



# Benefits for your company!

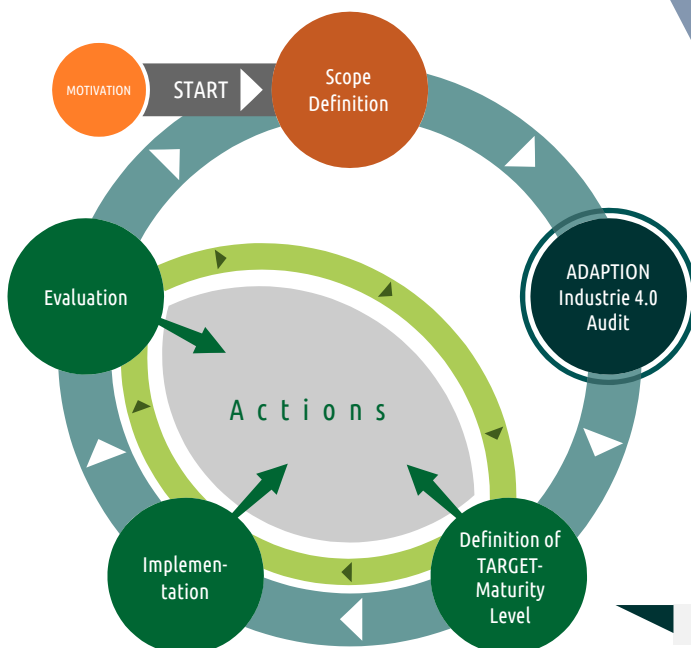
## DYNAMICALLY SHAPING OF DIGITALISATION STRATEGIES

### </Digital Coaches for your company>

Increase acceptance of digitalisation strategies in the context of Industry 4.0

As part of the project implementation, digital coaches will **support a narrow selection of companies in the development and implementation of digital business models** in corresponding workshops. In doing so, they will draw in particular on **cross-customer and cross-sector approaches** to unlock new potential for the companies and spread **agile process thinking** with the involvement of all process participants. The central goal is to promote the acceptance of digitalisation strategies in the context of Industry 4.0. The digital coaches use their knowledge of value creation networks and their changes through digitalisation profitably.

### </Target-oriented driving of the Industry 4.0 transformation process>



The ADAPTION maturity model will be used to determine the respective degree of digital transformation. The maturity model compares the **target and actual state** and thus shows strengths and **further development needs with regard to digital competences** of companies. **This enables the systematisation of the introduction of new technologies** in the area of digitalisation.

The consideration of the **socio-technical dimensions of technology** (machinery, IT, state of technology, etc.), **organisation** (structural and procedural organisation, etc.) and **personnel** (qualification structure, average age, flexibility of deployment, etc.) is a central component of the approach. This consists of a five-stage procedure with iteration loops.

The ADAPTION maturity model does not provide rigid migration paths but supports companies in deriving **individual measures** and identifying and designing their **own development path** on the way to the cyber-physical production system.

Application in the company: Five-stage procedure with iteration loops

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## </Why should you participate?>

### Digital Transformation for your company!

Participation in the project offers numerous advantages for your company. Solution strategies are **customised to your company**, your wishes and challenges. Against the background of the experience gained, you can rethink your **innovation management** and make it more effective and efficient in the future. The costs are borne by the EU within the framework of the project. It is therefore a **free consultancy service** for you. In addition, the application of ADAPTION can be expected to increase your innovation and digitalisation capacity in the long term, so that new turnover potentials can be developed and raised. A prerequisite for the beneficial application of the ADAPTION model is the willingness to engage in an open exchange in dialogue.

## </Cost savings>

You achieve a **long-term increase in your innovation and digitalisation capacity** through the application of the ADAPTION concept, so that **new turnover potentials** can be developed and raised.

You benefit from **indirect cost savings** through an **effective derivation of further training measures** for your employees, which are tailored to the **workplace-specific** needs.

You receive a **consultancy service free of charge**. The costs for the application of the ADAPTION concept are borne by the project budget.

## </Strategy performance>

You use a **proven method** to measure and shape the degree of digitalisation of your company **without much effort**.

You design your **innovation management** more effectively and efficiently in the future.

You improve your **human resources strategy** by applying the method in combination with the new Digital Coaches.

You benefit from **being part of a network** that deals with issues and trends of digitalisation and digital transformation and looks for **practical solutions**.

## </Image enhancement>

You present your company in a more attractive way than before through an **explicit commitment to digital transformation**.

You enjoy the use of a tried and tested process to **improve your innovation management**.

You benefit from mentions of your company in **project-relevant publications and media presence**.

You achieve an increase in your **customer loyalty** by improving the **customer experience**.

## </Project profile>

<b>Project name:</b>	Digitaler Coach (Digital Coach)
<b>Funding:</b>	European Commission 100%
<b>Program:</b>	Erasmus+
<b>Key action/Field:</b>	KA2: Cooperation for Innovation and the Exchange of Good Practices / Strategic Partnerships in the field of education, training and youth
<b>Duration:</b>	September 2020 to August 2023
<b>Partner countries:</b>	Bulgaria, Germany, Greece, Hungary

## </Project leader>



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