

# **Digitalisation and SMEs**

Lena Carlsson Chief Digitalisation Officer

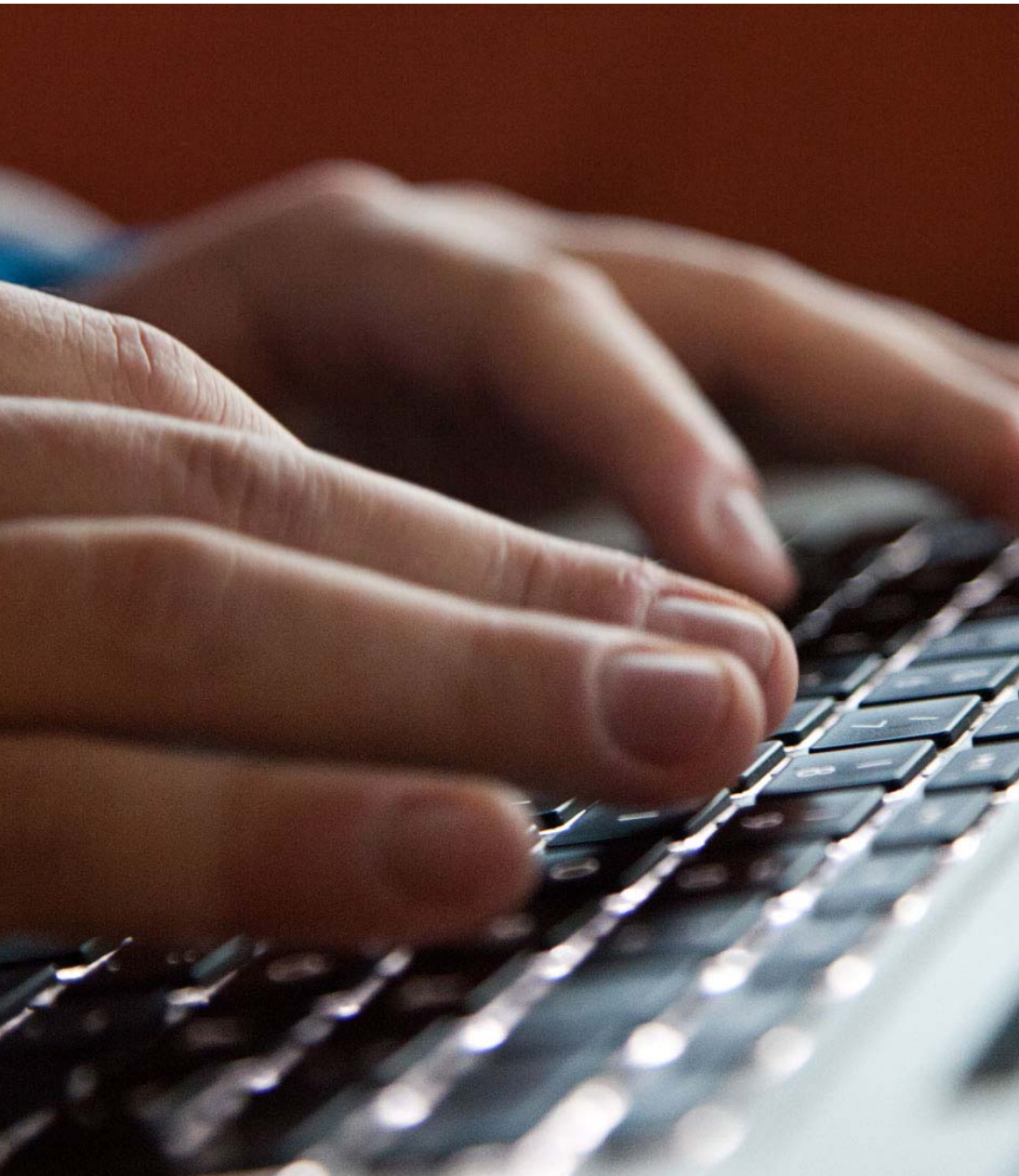
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# Digitalisation is everywhere



# Why promote digitalisation?

- ▶ Single largest factor impacting on society & business
- ▶ Changes what we do, how we do it and what can be done
- ▶ Challenges established business/organisational models
- ▶ Increases pressure on businesses to reinvent themselves because of more competition and higher complexity in products and services
- ▶ SMEs less digitally mature than larger businesses

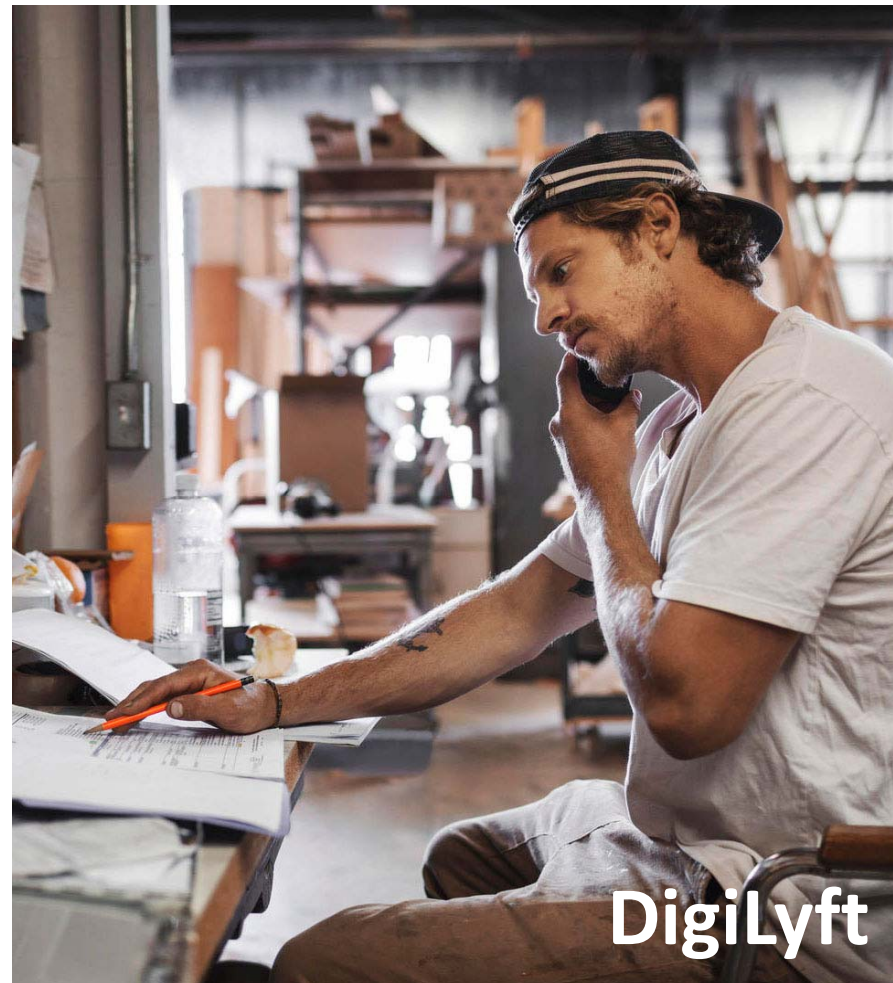


## What do SMEs say?

- ▶ Changing customer expectations and behaviour
  - Internal and external communication = increased demands on speedy feedback and engagement
- ▶ Situational analysis – more complex than before
- ▶ Changing business models
- ▶ Old ICT systems – not in touch with user demands
- ▶ Lack of skills to manage the transformation



# Initiatives – two examples



# Effects?

## Is it working?

- ▶ Start-up Sweden – yes!
- ▶ DigiLyft – too early to tell

# Contact

- ▶ Lena Carlsson
  - [Lena.carlsson@tillvaxtverket.se](mailto:Lena.carlsson@tillvaxtverket.se)
- ▶ Agency for Economic and Regional Growth
  - <http://www.tillvaxtverket.se/english>