

Der Nutzen von Digitalisierung für KMU und Staat

Government to Business

1.6.2021

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KMU.DIGITAL - the Austrian Digitalization Initiative for SME

- The broadest digitalization initiative of the Austrian Federal Ministry for Digital and Economic Affairs in cooperation with the Austrian Economic Chambers.
- The funding program provides financial support for consulting services as well as for investments in digitalization projects.
- The program was launched in 2017 and has entered into phase 4 in 2021.
- Annual budget of 5 Mio €.
- Structured in 4 main topics:
 - **Business models & processes:** CRM-tools, electronic invoices, 3-D printing, use of big data, logistics, optimal use of production resources etc.
 - **E-commerce and online-marketing:** webshops, trustmarks, online-marketing & social media etc.
 - **IT and cybersecurity:** data security, IT security, cybercrime prevention etc.
 - **Digital administration:** automation of administration processes, electronic bills etc.

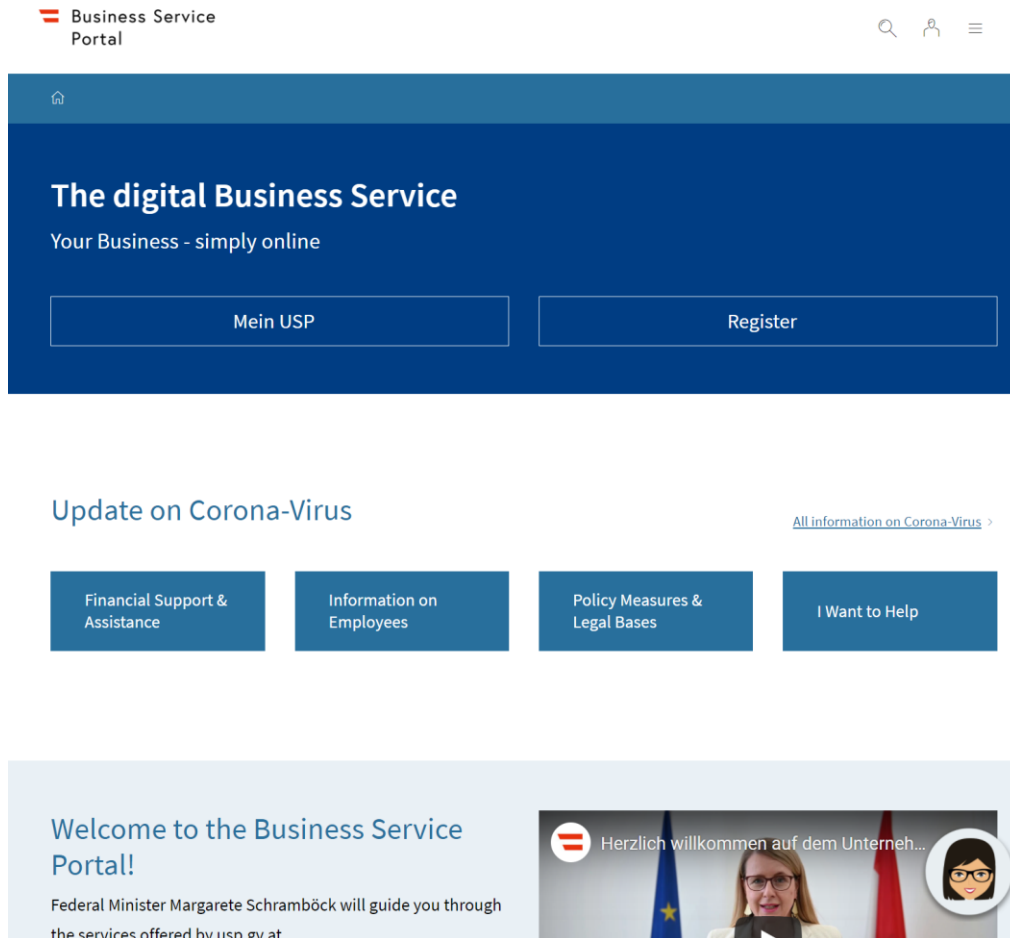
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- Module Consulting – Status- and Potential Analysis: "What should be changed?"
 - The analysis of potential (4-5 hours) helps entrepreneurs to systematically analyze digital trends, opportunities and risks for their company.
 - The status analysis helps entrepreneurs to determine their status quo in the areas of electronic commerce and IT-security. The results are summarized in a digitalization map and the company gets an overview of the possibilities for improvement.
 - All analyses are conducted by certified consultants and especially recommended for smaller companies. 80 % of the costs up to EUR 400 for each consultation are funded by the state.
- Module Consulting – Strategic Consulting: "How do I get there?"
 - Certified strategic consultants provide companies with support (2 days) in defining a strategic plan and implementing concrete steps in their respective digitization strategy.
 - The analyses are conducted by certified consultants. 50 % of the costs up to EUR 1.000 for each consultation are funded by the state.
- The total amount of funding for all measures taken within the Module Consulting is EUR 3.000 for each company.
- Module Implementation
 - Companies receive funding for the implementation of investment projects in their digital infrastructure. 30 % of the investment costs for new tangible and intangible goods up to EUR 6.000 are funded by the state, helping SMEs to take their first steps towards digital transformation.

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- The results so far:
- KMU.DIGITAL started in 2017, since then around 15.000 initiatives supported.
- $\frac{3}{4}$ of SME started changes because of the consulting. More than 80% will further invest in digitalization.
- All funded consultings end with a structured, digital report. The data is used to improve KMU.DIGITAL and optimize digitalization policy.
- Funding for 2021-2023 will be 15 Mio €.
- One of the supported topics is digital public administration, e.g.
 - digital signature
 - Finanz Online
 - Business Service Portal incl secure electronic delivery

USP - Business Service Portal of the federal government



The USP provides official information to the most important business topics. Every content gets updated regularly and shows the ministry in charge:

last update: 1 February 2021

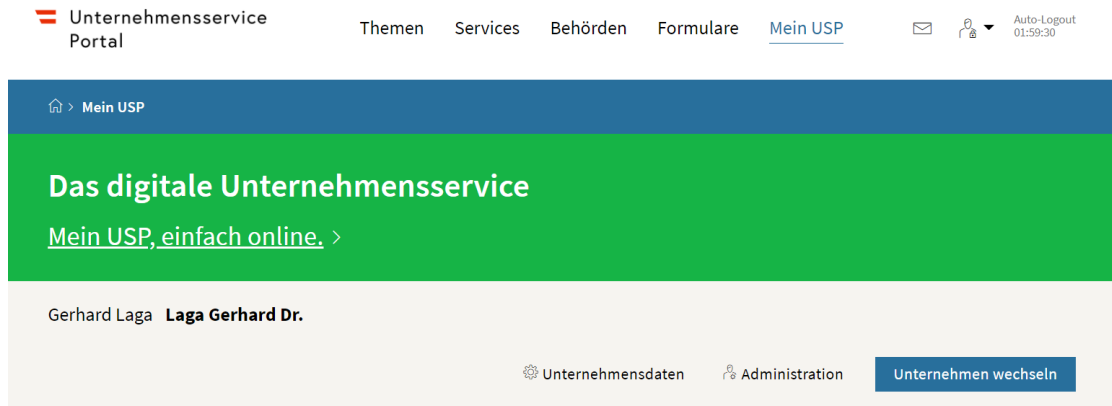
responsible for content:

- Federal Ministry for Digital and Economic Affairs
- Federal Ministry of Justice

Topics

Start-up	Taxes & Finance	Employees	Day-to-Day Operations
Health & Safety	Environment & Transport	External Trade	IT & Intellectual Property
Funding & Calls for Tenders	Takeover & Dissolution	Sector Information	PSC

USP - Business Service Portal of the federal government



After login with the Austrian citizen card, the information page changes to a transaction portal, where more than 80 digital services are offered.

Meine Services

Dies ist eine Auswahl der Services für die Sie berechtigt sind. Sie können Ihre Favoriten jederzeit unter "Alle Services" konfigurieren.

[Alle Services >](#)



USP - Business Service Portal of the federal government

The most complex topic of the USP is the user administration.

Meine Daten verwalten

Verfahrensrechte verwalten

Webservicerechte verwalten

Benutzerkonten verwalten

Neues Konto anlegen

Webservicekonten verwalten

Unternehmen registrieren

Zustellprofil verwalten

Benutzerkonten verwalten

Bitte wählen Sie das gewünschte Konto.

Konten (9)

Name ▲▼	Benutzer- Identifikation ▲▼	Teilnehmer - Identifikation ▲▼	E-Mail ▲▼	Typ	Status ▲▼	Aktion
Linhart, Herbert	Herbertrech1	5209807h4842	herbert.linha...		Aktiv	Bearbeiten Löschen
Laga, Gerhard	USPAdmin01	5209807h4842		Admin	Initial-PIN	Bearbeiten
Laga, Gerhard	lagafinanz1	5209807h4842			Aktiv	Bearbeiten Löschen
	testusp9	5209807h4842			Initial-PIN	Bearbeiten Löschen
	wkooedemo6	5209807h4842			Initial-PIN	Bearbeiten Löschen
	reversement1	5209807h4842	petra.wieser@...		Initial-PIN	Bearbeiten Löschen
	evaadmingl1	5209807h4842	eva.eblinger@...		Initial-PIN	Bearbeiten Löschen
	juliaweiss36	5209807h4842	julia.weiss@w...		Initial-PIN	Bearbeiten Löschen
	erechnuest6	5209807h4842			Initial-PIN	Bearbeiten Löschen

Neues Konto anlegen

- Unlike in private portals, much care has to be taken to administer companies/businesses and their corresponding “humans”.
- This is done by the companies directly in the USP and can be done in a very granular manner.

Kontoauswahl

Konto: Laga, Gerhard: USPAdmin01, 5209807h4842 ▼

Verfügbare Verfahrensrechte

Steuern & Finanzen

FON - FinanzOnline

☐ FON_SUPERVISOR

Services Land Salzburg

☐ Online Formulare

Laufender Betrieb

eFormulare

☐ Förderungen und Ausschreibungen (Leser)

☐ Förderungen und Ausschreibungen (Sachbearbeiter)

☐ Standortwechsel für Einzelunternehmer

☐ WIEREG eigene Daten einsehen

☐ WIEREG Meldung wirtschaftlicher Eigentümer

OeNB-Portal

☐ OeNB_Administrator

TEST-Portal der Oesterreichischen Nationalbank

☐ OeNB_TEST-Portaladministrator

WiReG Management System

☐ WER-RT-WMS-Zugriff Rechtsträger auf das WiReG Managementsystem

Förderungen & Ausschreibungen

eProcurement Ausschreibungssuche

☐ eProcurement Metadaten-Ersteller

FFG eCall

☐ Alle Projekte lesen und bearbeiten

☐ Alle Projekte lesen, bearbeiten, verwalten, absenden

☐ Alle Projekte verwalten, Stammdaten bearbeiten

☐ Neue Projekte erstellen (und verwalten, absenden)

☐ Zugriff auf personenbezogene Abrechnungsdaten

Wiener Reparaturbon

☐ Antrag für Unternehmen

☐ Refundierung für Unternehmen

Gesundheit & Sicherheit

ELDA Online

☐ ELDA

MeineUV: Serviceportal der gesetzlichen Unfallversicherung

☐ MeineUV-Unternehmensservices

SV-Clearingsystem Zuordnungsanwendung

☐ Bevollmächtigter

☐ Dienstgeber

WEB-BE-Kunden-Portal (WEBEKU)

Secure electronic delivery - a part of the USP

- „Mein Postkorb“ - similar as other webmail systems
- BUT:
 - only official messages from public authorities
 - verifiable receipt
 - legal obligation for companies to take part since 2020

Landespolizeidirektion Ihr Strafregisterauszug 1 Anhang	05.11.2020
Handelsgericht Wien Bitte um Übermittlung weiterer Unterlagen 2 Anhänge	02.11.2020 Antwort möglich
Finanzamt St. Johann Tamsweg Zell am See (FA90) Bescheid gem. § 90a BAO 1 Anhang	28.11.2019 FinanzOnline

Thank you for your attention!