

DiGI-VET

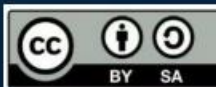
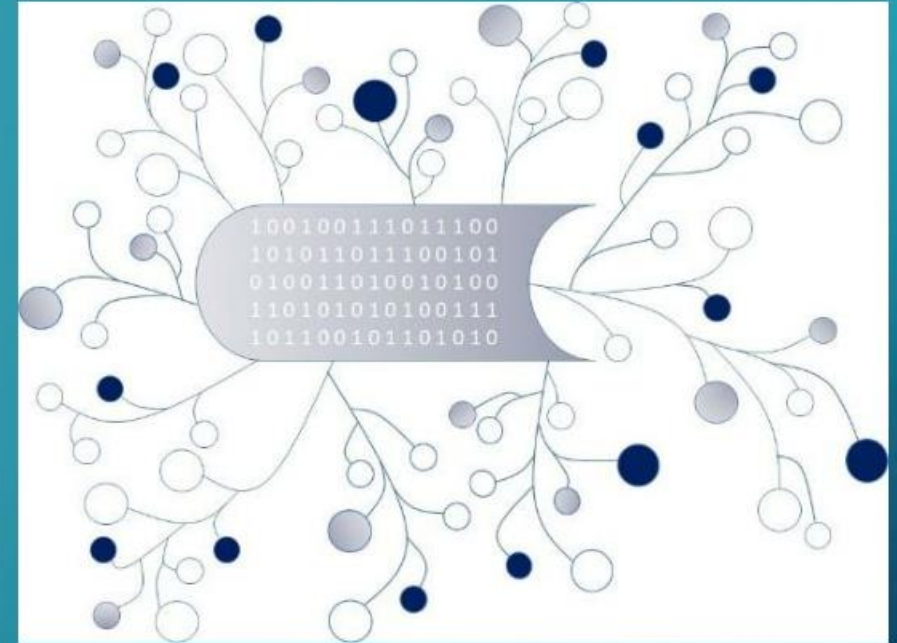
Partner Meeting in London, UK
19th- 21st of November 2019

Project Number: 2018-1-DE02-KA202-005145

DIGI-VET

FOSTERING DIGITISATION AND INDUSTRY 4.0 IN
VOCATIONAL EDUCATION AND TRAINING

The Online Observatory
Marc Beutner/ Jana Stelzer

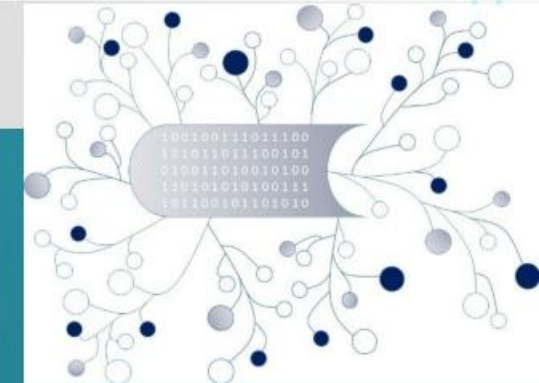


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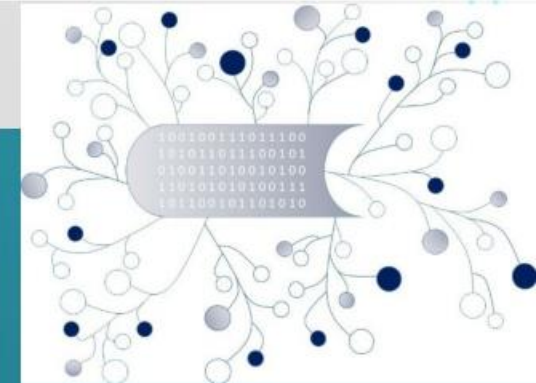
THE ONLINE OBSERVATORY

- IO5 Online Observatory of Digitisation Best Practices
- Online tool (IK will implemented the first prototype)
- Best practices
- Insights into real existing showcases
- Contacts to other companies
- Providing of instant access to a library of information



CRITERIA FOR THE ONLINE OBSERVATORY

- Organising Interviews
 - Identifying your enterprises (at least 6 per country)
 - Inviting your participants
 - Setting a time
 - Finding a venue (face-to-face, Skype, telephone)



BUSINESS PROFILE

1. Name of Business

2. Years in business

3. Category of
business

4. Description of
business/ digitisation

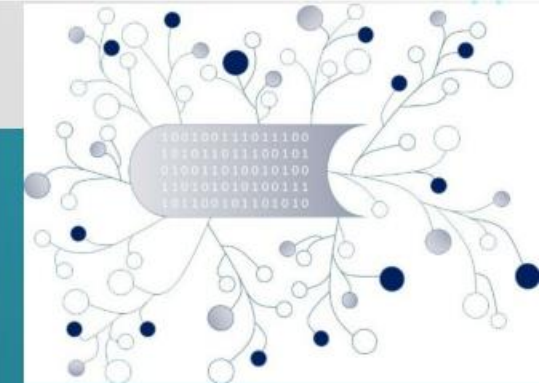
5. Size of business

6. Supports to set up
business/ digitisation

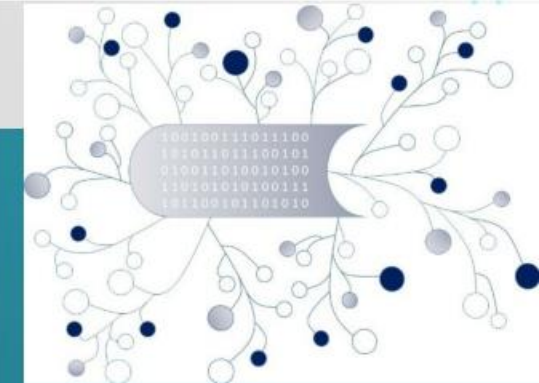
7. Pitfalls and
challenges

8. Opportunities and
plans for the future

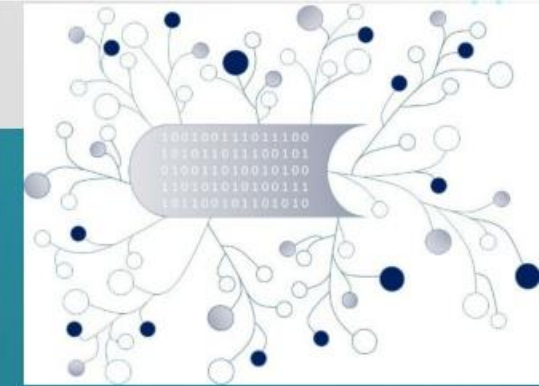
9. Logo/ Pictures/
Videos



BUSINESS PROFILE - EXAMPLE



Business Profile	
1. Name of the business	LEONEX Internet GmbH
2. Years in business	Since 2008
3. Category of business	IT/ Services
4. Description of business and digitisation	Full service internet agency; conception and design of web projects, implementation of websites via TYPO3 and WordPress, implementation of individual software solutions based on PHP, creation of successful e-commerce systems via Magento or shopware, online marketing (SEO, SEA, CRO, content marketing, SMM).
5. Size of your business	> 30 employees



BUSINESS PROFILE - EXAMPLE

6. Supports to set up your business and digitisation	Online marketing, digital business models, digitalization of business processes, e-commerce, digital brand management, individual software development in web and app environments to simplify business processes.
7. Pitfalls and challenges	The digitization of business processes is significantly dependent on the human factor, so that these business processes must be made as easy as possible to use. Here, software with a high usability supports both the user and the company.
8. Opportunities and plans for the future	The digitization of business processes companies enables their most valuable resource - the human - to do what they do best: Be innovative. LEONEX supports this with intuitive digitization projects, the grown against fully automatic, digital processes. In this environment, artificial intelligence plays an important role, to provide the user meaningful suggestions as a basis for decision-making.
Logo of business Maybe: enterprise film	<p>https://www.leonex.de/</p> 

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