

Una manera de hacer Europa



BUENAS PRÁCTICAS Actuaciones Cofinanciadas

Support for companies in Extremadura to incorporate
Information and Communication Technologies (ICTs)
into their processes
Chamber of Commerce of Badajoz

**Programa Operativo
Plurirregional de España**

Año 2019

Fondo Europeo de Desarrollo Regional

Support for companies in Extremadura 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 Extremadura to promote their digital transformation and thereby improve the competitiveness of their businesses by incorporating new technologies into their processes.

The overall budget for Extremadura (2017-2019) amounts to €980,564.67, some €784,451.74 of which will be provided by the ERDF. Through this ERDF support, 111 enterprises benefitted from the innovative solutions incorporated into their activity in Extremadura.

Two companies are presented as examples of best practices. Firstly, **DISAIM Ingeniería**, an engineering consultancy firm that offer structure and installation solutions for industrial, agri-food, tertiary sector building and town planning projects. Thanks to the ERDF support the company was able to implement an "IoT Solution" to draft Energy Efficiency Reports for Public Lighting. Secondly, **REISSWOLF SUROESTE S.L.**, a company that deals in the certified destruction of sensitive and confidential documentation no matter what its format: hard copy, CDs, etc. The ERDF support has made it possible for the company to create a website to increase their sales. Moreover, the support received also enabled it to incorporate a fleet management system for company vehicles via GPS, thereby improving driving times and driver route designs.

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 Chamber of Commerce of Badajoz published, **on its official web** <http://www.camarabadajoz.es/web/es/innovacion-y-proyectos-europeos/sociedad-de-la-informacion/tic-camaras>, specific information about the financial aid from the ERDF for the case studies of financial year 2017, presenting them individually, and showing written and audio-visual information about them, in an accessible and agreeable way. The website www.camarabadajoz.es had over 120,000 visits in 2017.

Similarly, the Chamber of Badajoz also created a website designed specifically for enhancing awareness of the Programme, under the domain www.ticcamarasbadajoz.es, where the beneficiaries **DISAIM INGENIERIA S.L. and REISSWOLF SUROESTE, S.L.** described their actions under the auspices of the TICCámaras programme. It also featured other success stories, making clear the support of the ERDF and the value of the programme for solving the problems faced by participating companies at each moment.



Furthermore, social network activity should also be stressed. And the **hashtag #TicCámaras** extended the communication outreach on different media.

The Travelling Exhibition entitled **#soyTiccámaras** has also contributed to communicate success stories to the public. This comprises 10 information panels that were rotated in over 15 towns in Extremadura, thereby showcasing ERDF support and success stories to the rural community, where digital outreach is still wanting. **DISAIM INGENIERIA S.L. and REISSWOLF SUROESTE S.L.** are two of the companies on show.



More traditional media were also used to communicate the programme, such as the press. For example, a full-page feature was taken out in the newspaper *El Periódico de Extremadura*.



The beneficiary companies **DISAIM INGENIERIA S.L. and REISSWOLF SUROESTE S.L.**, among others, properly communicated their condition as beneficiary of the TICCámaras Programme and the support received from the ERDF by putting up billboards at their facilities and posting information on the support received on their websites.

<https://www.disaim.es/ticcamaras.html>

<http://destrudataiberica.es/>

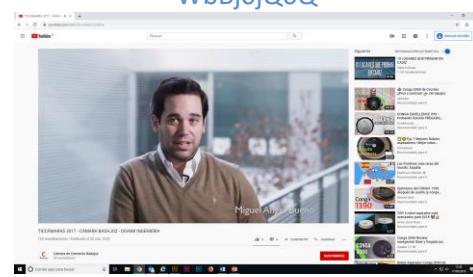
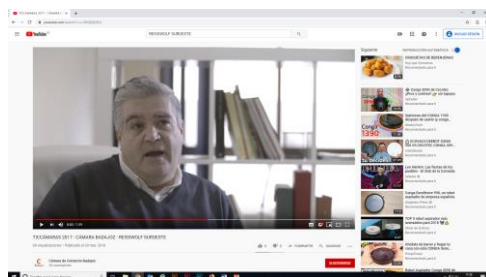


The Chamber has its own YouTube channel where it has published the videos of the companies **DISAIM INGENIERIA S.L.** and **REISSWOLF SUROESTE S.L.**



<https://www.youtube.com/watch?v=0z6vrCn2dCw>

<https://www.youtube.com/watch?v=z-WbBj0jQQQ>

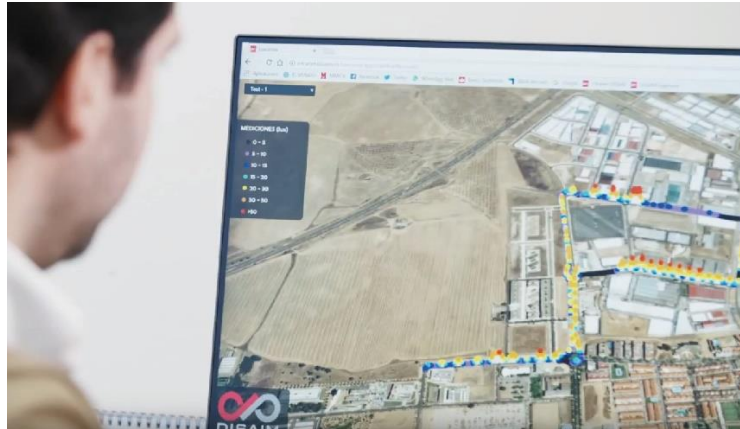


Moreover, different awareness raising events were held to publicise the characteristics of the programme, reaching 350 companies that sent representatives to attend in person. The regional press covered some of them. The Chamber, for its part, publicised them by mailings, social networks and the web.



2. Innovative elements the action incorporates

The **DISAIM INGENIERIA S.L.** action consists of an IoT solution. It involves implementing software to optimise resources when it comes to collecting technical data on lighting. This makes it possible to save on time and costs both with respect to the collection of field data as well as their subsequent processing. Accordingly, the company is able to provide clients with an innovative service as it presents a visually attractive, geo-referenced report that is particularly useful to make both technical and financial decisions.



The project undertaken by **REISSWOLF SUROESTE S.L.** consisted of a cloud computing tool to optimise the management of its vehicle fleet, safety and metrics collection. The solution makes it possible to configure alerts, routes and different productivity measures, including variables such as speed control, the number of operating hours and telecommunications cost control.

As a cloud solution it is capable of obtaining information in real time of the geo-positional tracking of fleet vehicles and their cargoes, thereby monitoring routes and journeys, managing routes and vehicles, creating smart delivery or service provision routes, supervising compliance with driver regulations (working hours, driving hours and stops), task management system, identification of the vehicles nearest clients or points of interest, estimating arrival time of a vehicle at its destination, controlling vehicle mileage and fuel consumption, planning vehicle maintenance, drafting reports in accordance with the monitoring parameters established by the company: vehicle/user reports, by route, etc., monitoring of configurable productivity metrics, access to history logs, multi-device support, user management, safety management for smartphones, iOS and Android app to integrate user route monitoring.

3. Match of the results obtained to the objectives set

The main objective of **DISAIM INGENIERIA S.L.** is to implement an IoT solution that makes it possible to display, analyse and draft energy efficiency reports on public lighting.

By implementing the IoT solution described above, the company has gained quantitative and qualitative benefits that serve to strengthen the competitive position of the company and to develop an innovation culture.

For its part and thanks to the launch of its cloud computing tool, **REISSWOLF SUROESTE S.L.** has been able to adapt the following five advantages to its expectations: firstly, the live monitoring of vehicle location, particularly useful not only to manage the fleet, but also for the client, as both can establish at what point or distance the goods are with respect to their destination in real time. Accordingly, the client has all the information required on the collection of confidential information on its business.

Secondly, these modern systems enable the connecting of the vehicle computer to collect information on its condition, thereby helping to determine whether or not maintenance is needed. The company can thus avail of this information on the condition of its vehicles and anticipate any vehicle breakdown. Thirdly, it has the advantage of controlling fuel consumption in real time, measuring both loading and unloading, thereby generating reports that contain the required information. The fourth advantage that meets the set objectives is the information on the starting-up and switching-off of the engine, as well as on route changes. Indeed, the manager can know if the vehicle has suffered any mishap, such as a mechanical failure or if it has been the subject of a criminal act. Lastly, by means of any device, **Reisswolf** always knows the location, speed, place and stoppage times of its fleet vehicles, thus saving time by avoiding calls to workers to get such information.

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

The problem facing **DISAIM INGENIERIA S.L.** was how to improve its public lighting control system to be able to provide its services to public bodies with a view to enhancing the energy efficiency of their public lighting systems.

By implementing this programme, it contributes to making savings on the final electricity bill, reduces light pollution, reduces the emission of greenhouse gases and reduces the maintenance work required on public lighting.

Likewise, using this solution contributes to achieving the limits established by the European Union in its Europe 2020 Strategy.

The **REISSWOLF SUROESTE, S.L.** action solves the company's problem of setting alerts, routes and different production measures, including variables such as controlling speed, the number of service hours and telecommunications costs.

There is little doubt that this solution will serve as a lever and driving force for other sector companies to opt for a similar solution that enables them to optimise fuel consumption and the remote safety and control of their transport units, thus improving both logistics and transport in the region.

5. High degree of target population coverage

The **DISAIM INGENIERIA S.L.** action has an extremely wide range of coverage as it affects the population of the places where public lighting is used.

As far as **REISSWOLF SUROESTE, S.L.** is concerned, it greatly affects the public, since fleet management is becoming a basic working partner for companies from an environmental perspective. The means available from this new technique help to reduce transport costs and times, so it is an essential aid for companies, their employees and society as a whole in their daily lives.

Apart from the direct advantage to the beneficiary and the environmental advantages for the people in the areas where it is used, there is little doubt that this technological solution will serve as a lever and attraction for other sector companies to opt for a similar solution that enables them to optimise fuel consumption and the remote safety and control of their transport units, thus improving both logistics and transport in the region.

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

As far as non-discrimination criteria are concerned at **DISAIM INGENIERIA S.L.**: Implementation of the IoT solution targets society as a whole, without falling into any type of gender inequality or racial discrimination. Internally, for the development of its processes, the company has only taken into account the professional competence and personal attitudes of those who have participated in the project in one way or another. It also takes into account the **social responsibility** criterion: Achieving its objective represents the biggest social responsibility feat and the greatest impact, precisely because this was the company's goal. Moreover, as far as **environmental sustainability** is concerned, with this solution the company is unquestionably contributing to the following direct actions: fall in light pollution, reduction in greenhouse gas emissions and less maintenance expenditure on public lighting.

For its part, **REISSWOLF SUROESTE S.L.** is promoting **equal opportunity** between men and women in its organisation. As far as **social responsibility** is concerned, the company is providing its clients with a comprehensive service, not only by destroying data media and documents, but also by handling all office waste in accordance with current regulation. Moreover, the solutions the company provides have been designed with **respect for the environment** in mind by reintegrating the media residues into the recoverable materials cycle (e.g. such as raw materials to make paper serviettes). As Authorised Waste Managers they can guarantee its proper handling and certify compliance with the demanding environmental regulation.

7. Synergies with other public intervention policies or instruments

Currently, **DISAIM INGENIERIA S.L.** is housed at the Extremadura Science and Technology Park, which in turn belongs to the Enterprise Europe Network. Therefore, the ERDF aid through the TICCámaras programme helps the company to take another step in its growth, together with the instruments of public intervention which are the backbone of the Regional Innovation, Science and Technology System.

This action is in keeping with the Green and Circular Economy Strategy for Extremadura – Extremadura 2030 – which highlights four big programmes or lines of action based on social and political harmony and citizen participation; the mass empowering of general public and support for the transition of the business fabric of Extremadura; the promotion of research and investigation and the development of an identification plan to value all actions that are, or will, create a green and circular economy in the region.

The commitment made by Extremadura to implement a sustainable development model provides it with a competitive advantage to become the driving force behind the promotion of a model founded on the green and circular economy in Europe.

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