T0 DMA Results

View below the results of the DMA Assessment, taken on 7 November 2023.

Digital maturity level

46%

0   100

AVERAGE

Score by dimensions

● Company result for T0

Digital Business Strategy

Digital Readiness

Human-Centric Digitalisation

Data Governance

Automation & Artificial Intelligence

Green Digitalisation

80
60
40
20
0
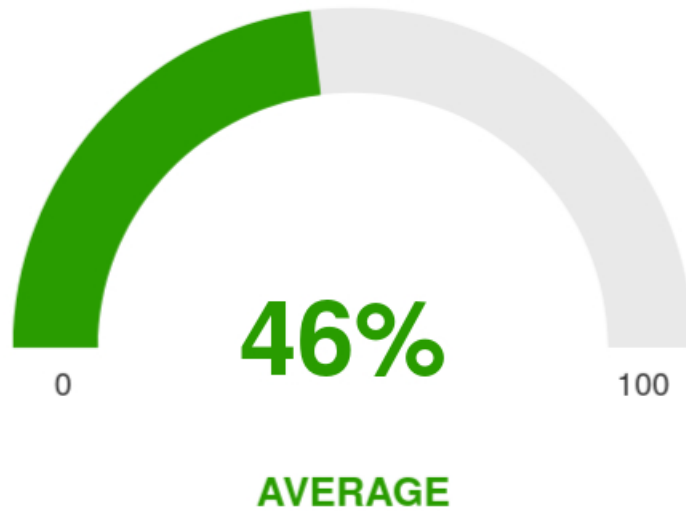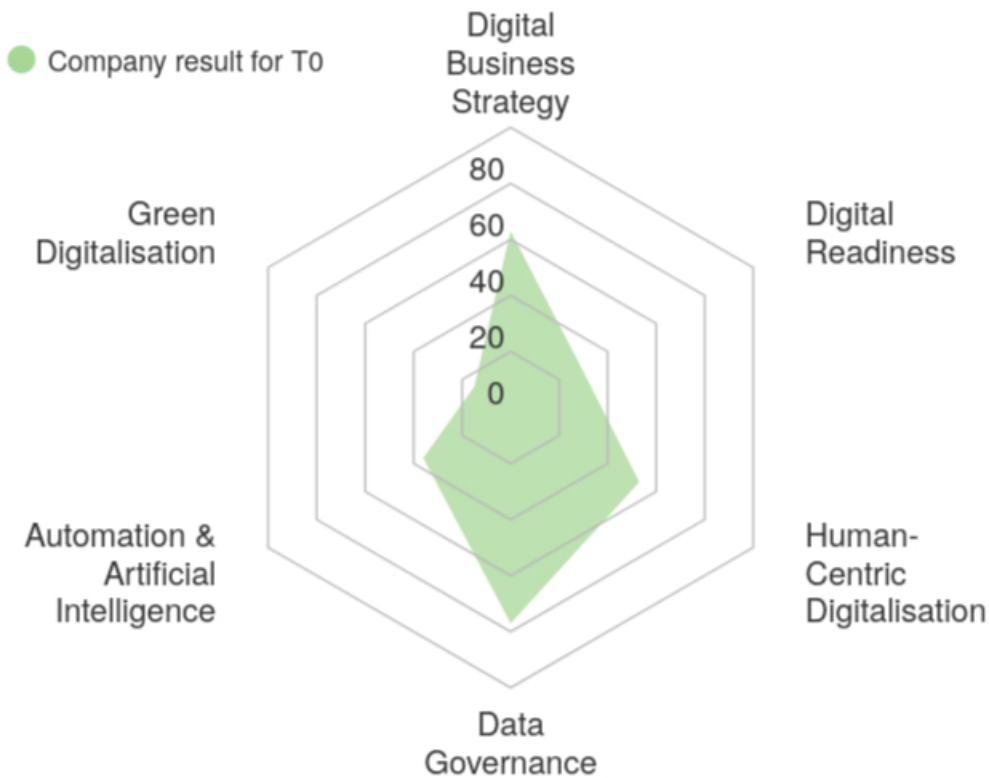
Interpretation

Thank you for your time and effort to fill in the DMA questionnaire for SMEs!

Your average score shows that your organisation has already achieved an average level of digital maturity, however there is still scope for improvement. You could derive significant benefits from additional investments in digital technologies and skills to improve operations and products. Your current investments in digital technologies cover a range of your core business operations while you could increase your level of preparedness (in terms of plans and resources) in order to accommodate more advanced solutions. You are using a number of mainstream technologies for your operations while you could benefit more by the adoption of more advanced technologies (i.e. Information Management Systems, ERP, e-commerce, B2B, B2C, B2G, social networks etc.) and others more disruptive ones (i.e. AI). Your personnel has an average level of digital skills, however in order to advance in your digital transformation you would need well planned and executed training of personnel, and IT specialised professionals to support you. Management and staff should receive the necessary encouragement to fully engage and support the adoption of new digital solutions without fear of the changes that this would bring. You may already have a lot of business information in digital form but you would benefit a lot by a comprehensive data strategy, including data security. This would provide you with increased data analytics capacities and support high-level decision-making. ICT technologies could also be adopted to help your organisation become more sustainable in its operations (decrease your environmental footprint) while you could prioritize the selection of environmentally friendly digital products (IT equipment).

Improving the digital maturity of your firm could increase your competitiveness and would bring you closer to more digital mature competitors in your market of interest. It would also provide you with a competitive advantage over less digitally developed competitors.

This score is calculated as an average from the scores that you obtained over the six dimensions of your submitted DMA questionnaire: i) Digital Business Strategy ii) Digital Readiness iii) Human-centric digitalisation iv) Data Management v) Automation and Intelligence and vi) Green Digitalisation. We encourage you to read carefully the scores interpretation of each of the six dimensions with relevant comments and suggestions regarding your current status in each one of those and the unexplored potential that you could address with the help of an EDIH.

Dimensions explained

Digital Business Strategy
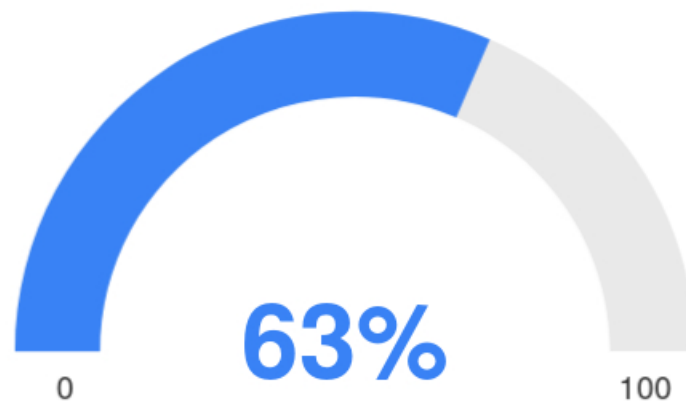
63%

0   100

MODERATELY ADVANCED

Companies at this maturity level tend to be in a moderately advanced stage with regard to business strategy and investments for digitalisation. You already reap benefits but there is still untapped potential. You have a specific plan and resources and strong management commitment. Current and planned investments in digitalisation have been made in order to optimise internal processes / operations and reduce costs.

However, you could further improve the quality of products or services through digitalisation. In addition, your digitalisation plan needs to be firmly implemented and investments planned sometime in the near future to be concretised. Senior managers are prepared or ready to lead the organisational and process changes needed to support enterprise digitalisation. IT staff play a digitalisation role – but they could be trusted with a bigger role in the business digitalisation decision- making. Maybe you need to recruit digital specialist profiles to support a higher level of digitalisation. In the near future you could consider employing more digitally driven and data intensive business models. You could also consider offering more products and/ or services with digital functionalities or features.

Digital Readiness

**29%**

0   100

AVERAGE
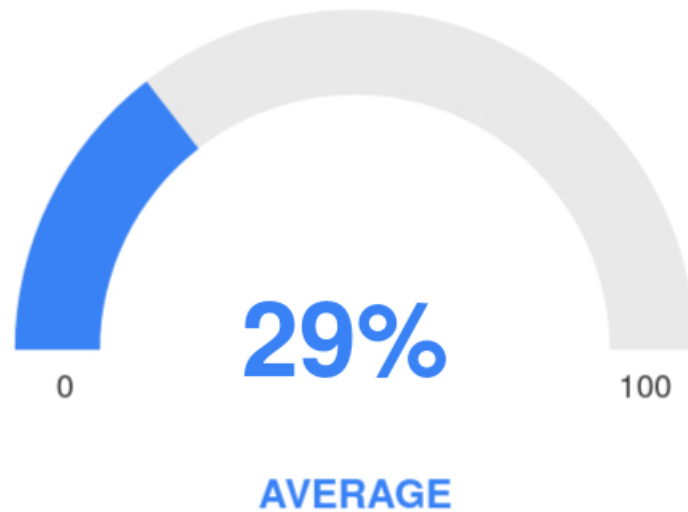
Companies at this maturity level tend to be in an early stage with regard to digital readiness (adoption of digital technologies). In your company, you are using some but not all mainstream digital technologies. Digital solutions are employed in a number of business areas – mostly in administration and management. You may reap more benefits from the implementation of specialised or advanced digital technologies.

Your company would benefit a lot if you consider accelerating the use of a number of digital technologies that could boost your sales (i.e. e-commerce, e-marketing etc.), improve business efficiency (Information Management Systems, ERP), improve customer satisfaction (web based tools to communicate with customers), upgrade personnel skills / increase personnel satisfaction and retention [remote business collaboration (teleworking, virtual learning, etc.)].

Mainstream digital technologies refer to: connectivity infrastructure, company's website, web-based tools to communicate with customers, live chats/ social networks/ chatbots to communicate with customers, e-commerce (B2B, B2C), e-marketing (online ads, social media for business etc.), e-government, remote business collaboration tools (e.g. teleworking, videoconferencing, virtual learning, etc.), Intranet portal, Information Management Systems (ERP, CRM, SCM etc.)

Advanced digital technologies refer to (indicatively): Artificial Intelligence (AI) applications, robots, virtual/ augmented reality, CAD applications, IoT, smart sensors, blockchain, 3D printing etc.

Human- Centric Digitalisation
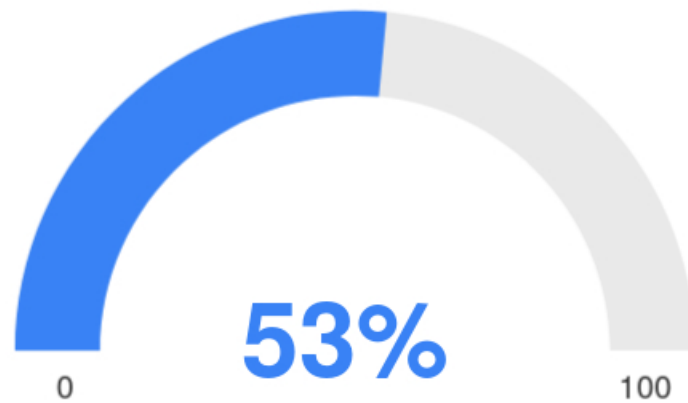
53%

0   100

MODERATELY ADVANCED

Companies at this maturity level tend to be in a moderately advanced stage with regard to human- centric digitalisation (skills development for digitalisation). Your company has already put in place a training plan to re-skill/ up-skill staff but you could include more advanced digital technologies to be implemented in the near future. Skilling/ up-skilling in digital technologies is a priority and digital skills training is provided to employees – but you should always tailor it to their specific needs and job training requirements. The company may also be aware of funding opportunities for training to enhance personnel digital skills and may be benefiting from it.

The staff is skilled enough to perform their job by digital means but you could encourage them more to experiment with new tools to execute decisions or to innovate. The staff is involved to a certain degree in the design and development of product/ service/ process digitalisation. Career development opportunities for digitally skilled employees are available. Jobs have been re-designed for the digital age – including innovative/ digitally- enhanced working environments and they may be supported by a digital support service. Digital skills of staff are substantially adequate for their job functions.

Data Governance

77%
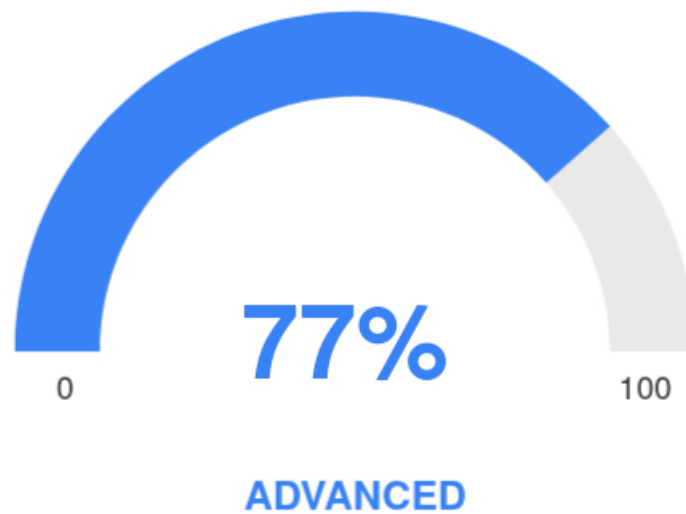
ADVANCED

Companies at this maturity level tend to be in a very advanced stage with regard to data management (storage, organisation, access, exploitation and security of data). Documents and processes are digitised in all or most business functions and areas –including administrative/ financial processes, customer relationships, production or service- related processes and logistics. All data are stored in a digitally structured form. Data collection and use is crucial for the organisation. The vast majority of the company's data are collected and used for all key processes/ operations.

Data informs most decision- making and optimises most processes. Solutions/ standards have been implemented to facilitate the exchange of data. Cybersecurity plans are present and specific policies and measures to protect the company's data from cyber- threats are implemented. There is a plan that covers all internal and customer data and full back up policies are in place. Staff awareness on cyber threats is high and sustained via training. A business continuity plan is in place in case of a catastrophic event due to a cyberattack.

Automation & Artificial Intelligence

36%

0   100

AVERAGE
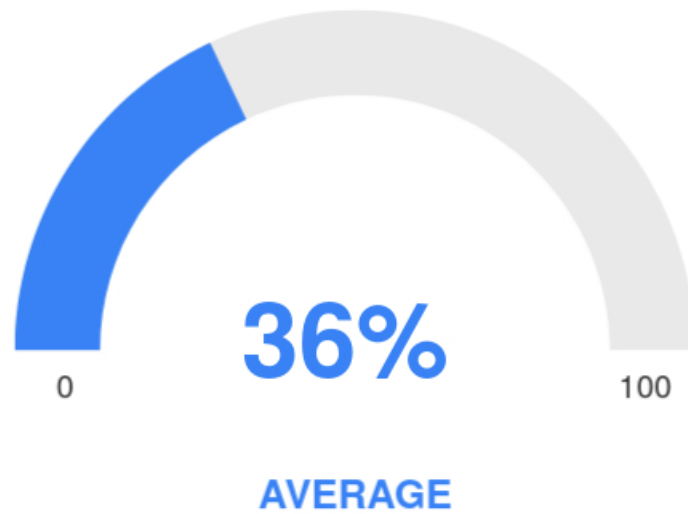
Companies at this maturity level tend to be in an early stage with regard to automation and intelligence (facilitated by digital means embedded in business process).

Potentially automation via digital means is used partially and in an ad-hoc way in some tasks – typically administrative processes. AI and automation has not supported commercial or operational activities. The adoption of AI and automation has not led yet to any measurable increases in productivity.

Green Digitalisation

15%

0   100
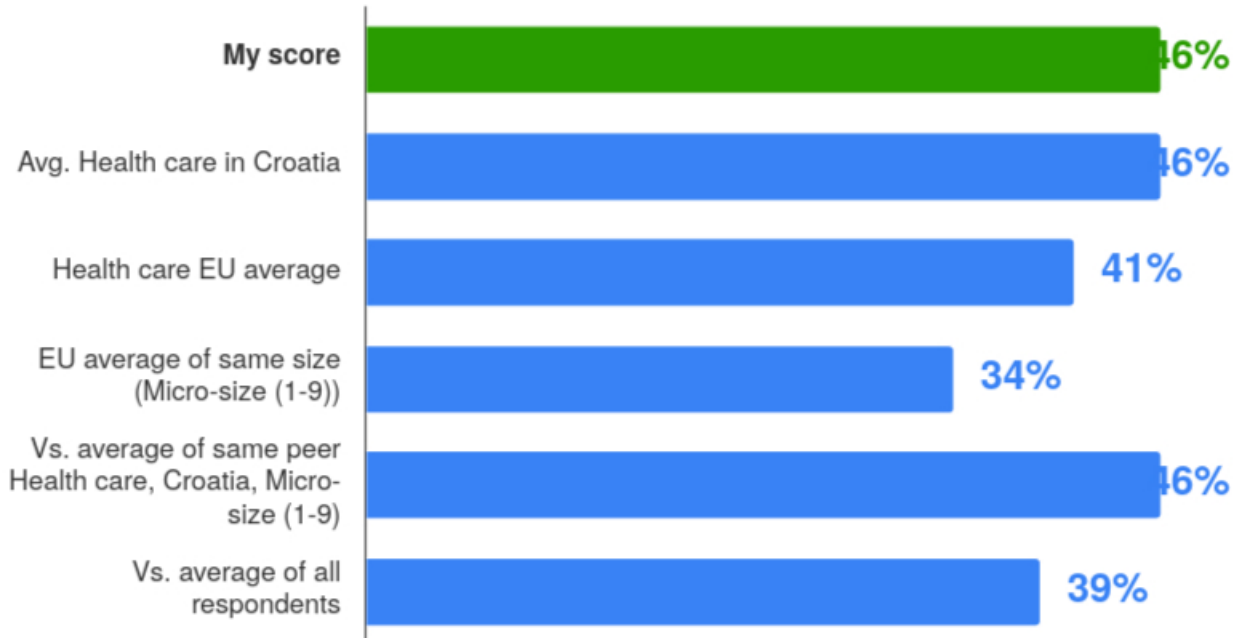
BASIC
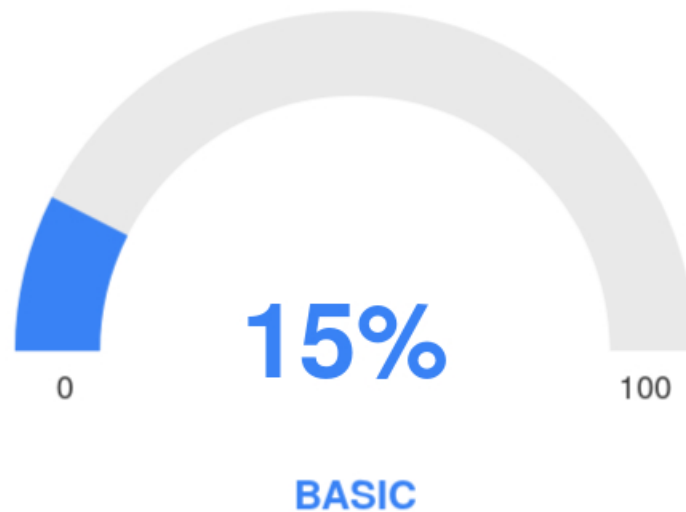
Companies at this maturity level tend to be in a very early stage with regard to green digitalisation*. Your company should consider environmental aspects in digitalisation choices. You could benefit by the use of digital technology for sustainable business operations (such as business model, service provision, production and manufacturing, etc.). Digital technologies could support your reduction of emissions and pollution and management of waste. Digital technologies could support your optimised use of raw materials and the delivery of the products to customers. Digital solutions could be used to reduce the organisation's impact on the environment. Materials/ products used by the organisation could be traceable. Energy could be sourced from sustainable sources off or on-site. Administrative processes could become paperless. Environmental impacts in digital choices (IT equipment) and practices should be taken more into account.

*Green digitalisation refers to the capacity of an enterprise to undertake digitalisation with a long-term approach that takes responsibility and cares about the protection and sustainability of natural resources and the environment (eventually building a competitive advantage out of it).

How does my score compare?

You can compare your DMA score to other users across Europe, where 0% means you're too far behind everyone and you don't have any digital maturity and 100% means you're a leader in EU.

My score	46%
Avg. Health care in Croatia	46%
Health care EU average	41%
EU average of same size (Micro-size (1-9))	34%
Vs. average of same peer Health care, Croatia, Micro-size (1-9)	46%
Vs. average of all respondents	39%

Submitted answers

SME: MEGI HEALTH d.o.o. za trgovinu i usluge

Customer Data

Maturity assessment date: 2023-11-07

Name of the enterprise supported by the EDIH: MEGI HEALTH d.o.o. za trgovinu i usluge

Fiscal registration number (VAT or equivalent): 10260735233

Comments: {Empty}

Contact person: Nina Šesto

Role in the enterprise: Director

Email address: nina@megi.ai

Telephone: 0996293026

Website: https:// www.megi.ai/

Enterprise's staff size: Micro- size (1-9)

Enterprise's foundation year: 2022

Country where the enterprise business unit is located: Croatia

Region where the enterprise business unit is located: Grad Zagreb

Postal code: {Empty}

Full address: Hrgovići 97, Zagreb

In which sector of activity is your enterprise's business primarily focused? Please select only one option: Health care

In addition, in which other sectors of activity is your enterprise's business already operating/ wishing to operate? Please select up to three options: Telecommunications

No other sector: No

Other sector of activity not listed above (please specify): {Empty}

Digital Business Strategy

The questions of this dimension intend to capture the overall status of a digitalisation strategy in your enterprise from a business perspective. They ask about your enterprise's investments in digitalisation per business areas (both executed and planned) as well as the company's readiness to embark in a digital journey that might require organisational and economic efforts not yet foreseen.

Q1. In which of the following business areas has your enterprise already invested in digitalisation and in which ones does it plan to in the future? Please select all options that apply:	Already Invested	Plan to Invest
Product/ Service design (incl. research, development and innovation):	Yes	
Project planning and management:	Yes	
Operations (production of physical goods/ manufacturing, packaging, maintenance, services, etc.):	Yes	Yes
Collaboration with other internal site locations or other companies in the value chain:	Yes	Yes
Inbound logistics & warehousing:		
Marketing, sales & customer services (customer management, order processing, helpdesk, etc.):		Yes
Delivery (outbound logistics, eInvoices, etc.):		
Administration and human resources:		Yes
Purchasing and procurement:		Yes
(Cyber)security and compliance with Personal Data regulations/ GDPR:		Yes

Q2. In which of the following ways is your enterprise prepared for (more) digitalisation? Please select all options that apply:

Digitalisation needs are identified and are aligned with business objectives: **Yes**

Financial resources (own, loans, subsidies) are identified to secure digitalisation during at least one year: **Yes**

IT infrastructures are ready to support digitalisation plans: **Yes**

ICT specialists are employed/ sub-contracted (or hiring/ subcontracting needs have been identified): **Yes**

Enterprise's management is ready to lead the necessary organisational changes: **Yes**

Concerned business departments and their staff are ready to support digitalisation plans: **Yes**

Business architecture and operational processes can be adapted if required by digitalisation: **Yes**

Manufactured products are already commercialised as a service (so-called Servitisation) or supplemented by services enabled by digital technologies: **No**

Clients' and partners' satisfaction with online services/ interactions is monitored regularly (on social media channels, e-commerce operations, emails exchanges, etc.): **Yes**

Risks of digitalisation (e.g. non-planned effects over other business areas) are considered: **Yes**

Digital Readiness

The digital readiness dimension provides an assessment of the current uptake of digital technologies (both mainstream and more advanced technologies) that is valid for both manufacturing and service companies.

Q3. Which of the following digital technologies and solutions are already used by your enterprise? Please select all options that apply:

Connectivity infrastructure (high speed (fibre) internet, cloud computing services, remote access to office systems): **Yes**

Enterprise's website: **Yes**

Web-based forms and blogs/forums to communicate with clients: **No**

Live chats, social networks and chatbots to communicate with clients: **Yes**

E-Commerce sales (Business-to-Consumer, Business-to-Business): **No**

E-Marketing promotion (online ads, social media for business, etc.): **Yes**

E-Government (online interaction with public authorities, including public procurement): **No**

Remote business collaboration tools (e.g. teleworking platform, videoconferencing, virtual learning, business-specific): **Yes**

Internal web portal (Intranet): **No**

Information Management Systems (Enterprise Resources Planning, Product Lifecycle Management, Customer Relationship Management, Supply Chain Management, e-invoicing): **No**

Q4. Which of the following advanced digital technologies are already used by your enterprise? Please choose all options that apply using the provided scale. (Options: Not used, Consider to use, Prototyping, Testing, Implementing, Operational)

Simulation & digital twins (i.e. real-time digital representations of physical objects/processes): Not used

Virtual reality, augmented reality: Not used

Computer-aided design (CAD) & manufacturing (CAM): Not used

Manufacturing execution systems: Not used

Internet of Things (IoT) and Industrial Internet of Things (I-IoT): Not used

Blockchain technology: Not used

Additive manufacturing (e.g. 3D printers): Not used

Human- centric Digitalisation

This dimension looks at how staff are skilled, engaged and empowered with and by digital technologies, and their working conditions improved, with a view to increase their productivity and wellbeing.

Q5. What does your enterprise do to re-skill and up-skill its staff for digitalisation? Please select all options that apply:

Performs staff skill assessment to identify the skills gaps: **No**

Designs a training plan to train and up-skill staff: **No**

Organises short trainings, provides tutorials/ guidelines and other e-learning resources: **Yes**

Facilitates learning- by-doing/ peer learning/ experimentation   opportunities: **Yes**

Offers traineeships & job placements in key capacity areas: **No**

Sponsors staff participation in trainings organised by external organisations (training providers, academia, vendors): **No**

Makes use of subsidised training and upskilling programmes: **No**

Q6. When adopting new digital solutions, how does your enterprise engage and empower its staff? Please select all options that apply:

Facilitates staff awareness about new digital technologies: **Yes**

Communicates digitalisation plans to staff in a transparent and inclusive way: **Yes**

Monitors staff acceptance and takes measures to mitigate the potential collateral effects (e.g. fear to change; 'always on' culture vs. work-life balance; safeguards to risks of privacy breaches etc.): **Yes**

Involves staff (including non-ICT staff) in the design and development of product/ service/ process digitalisation: **Yes**

Gives staff more autonomy and appropriate digital tools to take and execute decisions: **No**

Redesigns/ Adapts jobs and workflows to support the ways that staff actually would like to work: **Yes**

Sets up more flexible working arrangements enabled by digitalisation (e.g. telework): **Yes**

Puts at staff disposal a digital support team/ service (internal/ external): **No**

Data Governance

This dimension captures how data is digitally stored, organised within the enterprise, made accessible across connected devices (computers, etc.) and exploited for business purposes, keeping an eye on ensuring sufficient data protection via cybersecurity schemes.

Q7. How is your enterprise data managed (i.e. stored, organised, accessed and exploited)? Please select all options that apply:

The organisation has in place a data management policy/ plan/ set of measures: **Yes**

Data is not collected digitally: **No**

Relevant data is stored digitally (e.g., office applications, email folders, stand-alone applications, CRM or ERP system, etc.): **Yes**

Data is properly integrated (e.g. through interoperable systems, application programming interfaces) even when it is distributed amongst different systems: **Yes**

Data is accessible in real-time from different devices and locations: **Yes**

Collected data is systematically analysed and reported for decision-making: **Yes**

Data analytics are enriched by combining external sources with own data: **No**

Data analytics are accessible without need of expert assistance (e.g. through dashboards): **Yes**

Q8. Is your enterprise's data sufficiently secured? Please select all options that apply:

An enterprise data security policy/ set of measures is in place: **Yes**

All client-related data is protected from cyberattacks: **No**

Staff is regularly informed and trained on cybersecurity and data protection issues/ risks: **Yes**

Cyber-threats are regularly monitored and assessed: **Yes**

A full backup copy of critical business data is maintained (off-site/ in the cloud): **Yes**

A business continuity plan is in place in case of catastrophic failures (e.g. all data locked by a ransomware attack or physical damage to the IT infrastructure): **No**

Automation and Artificial Intelligence

This dimension explores the level of automation and intelligence facilitated by digital means that is embedded in business processes.

Q9. Which of the following technologies and business applications is your enterprise already using? Please choose all options that apply using the provided scale. (Options: Not used, Consider to use, Prototyping, Testing, Implementing, Operational)

Natural Language Processing incl. chatbots, text mining, machine translation, sentiment analysis: Operational

Computer vision / image recognition: Not used

Audio processing / speech recognition, processing and synthesis: Not used

Robotics and autonomous devices: Not used

Business intelligence, data analytics, decision support systems, recommendation systems, intelligent control systems: Implementing

Green Digitalisation

This dimension captures the capacity of an enterprise to undertake digitalisation with a long-term approach that takes responsibility and cares about the protection and sustainability of natural resources and the environment (eventually building a competitive advantage out of this).

Q10. How does your enterprise make use of digital technologies to contribute to environmental sustainability? Please select all options that apply:

Sustainable business model (e.g. circular economy model, product-as-a-service): **Yes**

Sustainable service provision (e.g. usage tracking for further reuse by other users): **Yes**

Sustainable products (e.g. eco-design, end-to-end product lifecycle planning, end-of-life & extension of useful life): **No**

Sustainable production and manufacturing methods, materials and components (incl. end-of-life management): **No**

Emissions, pollution and/or waste management: **No**

Sustainable energy generation in own facility: **No**

Optimisation of raw material consumption/ cost: **No**

Reduction of transport and packaging costs: **No**

Digital applications to encourage responsible consumer behaviour: **No**

Paperless administrative processes: **Yes**

Q11. Is your enterprise taking into account environmental impacts in its digital choices and practices? Please grade all options that apply using this scale: No, Partially, Yes:

Environmental concerns and standards are embedded in the enterprise's business model and strategy: No

There is an Environmental Management System/ certification implemented: No

Environmental aspects are part of digital technologies/ suppliers' procurement criteria: No

Energy consumption of digital technologies and data storage are monitored and optimised: No

Recycling/ re-use of old technological equipment is actively practised by the enterprise: No