

# Information and communication technology as a success factor for SMEs?

Dr. Pascal Sieber  
Swiss Productivity Institute  
ps@ipch.ch



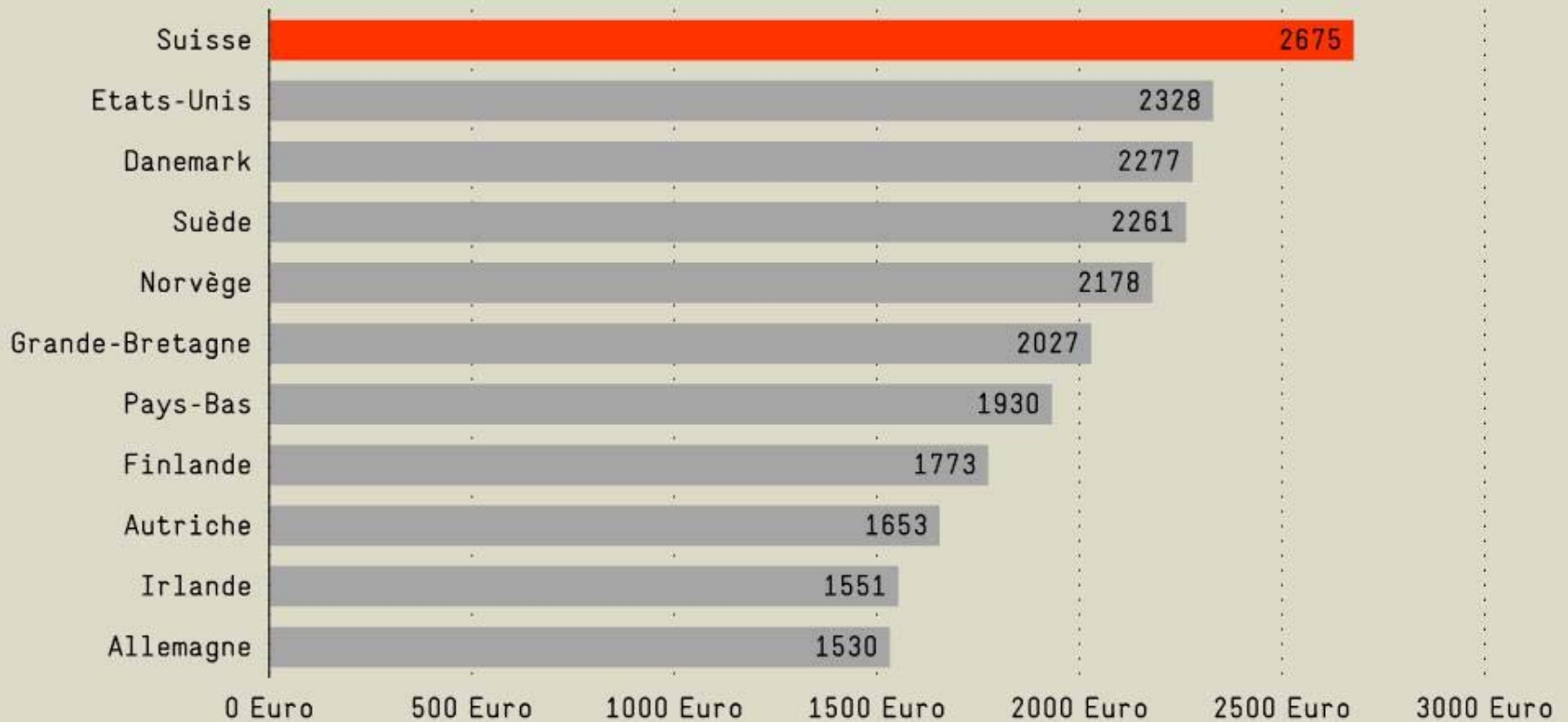
Schweizerisches Produktivitätsinstitut AG  
Institut Suisse de Productivité SA  
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# Does IT really matter?

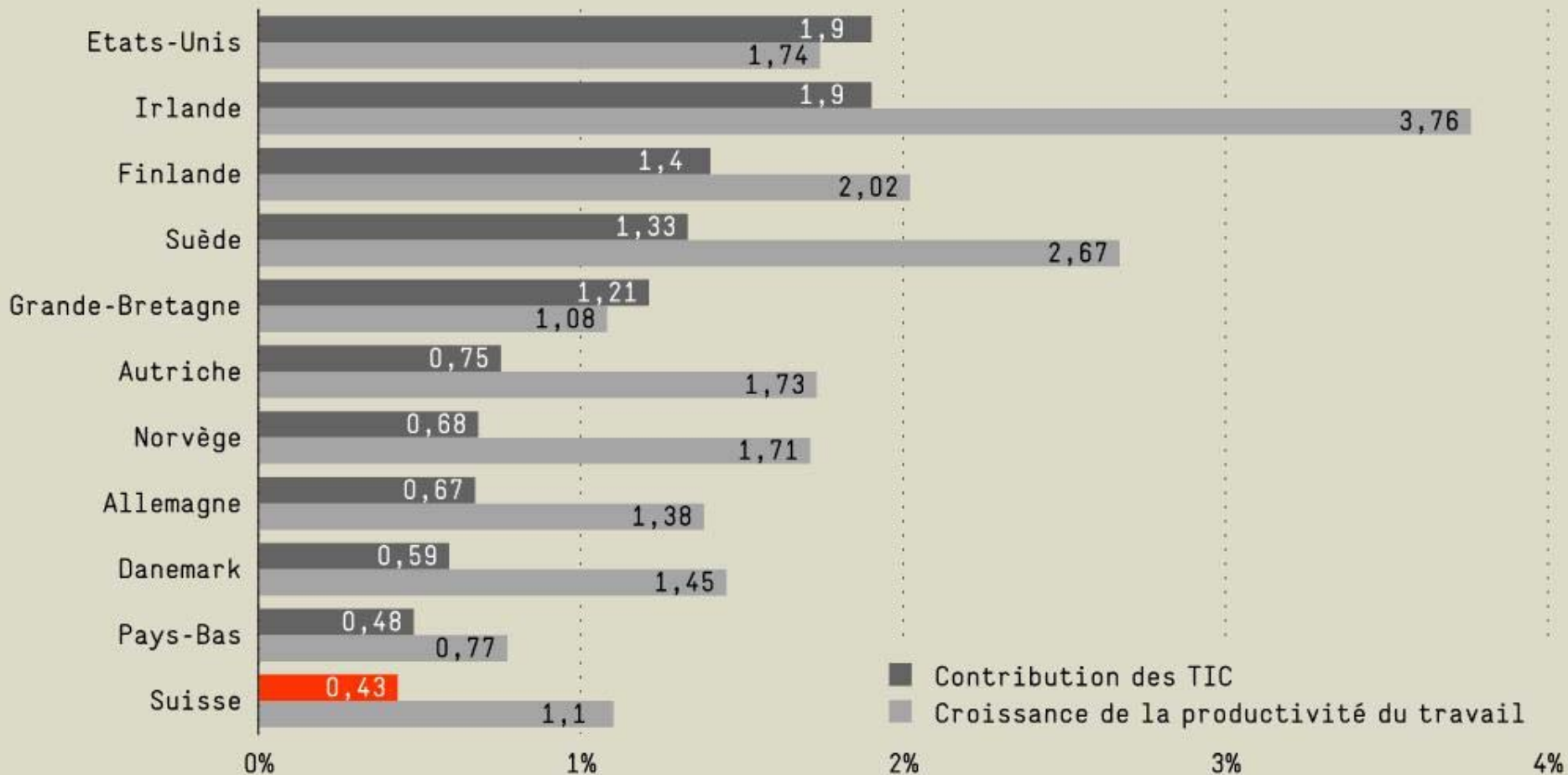
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- The productivity paradox
  - IT is everywhere but in the productivity statistics
- The Swiss paradox
  - Swiss SMEs are very well equipped
  - The impact of IT on productivity in Switzerland is comparatively low
- The SME managerial challenge
  - IT is expensive
  - The contribution to firm success is unknown
  - Numerous possibilities to invest

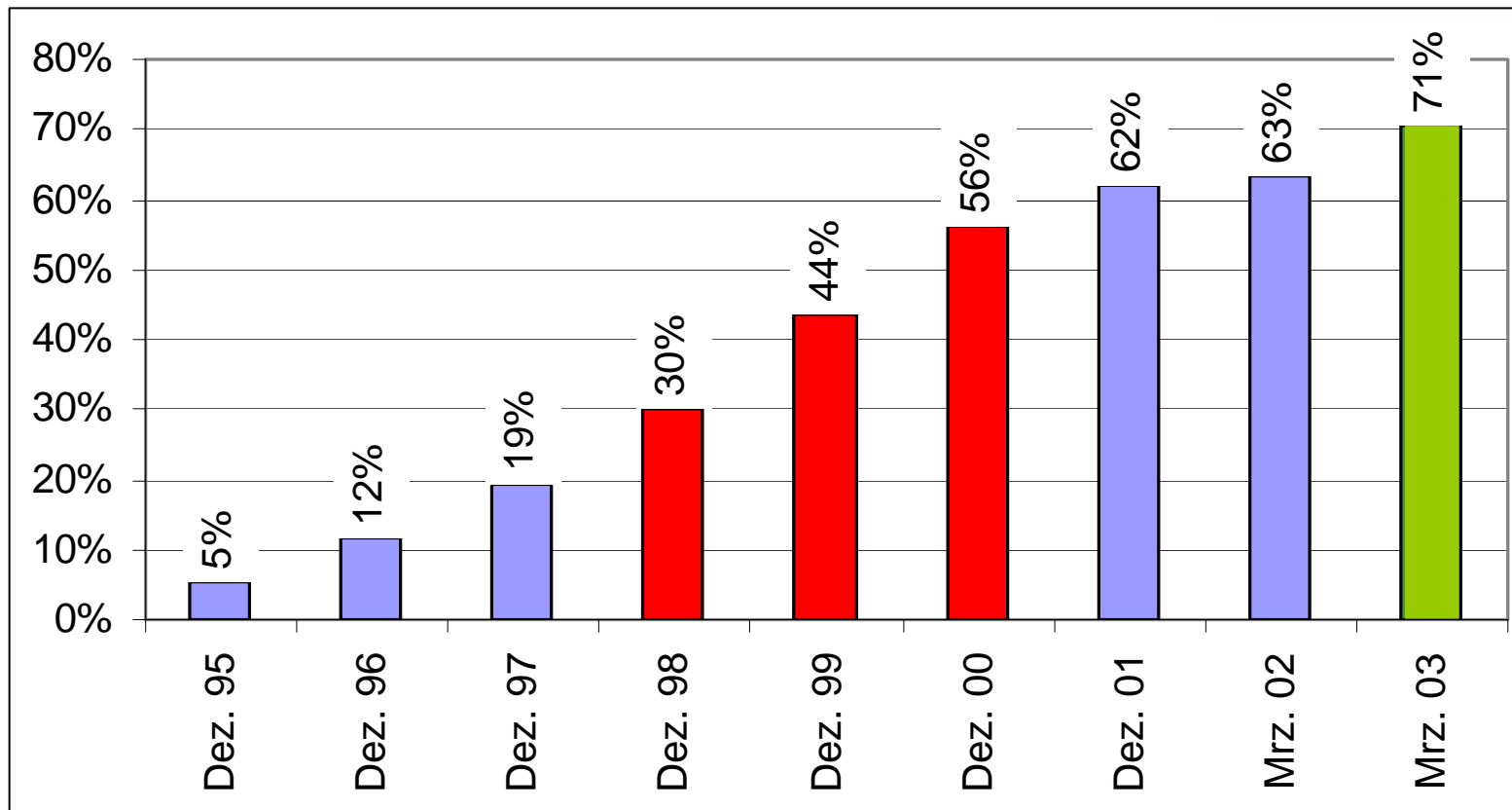
# IT Spending per capita



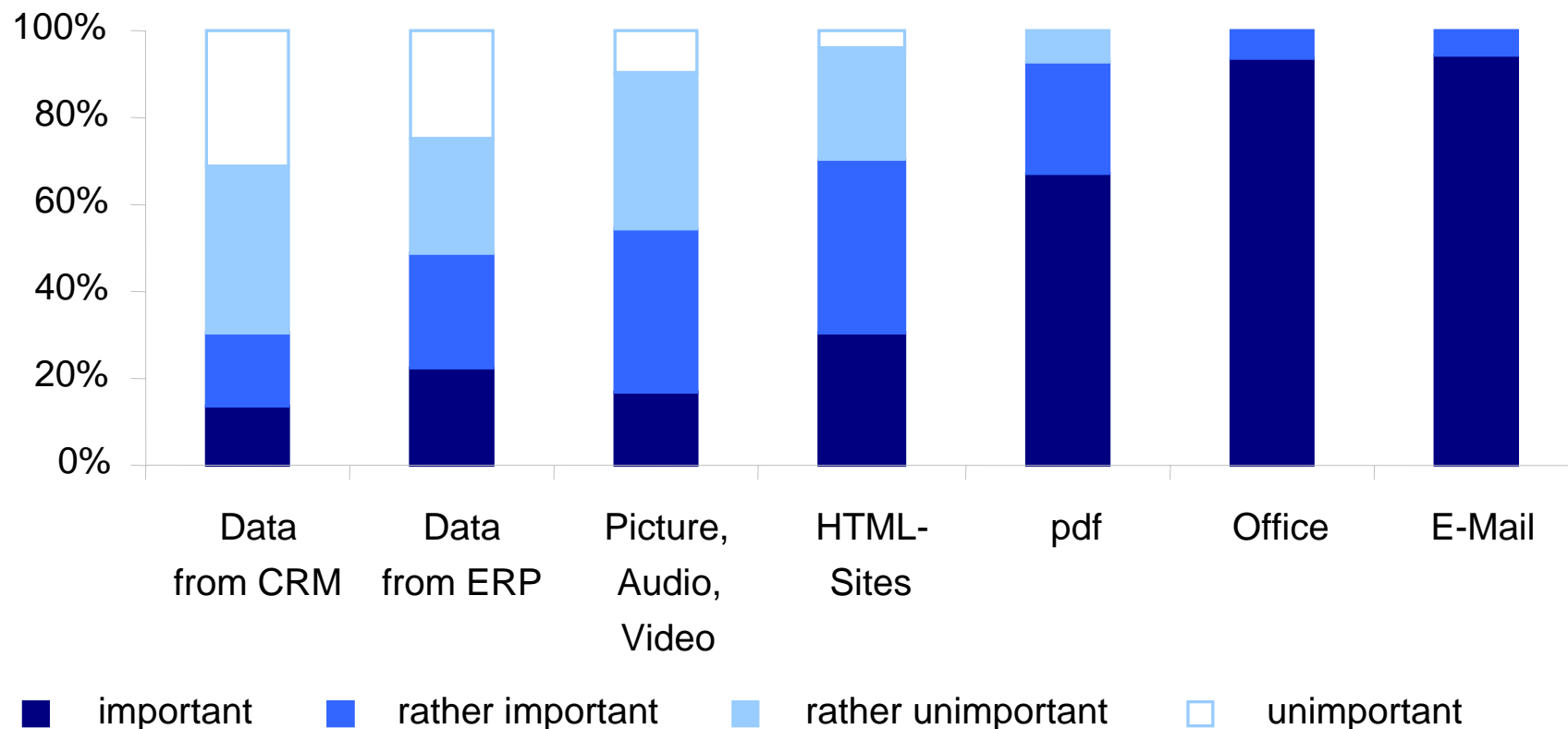
# IT Productivity (1996–2000)



# Percentage of SMEs using the internet

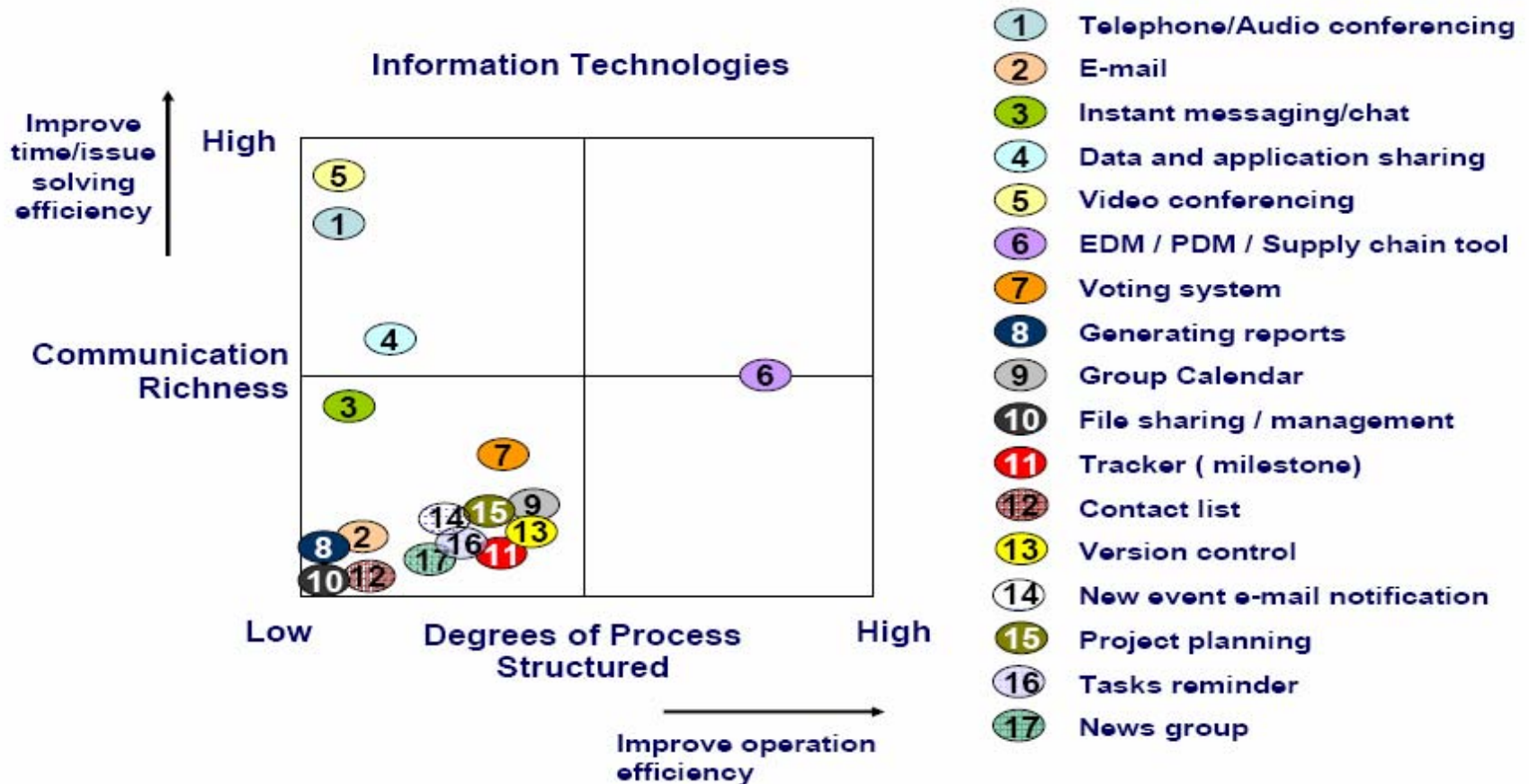


# Today E-Mail is the way we build business relationships



[ Source: Sieber et al.: Enterprise Content Management, 2004. (600 Interviews in Switzerland, 350 in Germany) ]

# Tomorrow we will be networked



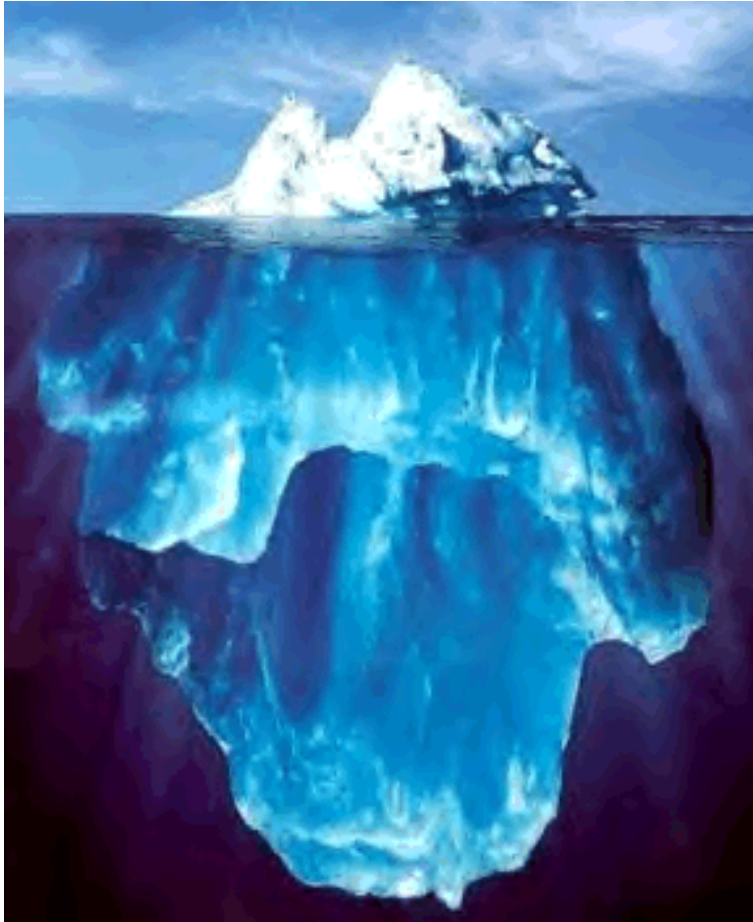
[ Source: Katzy, B. et al.: Center for Technology and Innovation Mangement, Munich/Leiden (2004). ]

# IT does matter, if you ...

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- know how to think in a digital world
  - E-Mail and Web-Marketing
  - Remote Customer Interaction
- look after new business models
  - Learn from helvetic
- listen to the people
  - Customers have too much information (information overload) but often not enough specific information
  - Customers have too many contacts to too many suppliers, network partners, etc. (interaction overload)
  - Example: Blogging
- transform innovation into cash

# The Management Challenge



Process:  
Tasks & Objectives

Technology:  
E-Collaboration / E-Marketing

Methods:  
Work Styles  
Collaboration / Open Innovation

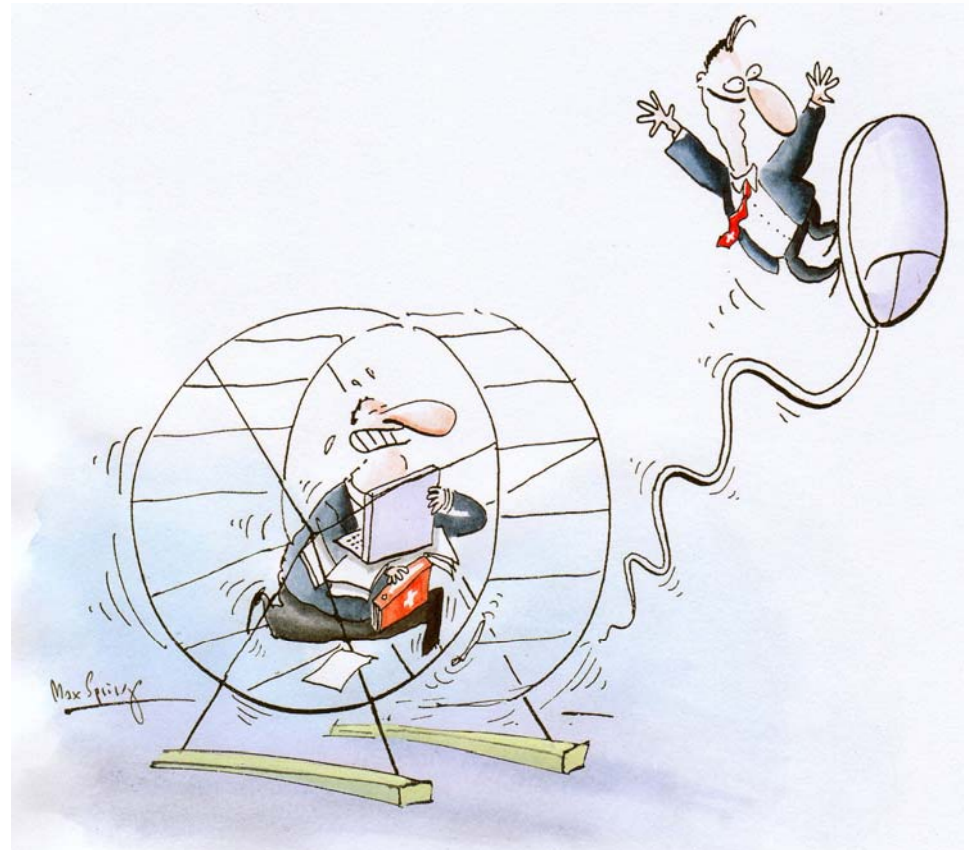
Behavior:  
Communication behavior  
Computer mediated Communication

Skills:  
Media competence  
Communication competence

## Contact:

Dr. Pascal Sieber  
Swiss Productivity Institute  
Laupenstrasse 1  
3008 Bern  
phone: 031 382 00 24  
skype: pascal.sieber

[www.ipch.ch](http://www.ipch.ch)  
[www.ve-forum.org](http://www.ve-forum.org)  
– SIG on eProductivity



# Think Tank and Know-how Transfer

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## Think Tank

The SPS foundation is a co-operation between 3 major players from the ICT industry and the Swiss federal administration. They want to contribute to the understanding of knowledge work by funding research and development as well as publication and events.



## Solutions

The ipch intends to rationalize and standardize the knowledge into software bundles, check lists, accelerators to actually release the productivity potential of co-ordination technologies.

# What's the mission of ipch.ch?

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- We are committed to ICT induced management performance because we believe that ICT is one of the key drivers for management performance. We are committed to leading management methodology because we believe that the right application of ICT is the real success factor.
- Our customers are large companies like Microsoft, Orange Communications, Siemens, and small companies in regional markets.
- We work with the most professional consultants, trainers and researchers like the Center for Technology and Innovation Management in Munich (Germany) and Leiden (Netherlands).