

# EDITA - DIGITAL INNOVATION HUB

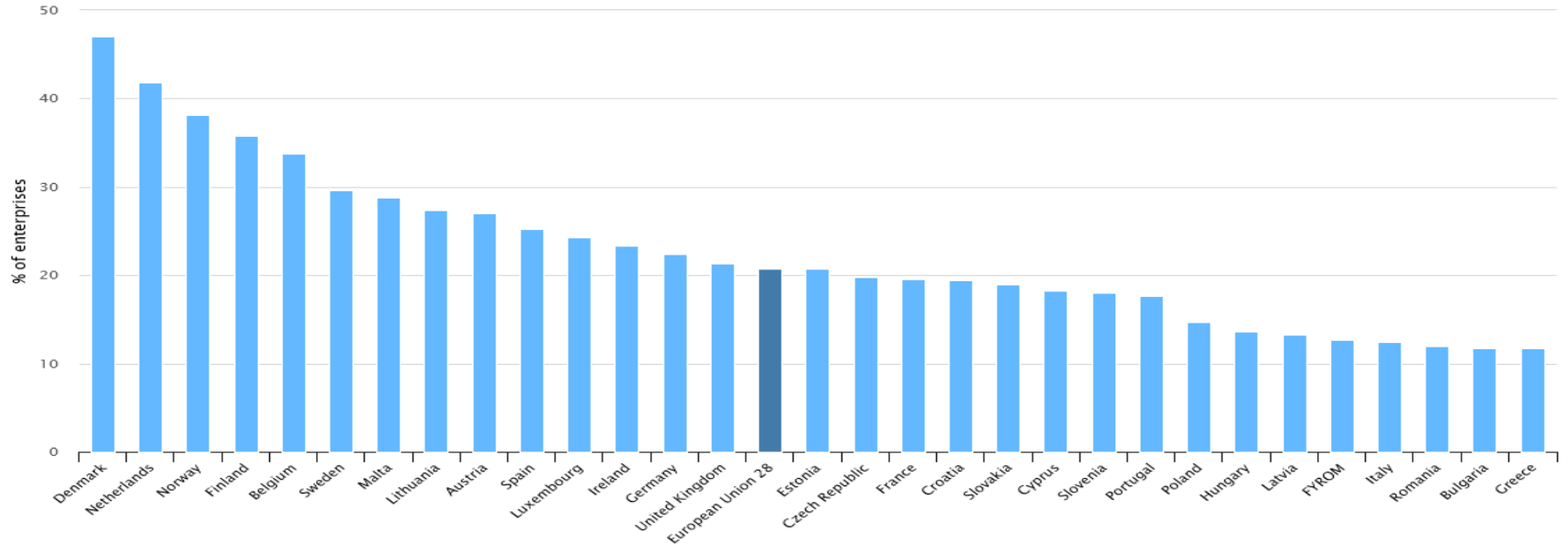
DIH network management and ways to  
determine the maturity level of a region's  
economy

Emil Ilija Perić, Croatian Chamber of economy,  
Brussels 22.01.2017

# 15 EU countries are below 20% , only 2 are above 40%

Enterprises with High levels of Digital Intensity

Year:2015



European Commission, Digital Scoreboard

# DIH - What does it provide

- To IT industry
  - Infrastructure to develop and test digital innovations
- To economy
  - Access to digital technologies and competences
- To both of them
  - Financing advice and market intelligence
  - Networking opportunities



**HUB ?**

**Company perspective of what DIH is.**

# Maturity level

## Education & awareness

How to do it ? Depends on the target group.

- DIH members/founders
- SMB and enterprises

# Maturity level – first step

## IT vs Digital

**IT** – brings computing infrastructure,  
automation

**Digital** – changes the experience your customer  
has in working with you or using your product

# Maturity level – how to do it

## **Driver** for digital transformation and digitalization

every product or service in the future will either be digitalized or be produced / delivered with support from digital technologies

# Maturity level – how to do it

## Areas to assess within companies

- Customer interaction
- Level of product and service digitalization
- Internal digital culture and transformation potential

## What else to do?

- Assess the specific industry direction
- Assess the DIH (and its members) capabilities