for improving the introduction, selling and management of product and solution related services. Recommendations for actions and benchmarks within other manufacturers are offered through this monitor. Also, recommendations for actions and benchmarks are provided.

SERVICE EXPORT Radar

This online tool collects and extracts data about export markets and characteristics of specific sectors with the help of Artificial Intelligence. AMs receive recommendations regarding export chances for services.

Use the ISE-Monitor: www.ise-monitor.eu/monitor

You are an Advanced Manufacturer and want to become excellent in your service business? The ISE-monitor gives you a detailed analysis of the current status of the service business of your company as well as comparison with other companies. All data are treated confidentially! It is free of charge.

Partnership with customers	4.8
Network capabilities	3.8
Corporate culture	4.8
Organizational structure	2
Pricing of services	6
Sales capabilities for services	3.86
Service orientation of management and strategy	3.8
Risk assessment and key performance indicators for services	5.57
Service processes	4.8
Individualisation and standardisation	4.6
Assessment of service quality	6.2
Service innovation	6

Industrial Service Performance and Benchmark. This chart shows your performance in 12 decisive areas for Industrial Service Excellence.

WHO WE ARE

Group photo of the partnership at the ProsperAMnet kick-off meeting on 6-7 May 2019

ProsperAMnet in NUMBERS

Project Duration:
1.4.2019 – 31.3.2022

Budget:	ERDF Funding:
1.9 m. €	1.5 m. €

Our *associated partners* support us to implement the project successfully in each involved region by providing expertise of local AMs and know-how in export and export policy.

- Austrian Chamber of Commerce, Foreign Trade, International Technology Cooperation
- Technical University of Liberec, Faculty of Economics
- European region Danube-Vltava (ERDV)
- VDMA – Association of German Mechanical and Plant Engineering
- Slovak marketing association
- Regione Autonoma Friuli Venezia Giulia
- South Bohemian Agency for Support to Innovative Enterprising
- Faculty of Information Studies in Novo mesto
- Municipality of Székesfehérvár
- Ministry of National Development, Digital Economy and Innovation

LEARN MORE ABOUT THE PROJECT

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