

Introducing service innovation into product-based manufacturing companies

Project budget

€ 1.889.299

THINGS+ is funded by Interreg Central Europe and aims to create sustainable linkages among innovation actors.

START
01.06.2017

END
30.10.2020

Lead partner

Friuli Innovazione
Research and Technology Transfer
Centre / ITALY

Project partners

- ITALY VENETO REGION RESEARCH AND INNOVATION UNIT
- AUSTRIA INNOVATION & TECHNOLOGY TRANSFER SALZBURG
- CROATIA SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA
- CZECH REPUBLIC BIZGARDEN
- HUNGARY BORA 94 BORSOD-ABAÚJ-ZEMPLÉN COUNTY DEVELOPMENT AGENCY
- POLAND LODZKIE REGION
- SLOVAKIA SLOVAK BUSINESS AGENCY
- SLOVENIA TECHNOLOGY PARK LJUBLJANA
- GERMANY BAUTZEN INNOVATION CENTRE



Expected results



Service Innovation
Methodology



Policy
recommendation
paper

220

Trained entrepreneurs, managers
and business innovation experts



128

Manufacturing
companies involved

94

product-based
services created

Skillset for servitization



> 220
Upskilled

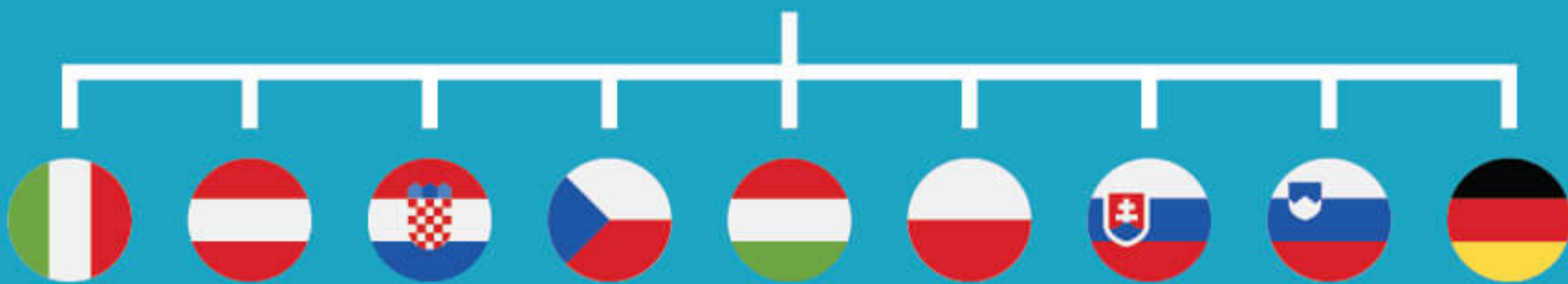


Multilingual
Digital Library



> 35

Business innovation experts trained



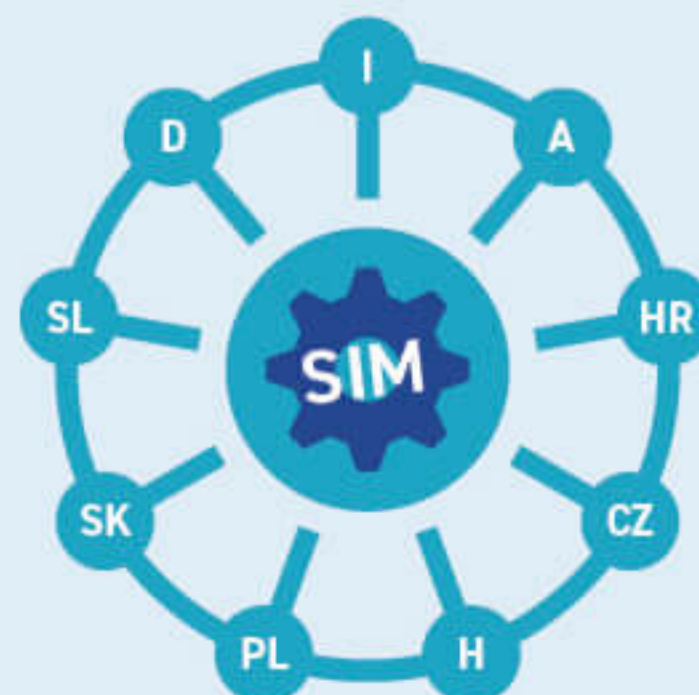
> 70

End users workshops



> 120

1 on 1 meetings



Servitization hubs' network

Servitization based innovation cycle: opportunity for SMEs in traditional production sectors



Presented best practice reflects real case from the Things+ pilot implementation: a challenge for family owned SME producing single purpose machines, covering the whole process including research, development, production and sales

Introducing service innovation into Miskolcs' SMEs

Transformation of traditional companies into **regional innovation motors**



8

Number of involved enterprises



12

Number of trained entrepreneurs



1

Number of certified experts



Main sectors food & beverages, chemical industry, casting industry, textile products, metal products, manufacturing of doors and windows, plastic and rubber products

"I am always open to learn something new. This pilot action and the trainings provided me a comprehensive picture for service development and helped me to re-think the processes within the company."

ALEXANDRA LUKÁCS, MANAGING DIRECTOR

THINGS+ paved the way for SMEs smart products



Introducing service innovation into Salzburg's product-based manufacturing companies



Transformation of traditional companies into **regional innovation motors**

Improvement of entrepreneurs' skills in service innovation management



> **30**

trained entrepreneurs, managers and business innovation experts

> **20**

direct consultations carried out by our experts

> **10**

companies from Salzburg participated in regional pilot workshops

> **10**

companies took major steps to advance their portfolio and to open up new territory



Support to enter international market and use opportunity of **THINGS+ network & expertise**

Recommendations for Designers of Support programmes: the potential of servitisation for SMEs in CE regions

01

Increasing the entrepreneurs' knowledge about the benefits of servitization by implementing information programs presenting good practices in various industries.

02

Stimulating research teams develop innovative solutions on the border between production and services.

03

Supporting manufacturing companies representing the leading industries of the region in implementing solutions for servitude in their activities.

04

Increasing the export potential of products through their servitization, using regional programs focused on this area of enterprise activity.

05

Organizing the logistic support for enterprises entering new development paths through BSIs consulting and infrastructure support.

Project sustainability under SBA



8 SBA CENTRES

regional approach & access to
a pool of SIM experts



SIM EXPERTS

ready to guide SMEs in their
servitization transition



OFFER TO SMEs

individual consultations of up to 10 hours
for free or take part in group workshops



EXAMINATION CENTRE

become a certified SIM consultant!



AWARENESS ABOUT THE SIM

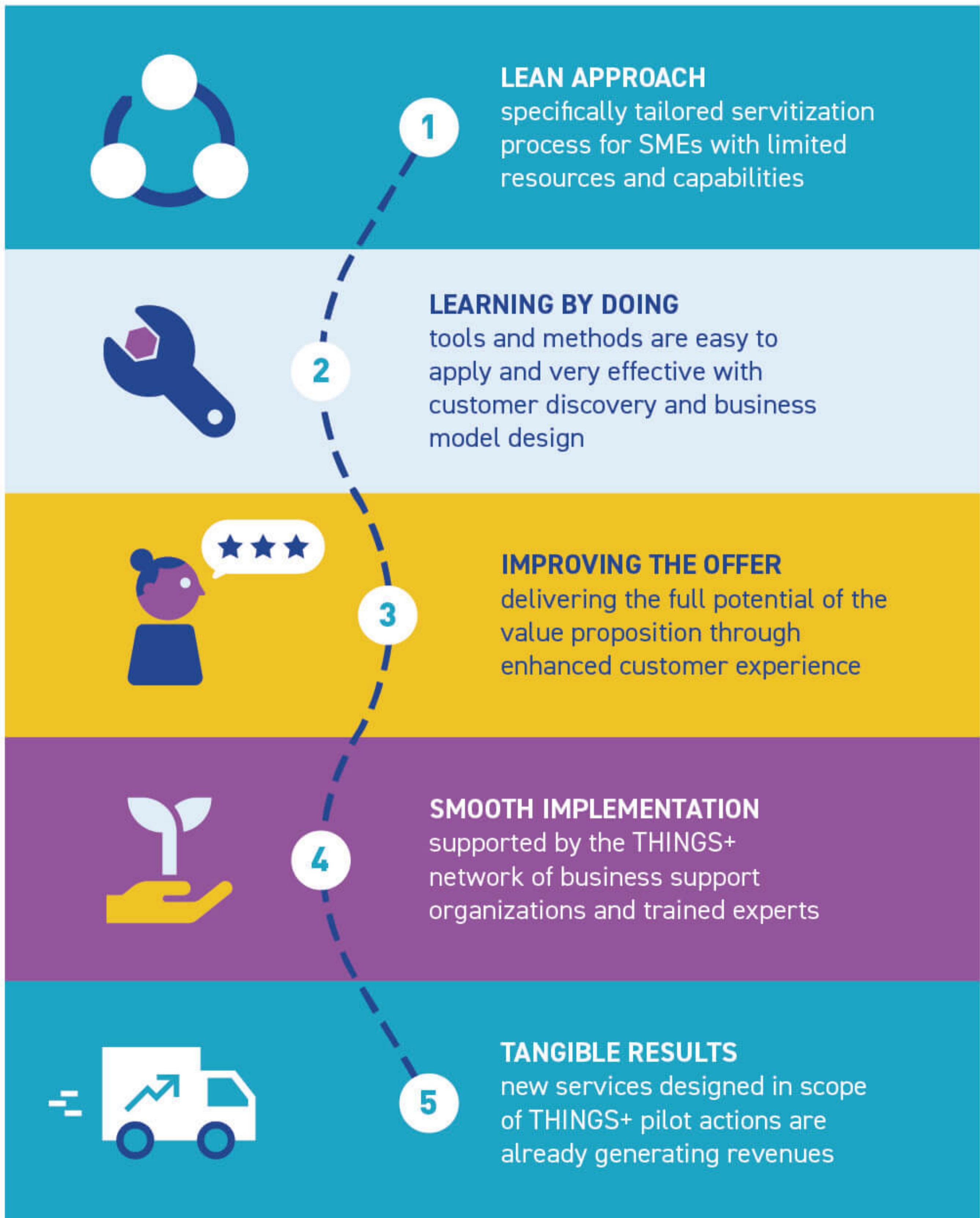
effective promotion via social media,
webpage and newsletter

Quote of SBA expert

"Manufacturing companies that have successfully implemented service innovations and can be seen as best practices achieve 50 to 80 % of revenue through services."

Jaroslav Hul'vej
EXPERT

Transforming the Central European manufacturing industry



A growth driver of SME ecosystem in Saxony



> 20

Trained entrepreneurs, managers and business innovation experts



> 20

Direct consultation carried out by external experts



More than **15.000 € subsidies** to enterprises in the German pilot region

> 5

trained business innovation experts

10

companies involved



> 5

services developed



1 follow-up project, funded by Interreg CENTRAL EUROPE (ProsperAMnet), to **improve the service performance** and export results of SMEs



Added value and impact of servitisation for SMEs beyond the services supporting the supplier's product or the customer's action



Recommendations for a CE Service Innovation Inclusive Policy: how to adapt existing regional support tools for the benefit of SMEs

