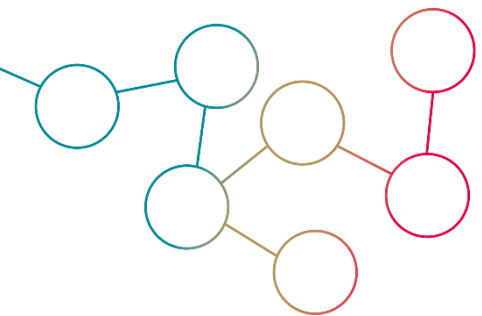




Guidance questions for project discussions with SME's & proposed tools

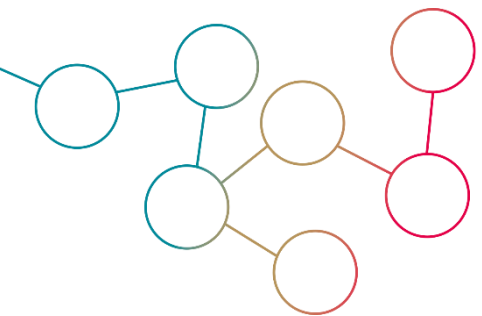




Guidance questions for project discussions SME's

Check your business awareness:

- How well do you reach your potential customers?
- How well do the customers know/find you?
- Do you know the top 3 customers in sales orders, annual revenue & time spent
- Do you know your turnover/margin/cost for each product/service?
- Do you know the lead times/cycle times of parts ordered/produced?
- How well is your overview on running order processes & actual inventory?
- How well is your traceability of products?
- How much time is spent on administration vs on core-business?
- Which data sources/applications do you already use? To the full extent?



Guidance questions for project discussions SME's

What are your main problems, frustrations & biggest time consumers?

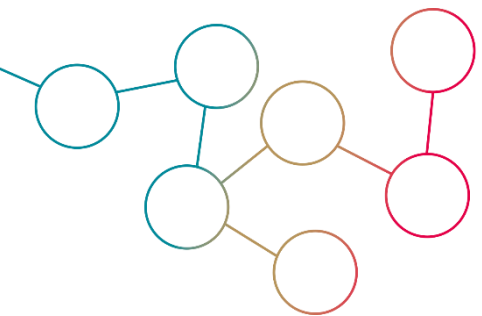
→ **Data inspiration booklet**

What would be your first problem to tackle?

→ **How to determine focus guide**

How to define a project?

→ **Brainwave / data science project canvas**



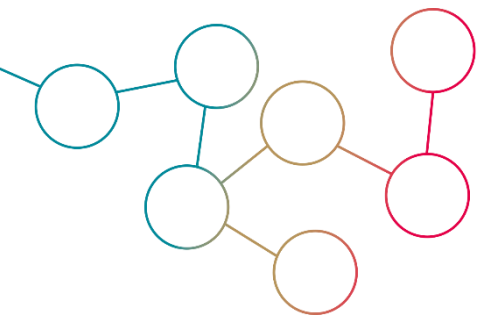
Proposed tools based on SME feedback

Insufficient reach of potential customers or customers do not find you

- **Zip-code tool** to identify missing potential
- Use **Leadfinder** tool to identify potential new contacts
- Targeted **marketing campaign**/website update/direct-mail/social media (best by specialized company)

Customer's importance unknown (sales orders, annual revenue & time spent)

- Introduce **analytical module in ERP system**



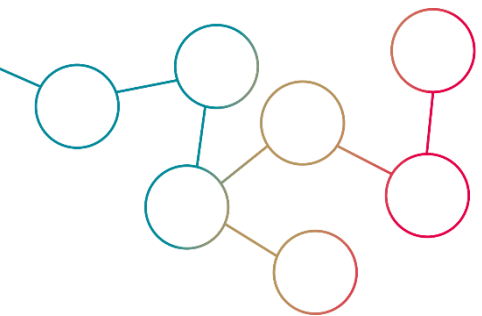
Proposed tools based on SME feedback

Insufficient view on turnover/margin/cost for each product/service

- Basic level: sales & cost follow-up in **Excel**
- Better: **ERP** or **analytical accounting SW**

Insufficient view on lead times/cycle time of parts ordered/produced

- Basic level: production/inventory follow-up in **Excel**
- Better: **ERP** or **MES system**



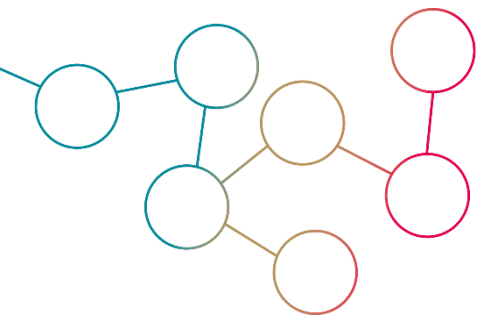
Proposed tools based on SME feedback

Insufficient overview of running order processes & actual inventory

- Introduce/improve **ERP** system
- Introduce **bar code scanning**/follow-up
- Build **dashboard** with realtime indicators
- Look at potential of **MES*** systems

Insufficient product traceability

- Introduce **bar code scanning**/follow-up & connect to **ERP** system
- Look at potential of **MES** systems (manufacturing execution system)



Proposed tools based on SME feedback

Too much time spent on administration

- E-mail communication/searches → **CRM*** system e.g. Salesflare
- Financial documents & accounting → **accounting SW** or **ERP*** system with integrated accounting modules

Need to improve processes with high data load

→ Tools: **Data Explorer** & **Data Structure Guide**

→ For higher level data projects, contact **JADS** or **EFRO Digital Experience Labs**

→ Contact **local specialized data science companies**
(e.g. Absolem or DataStories for Belgium)