


 SHARE  PRINT

Digital Boost Day for SMEs: Build a digital business model in one day

ROLAND MEIER

SWITZERLAND, ALL INDUSTRIES, INDUSTRY 4.0

JUNE 27, 2016



Digital Boost Day

Switzerland Global Enterprise and PwC are offering a pragmatic new consulting service: Digital Boost Day. This hands-on one-day workshop for senior managers supplies the tools and knowledge to capitalize on the opportunities of the digital age as profitably as possible.

Optimizing processes and value chains with digital technology

Digital technology is an extraordinary tool for making processes lean, efficient and resource-effective, especially for small and medium-sized enterprises with limited financial and human resources. From product and service development to sales, administration, logistics, marketing and after-sales service. For small and medium-sized exporters who think and act globally, digitization presents a vast array of options for accelerating international business transactions or optimizing cross-border value chains.

Digitization: from the idea to success

It's all about knowing "how". For example, how to select and digitize processes so they deliver more efficiency, flexibility, innovation and productivity for each company and customer group. On Digital Boost Day, consultants identify a wide array of practical digitization opportunities based on real-life examples that apply to companies' unique circumstances, and then, together with experts, specifically plan one concrete opportunity in the course of a day. From ideas to actionable plans. The final plan is ready to go right after Digital Boost Day. Companies can either act alone or with support from experts.

Prototyping: developing a digital strategy

The Digital Boost Day consists of four workshops. First, the company's digital readiness is assessed in a preparatory session. The resulting profile reveals key priorities that help bring new trends and current issues into proper focus on Digital Boost Day. These guidelines and sources of inspiration generate dozens of ideas that are carefully vetted, selected and fleshed out. At the end of Digital Boost Day, companies leave with a paper prototype that can enter implementation the very next day.

Special offer for S-GE members

Members of Switzerland Global Enterprise receive a generous discount for Digital Boost Day, paying only 7,500 instead of 12,000 (excluding VAT).

[Digital Boost Day for SMEs \(in German\)](#)
[See our dossier for more information on digitization and Industry 4.0](#)

YOUR PERSONAL CONTACT



LILIANE MERK

Leiterin Strategisches Marketing

lmerk@s-ge.com

+41 44 365 53 50

vCard

READ MORE



**CUSTOMS NOW WITH
INFORMATION CENTER
FOR GENERAL**



**INDUSTRY 4.0: WHAT
DO SWISS SMES THINK?
MAESTRANI**



**LIFE SCIENCE: HOW
SMES GAIN AN
INTERNATIONAL**

QUESTIONS

In April, to complement its current offer of information, the Swiss Federal Customs Administration (FCA) opened an information center for general questions.

[MORE...](#)

The chocolate production sector is also affected by digital transformation.

[MORE...](#)

FOOTHOLD

How do you translate innovation into global success as a life science SME? Jakob Dynnes Hansen, CFO Evolva, has some answers to that.

[MORE...](#)

DIRECTLY TO

Countries / Industries
Exporthelp
Services
Topics
Events
Country Consulting
Members

ABOUT US

Media
Newsletter
Partners
Contact
Sitemap

FOLLOW US ON

LinkedIn
Twitter
Youtube
RSS
Podcasts

© 2016 SWITZERLAND GLOBAL ENTERPRISE Legal notices Contact Membership Media Jobs Newsletter S-GE app RSS Social Media Sitemap

Source URL: <http://www.s-ge.com/switzerland/export/en/blog/digital-boost-day-smes-build-digital-business-model-one-day>