

Enhancing SME entrepreneurship capacity of managing innovations, improving productivity, competitiveness, quality, sustainability of businesses by facilitating access and using of Information Technology tools for Business Performance Measurement, Management and Benchmarking

Business Project Proposal for Partnership

Objectives: Facilitating the development of new entrepreneurship business culture with effective yet simple and easily affordable educational information technology tools by UNIDO for measuring, managing and benchmarking of businesses performance.

Product: Educational UNIDO Pharos software suite and training materials for entrepreneurs on CD-ROM, single user license including as follows:

1. Pharos – Business Navigator
2. Pharos Business Benchmarking Module
3. Advanced Export – Import Module for Pharos for data exchange between Pharos and third party software
4. Produce Plus Database Module for data entry and tables analysis
5. Produce Plus Graph Module for data and indicators' visualization
6. Financial Improvement Toolkit
7. User reference materials and presentations on CD-ROM: Pharos, Export-Import, Produce Plus, FIT, introduction into Performance Management, data preparation and entry, benchmarking and diagnostics, beginners guide, etc.
8. End User License Agreement
9. CD-ROM media

The reference materials are provided on CD-ROM in electronic formats of Acrobat Reader (.PDF) and Microsoft Power Point (.PPT).

Each educational software is a single user version running under Windows XP.

All source materials and software are provided in English.

Target applications: strategic and production business performance management, measurement and benchmarking of enterprises, innovation management, training and educational applications, vocational training, special upgrading and modernization projects, in-house self-learning and development of best practices.

Analogs: There are no market analogues known.

Target fees to be achieved in the project

ENTERPRISE PACKAGE educational, single user license	TARGET FEE	Estimated end user value
Educational license for complete suite (Pharos – Business Navigator, Benchmarking and Export-Import modules, Produce Plus, FIT, Diagnostics)	~ 100 Euro	Above 2,000 Euro

Distribution quantity (required for achieving target fee): 10,000 licenses providing end user fee about 100 Euro per single user license for the complete suite.

Distribution Channels: Existing training and educational centers, special training and upgrading programmes for entrepreneurs and management managed by partners.

Collaboration modality: Joint project ensuring distribution of educational software within existing training & upgrading programmes, courses, capacity building activities.

Financial components of the Project:

Overall project value	Distribution, # of suites
~1,000,000 Euro	~ 10,000

Proposed business collaboration model: split of results

50% (Copyright & content) : 50% (National partners)

The **national partner split** covers the costs of related to project financing, its national promotion, marketing, distribution through existing training activities, printing of CD-ROMS locally and co-development of the localized materials and software (if required), costs of training of its trainers.

Adaptation and customization to business environment requirements is made in collaboration with selected counter-partners.

Note: the split approach can be changed to another one based on total quantity of licensing amount. The basis for such is the reference license fee of 50 Euro by copyright owner and its partners.

Estimated project implementation time: 6-12 months

Problem addressed by the Project: It is well known that most of entrepreneurs and managers in SME environment have technical background. Having positive results after successful start up they are faced with increasing difficulties in ensuring sustainable business development, continuing growth, effective usage of available resources. It is common practice when major vital enterprise decisions are made without detailed comparison of options and analysis of actual measured enterprise results (new machinery, technologies, innovations, production planning, real costing of products, productivity components, etc).

In reality absolute majority of entrepreneurs run their small and medium - sized enterprises (SME) without using any information tools for measuring their actual business results. The systematic management of business performance, relevant knowledge, capacity to identify the problem promptly, change the situation in predictable and controllable way and then monitor the results of change without external support is very rare in the SME size range up to approximately 150 people. There is the gap in capacity to acquire, use and effective apply the tools for developing best practices, effective monitoring business development using IT solutions until the enterprise achieves sufficient maturity and scale allowing consider, select and install complex and relatively expensive solutions such as ERP.

In the niche there is lack of knowledge and affordable, easy to use software tools for monitoring, managing of business results, its simple benchmarking. The software solutions available on the market are expensive; require substantial investments into

purchasing, training of human resources, continued external support, considerable time and efforts in data collection.

Description: The UNIDO PHAROS Software suite is a simple introductory solution for entrepreneurs and managers of Small and Medium Enterprises in industrial sectors. It supports enterprise business performance measurement, management and benchmarking, can be used by persons with minimum knowledge and skills in business planning, performance management, measurement, benchmarking and preparation of effective decisions by simulation of outcomes. The Pharos suite allows for monitoring of actual enterprise results with minimum overhead for enterprise data updates, developing best practices improving business performance, productivity, quality, competitiveness, management of innovations and overall business efficiency along with learning methodology in practice. It was designed to be remarkably simple and minimize data collection requirements while obtaining meaningful results.

The application experience obtained in various countries in the upgrading programmes proved that entrepreneurs using the software can considerably improve business culture, results, competitiveness, sustainability and knowledge capital in their businesses as well as capacity to manage innovations. The tools are unique in achieving educational and upgrading results within the price targets preparing SMEs to more sophisticated solutions like ERPs, operational dashboards, etc. The best practices and knowledge developed in applications provide effective path to ISO 9000, HASP and other major quality and productivity standards.

The link for further details: www.win2biz.com (English),
www.win2biz.com/default-esp.htm (Spanish)



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