

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS Actuaciones Cofinanciadas

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7\ Ua VYf'cZ7 ca a YfW'cZCastilla La Mancha

**Programa Operativo  
Plurirregional de España**

Año 2020

**Fondo Europeo de Desarrollo Regional**



## Support for companies in Castilla-La Mancha to incorporate Information and Communication Technologies (ICTs) into their processes

The Chamber of Commerce of Spain has launched the TICCámaras support programme targeting SMEs and self-employed workers in Castilla-La Mancha to promote digital transformation. The aim is to increase productivity and make the businesses more competitive by incorporating new technologies into their processes.



[https://www.camara.es/sites/default/files/publicaciones/informe\\_espana\\_empresa\\_digital.pdf](https://www.camara.es/sites/default/files/publicaciones/informe_espana_empresa_digital.pdf)



<https://empresadigital.camara.es/sites/default/files/publicaciones/iniciativa-transicion-digital-6.pdf>

The TICCámaras programme has designated an overall budget of more than €5,601,000 to Castilla-La Mancha (2017-2020), of which some €4,400,000 will be provided by the ERDF. Through this ERDF support, 638 enterprises in Castilla-La Mancha benefited from the innovative solutions incorporated into their processes.

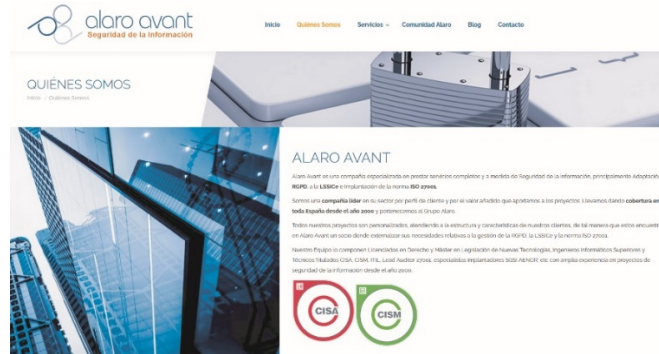
Some of those enterprises include:

**MOMBAY CB:** a **shop** selling clothes, footwear, accessories, and children's wear. Thanks to the programme, they were able to launch an online store.



**ALARO AVANT S.L.:** a consulting firm specialising in personal data protection. With the help of the ERDF, they were able to launch online promotions through email and search engine marketing (SEM) campaigns. The company ran advertisements on search engines (such as Google) so that when an internet user searches for something related to personal data protection, the ALARO AVANT website appears among the first links, resulting in an increase in clients.

The company also implemented an Enterprise Resource Planning (ERP) solution to organise and manage its resources. Now, rather than having a specific programme for each department, everything is centralised in a single database where the information can be managed more efficiently and in real time.



We hold that these companies are examples of best practices because of the:

### 1. High level of dissemination among the beneficiaries and the general public

The beneficiary companies **MOMBAY CB** and **ALARO AVANT S.L.** properly communicated their condition as beneficiaries of the TICCámaras Programme and the support received from the **ERDF** by putting up signs at their facilities and posting information about the support received on their websites.



The local newspaper also published two interviews with **MOMBAY CB** and **ALARO AVANT**, highlighting the important role that the ERDF plays in making SMEs more competitive through innovation and technology projects.



Alaro Avant

# ALARO AVANT GANA CLIENTES GRACIAS AL PROGRAMA TICCÁMARAS



UNIÓN EUROPEA

Cámara Cámara

Este proyecto está cofinanciado por el Fondo Europeo de Desarrollo Regional

TICcámaras

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El desarrollo de promociones online mediante sistema SEM, redes sociales y email marketing ha supuesto a Alaro Avant una ventaja competitiva en contraposición al reducido desarrollo digital de sus competidores en el sector.

ALVARO AVANT S.L.

La Cámara de Comercio de Toledo ha financiado el proyecto de Alaro Avant a través del Programa TICCámaras, cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER). Toda la información se encuentra en la página 9 de la Tribuna de Toledo <https://www.tribunade.toledo.es/tema/166267>



Álvaro Ballester, director de Marketing de Alaro Avant

Alvaro Ballester, director de Marketing de Alaro Avant, ha participado en un webinar organizado por la Cámara de Comercio de Toledo y el Fondo Europeo de Desarrollo Regional (FEDER) sobre el Programa TICCámaras. En el webinar, Ballester explicó cómo Alaro Avant ha utilizado el programa para mejorar su presencia digital y atraer nuevos clientes. Ballester destacó que el programa les ha permitido desarrollar estrategias de marketing digital más efectivas, como el uso de SEM, redes sociales y email marketing, lo que les ha dado una ventaja competitiva en el mercado.

**LA PRESENCIA ONLINE DE ALARO AVANT SE HA MULTIPLICADO CONSIGUIENDO SER ENVENENADA POR AQUELLOS CLIENTES POTENCIALMENTE INTERESADOS EN LOS SERVICIOS DE ADAPTACIÓN A LA NORMATIVA DE PROTECCIÓN DE DATOS PERSONALES**

La Tribuna 22.12.2020

Mombay Pymes

# LA CÁMARA DE COMERCIO DE TOLEDO APOYA LA INTRODUCCIÓN DE LAS TIC EN PYMES Y AUTÓNOMOS



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Debido a la situación de la Covid-19, la Cámara de Comercio entrega ayudas a las pymes y a los autónomos para promover su cambio digital. MOMBAY C.D. es uno de los negocios toledanos que disfruta de este impulso, que les permite vender por internet a toda España.

MOMBAY Pymes

La Cámara de Comercio de Toledo ha financiado el proyecto de Mombay C.D. a través del Programa TICCámaras, cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER). Toda la información se encuentra en la página 9 de la Tribuna de Toledo <https://www.tribunade.toledo.es/tema/166267>

Mombay Pymes, una tienda online de ropa infantil, ha aprovechado el impulso del programa TICCámaras para mejorar su presencia digital. Gracias a las ayudas recibidas, Mombay Pymes ha podido implementar estrategias de marketing digital que les han permitido atraer nuevos clientes y aumentar sus ventas online. El director de Mombay Pymes destacó que el programa les ha dado una ventaja competitiva en el mercado y les ha permitido crecer durante la crisis de la Covid-19.

**MOMBAY HA PODIDO DESARROLLAR UNA TIENDA ONLINE DE ROPA INFANTIL**



Mombay Pymes en el interior de la tienda de Toledo de Mombay Pymes

La Tribuna 17.12.2020

These interviews were posted on social media (Facebook, LinkedIn and Twitter).

**Facebook** | Cámara de Comercio de España | 21 de diciembre de 2020 | 21.07 seguidores

La Cámara Toledo apoya la introducción de las TIC en Pymes y Autónomos a través del Programa TICCámaras, cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER). Toda la información se encuentra en la página 9 de la Tribuna de Toledo <https://www.tribunade.toledo.es/tema/166267>

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**LinkedIn** | Empleos | Cámara de Comercio de España | Madrid | 21 de diciembre de 2020

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**Twitter** | Cámara de España | 21 de diciembre de 2020

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**ALARO AVANT GANA CLIENTES GRACIAS AL PROGRAMA TICCÁMARAS**

**Facebook** | Cámara de Comercio de España | 23 de diciembre de 2020 | 21.07 seguidores

Alaro Avant gana clientes gracias a su participación en el Programa TICCámaras, cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER), a través del desarrollo de promociones online como SEM, redes sociales y email marketing. Toda la información se encuentra en la página 9 de la Tribuna de Toledo <https://www.tribunade.toledo.es/tema/166267>

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**LinkedIn** | Empleos | Cámara de Comercio de España | Madrid | 23 de diciembre de 2020

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The companies also took part in the event titled “Digitalisation as a competitive lever for SMEs” where they got to share their experiences with digital transformation and participated in a round table on improving SME competitiveness and productivity through ICTs.



## 2. Innovative elements that the action incorporates

With the help of the **ERDF**, **MOMBAY CB** has redirected its business model by launching an e-commerce website to sell its products, resulting in increased profits.

It used consulting services to analyse the company's different characteristics and implemented an e-commerce strategy that led to a greater digital presence in the market, helping the brand and the business to gain visibility among potential clients.

At **ALARO AVANT** they used an innovative methodology to develop solutions within the business model by conducting internal "Lighthouse" workshops. These workshops were used as a way of analysing their needs before making decisions so as to set objectives and draw up the digital action plan. This all led to the launch of online marketing campaigns to heighten visibility and increase the number of visits to the company website.

## 3. Match of the results obtained to the objectives set

For **MOMBAY CB**, the main objective was to gain an online presence through a website that would also enable them to sell their products online all across Spain.

The solutions that were implemented have enabled them to expand the scope of their business that was, until then, only on a local scale. This was done by incorporating the main competitive advantages of e-commerce, which include removing geographical barriers to be able to reach a much larger number of clients, gaining brand and product visibility.

For **ALARO AVANT S.L.**, the main objective was to attract new clients and generate quality traffic to the website. In the digital world, appearing on the first page of Google results greatly increases your chances of getting more website visits, and the higher up you are the better. The online campaign helped them to engage new clients.

What's more, the email marketing campaign enabled them to establish a permanent relationship with the clients in their database by sending them regular promotions in a click. This increases their chances of offering different services to the same clients and paves the way for a more long-standing relationship in the future with new companies.

#### **4. Contribution to solving a problem or weakness detected in the territorial area of execution**

As we all know, Spain's business fabric is largely made up of small and medium-sized enterprises, which often lack a full digital rollout. The arrival of COVID-19 made it increasingly clear how important it is that digital transformation becomes an essential driver of economic growth for Spain. For many of these companies, gaining a stronger foothold in the use of new technologies was an essential component to guaranteeing their short-term survival.

Thanks to ERDF support, **MOMBAY CB** went from being a local business to being able to distribute its products to any point in Spain, no matter how small or far away it is. This enabled them to build upon their client base, something that would have been impossible without e-commerce.

In the case of **ALARO AVANT S.L.**, the data protection sector tends to have low visibility on the internet. This is even more so the case in the region where Alaro Avant is based, which is Toledo and surrounding areas. Clients interested in contracting such services often have a hard time finding exactly what they are looking for online. The project undertaken by Alaro Avant was specifically targeted at this particular niche. The company's digital presence was multiplied so that potential clients looking to adapt to new personal data protection regulations were easily able to find it.

#### **5. High degree of target population coverage**

E-commerce has made it remarkably easy to put shoppers and businesses in direct contact, breaking down barriers with the global market just a click away. This has meant that businesses are capable of reaching a much larger amount of the population.

At **MOMBAY CB**, the creation and launch of their website and e-commerce deployments not only constituted a rise in actual profits, but it also gave them a foothold in the wider Spanish national market as well as in other Spanish-speaking countries. The company's medium and long-term aim is to be able to reach other countries in the European Union, particularly neighbouring countries, using a strategy and digital tools that will be determined over the next few years.

Thanks to its positioning efforts, **ALARO AVANT S.L.** managed to appear among Google's top results in a reasonably short period of time. This greatly increased the number of people who are able to instantly access the services offered by Alaro from any location.

#### **6. Consideration of the horizontal criteria of equality of opportunities and non-discrimination, as well as social responsibility and environmental sustainability**

The principle of non-discrimination was always at the forefront during the development of the e-commerce platform at **MOMBAY PEQUES CB** as it is equally targeted at both men and women. The same criteria are applied to the company's workers, and the screening of candidates for new vacancies is always based on merit, skills and professional expertise. Social responsibility has also been of concern throughout the company's trajectory. For instance in this project in particular, all shipments made via the e-commerce platform are packaged using environmentally friendly materials, and when plastic must be used it is recycled.

In this regard, thanks to the Enterprise Resource Planning (ERP) solution that centralises the management of the different departments in a single database, at **ALARO AVANT S.L.** they were able to adopt an internal "no paper" policy through digital document management services and processes.

Both projects are in line with the **Digital Spain 2025 Agenda** which aims to help close the digital divide that has widened in recent years due to socio-economic, gender, generational, geographical

or environmental reasons that have become even more apparent during the pandemic. This mission is also in keeping with the **Sustainable Development Goals (SDGs)** and the **United Nations 2030 Agenda**.

#### **7. Synergies with other public intervention policies or instruments**

This assistance was received in conjunction with the **line of support aimed at helping SMEs with digital transformation** as part of the *Adelante Digitalización* programme driven by the **Regional Communities Board of Castilla-La Mancha**.

This line of support subsidises projects for establishing new sales channels by creating online stores for selling products and services or launching a digital business that involves setting up a digital store. It is also concerned with boosting online presence and positioning, as well as systems for IT applications and information processes.

Furthermore, **Red.es** has launched a **line of support for technological development aimed at companies specialising in digital content**. This is just one of the measures within the *Acelera pyme* programme which seeks to speed up the digitalisation processes for SMEs while at the same time helping to mitigate the impact of COVID-19 on those businesses.



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