

Services Innovation

A brief overview of services and supports



Need a compelling business case

- **Strong domain expertise**
 - Competition is intense and will respond quickly
 - Attraction of the service needs to be compelling
 - Using good advice
- **Excellent understanding of the customer experience**
 - Examine the entire service delivery process – what could improve
 - Importance of localisation – language/ legislation/ behaviour
 - Channels to customer feedback
- **Mechanisms for using innovative strengths of own staff**
 - What issues do they have with delivery of service
 - What feedback do they get (good and bad)
- **Ability to use ICT effectively**
 - Doesn't need to be new software or hardware – can be tweaked
- **Behavioural research – how will people react**
- **First mover advantage**
 - Think Lean – but with rapid follow through of enhancements
- **Importance of trust and credibility**
 - Support from EI market advisors
 - Importance of social media

Supports are available

- **EI HPSU grants – equity investment against a business model**
- **EI Feasibility Grants – to help you Start Up, Export, Innovate, Increase Efficiency**
- **EI R&D Fund – support to in-company projects where significant development is required**
- **EI Innovation Vouchers and Innovation Partnerships – making it easier to access the expertise of the universities, institutes and their development centres**
- **Development Advisors and Technologists to provide advice on the early stages**
- **Market Advisors and the Enterprise Europe Network can help advise on the requirements of specific markets**
- **For non-EI companies the EEN and the CEBs can assist**

Some examples of R&D Fund projects

- **Novel social networking service using SMS communications**
- **Next generation recruitment platform**
- **Automated audit process**
- **Dynamic currency conversion programme**
- **Business intelligence & performance management**
- **Integrated transport, planning and management**
- **SAS Geographical Information System**
- **Software and services for control and process industries**
- **Real Time Fraud Management**
- **Tool-set to improve laboratory performance**
- **Semantically enabled system for mining the open web**
- **Web service desk aggregating IT outsourced to Cloud vendors**

Sectors	2008	2009	2010	2011	2012	Grand Total
Bespoke Software	€137,130	€256,855		€575,985		€969,970
Building Management Systems	€1,445,788	€1,595,768	€833,363	€272,224	€781,860	€4,929,003
Business Process Services	€2,274,804	€116,953	€874,492	€108,000		€3,374,249
Corporate Software	€781,202	€1,060,359	€826,602	€839,315	€500,050	€4,007,528
Design Services		€179,035	€3,600,000	€210,220	€28,710	€4,017,965
e-Commerce	€174,645	€442,175	€1,167,762	€754,253		€2,538,835
EDP	€70,000	€128,178		€225,080		€423,258
e-Learning	€11,038,066	€550,000	€352,316			€11,940,382
Financial Business Process Services	€2,934,223	€355,528	€1,963,272	€493,119		€5,746,142
Financial Software	€2,565,630	€1,596,572	€853,046	€567,217	€278,333	€5,860,798
Funds & Specialised Investment	€31,820	€319,507		€519,119		€870,446
Health Software		€823,500	€449,957		€250,000	€1,523,457
Healthcare Services		€844,345		€149,992		€994,337
Insurance & Pensions		€399,947	€837,163			€1,237,110
Other Services		€342,719		€253,255		€595,974
Payments		€350,000	€300,000	€448,030		€1,098,030
Prof Consultancy Services	€625,559	€400,000	€26,954	€573,473	€88,800	€1,714,786
Public Sector Software	€1,048,235	€778,250	€410,675	€634,132	€392,843	€3,264,135
Systems Integration	€440,650	€300,000	€277,500	€446,385		€1,464,535
Telecoms Software	€1,979,449	€3,404,538	€4,732,945	€1,246,905	€510,000	€11,873,837
TIME Services	€278,000	€380,243	€679,738	€651,584		€1,989,565
TIME Software	€1,905,054	€1,049,653	€1,599,464	€596,133	€49,925	€5,200,229
Travel Services	€558,180	€349,798	€94,471			€1,002,449
Travel Software	€627,039	€649,083		€500,018	€100,000	€1,876,140
Printing				€298,847		€298,847
Media Services					€297,474	€297,474
TOTAL	€28,915,474	€16,673,006	€19,879,720	€10,363,286	€3,277,995	€79,109,481

New Support - Technovation

- **New pilot programme to grow innovation capability of SMEs**
- **Financial support to employ a graduate for 18 months (50% grant). Innovation Voucher support also possible.**
- **Graduate innovation underpinned by training in innovation practice from Waterford Institute of Technology (WIT)**
- **Programme implemented by WIT on behalf of Enterprise Ireland**
- **WIT handle graduate applications and supervise placements**
- **Pilot for SMEs (>10 employees and 2 years or more of sales) in the Waterford region**
- **Launch at WIT 3rd May 2012.**
- **Live on Enterprise Ireland website 3rd May 2012.**



Technovation - Eligible innovation projects

- **Projects supported will include:**
- *New product/process development that has a scientific or technological dimension;*
- **The creation and delivery of new services which complement and significantly enhance product marketability, particularly the use of information technology and eBusiness (i.e. servicisation of manufacturing activities);**
- **Enhancements of competitiveness such as the development of new manufacturing practices, better supply chain management, the introduction of lean manufacturing, eco-labelling, environmental management;**
- *Establishment of innovation management systems, early-stage R&D facilities, product/process development and testing procedures, etc.*

Suggested Links

- <http://www.enterprise-ireland.com/en/>
- <http://www.een-ireland.ie/eei/>
- <http://www.enterpriseboard.ie/enterprise/web>
- <http://www.tssg.org/>
- <http://www.rikon.ie/>
- <http://www.isin.ie/>
- <http://www.irdg.ie>
- <http://www.cita.ie/cita-enterprise-innovation-network.asp>

- **John Smith**
- **Enterprise Ireland**
- **+353 1 7272206**
- john.smith@enterprise-ireland.com