ICT Standards are helping Digital SMEs!? 

Barna Erik, CEO Life Is HARD
The world is changing
The speed of change and digitization is incredible!

How long does it take to get to 50 million users?

- **TELEFON**: 75 Years
- **RADIO**: 38 Years
- **TV**: 13 Years
- **INTERNET**: 4 Years
- **FACEBOOK**: 2 Years
- **ANGRY BIRDS!!**: 35 Days

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Digital Enterprises

The speed of change and the digitization generates new needs, for both parties: companies and customers.

The companies realized that digital technology is not just about driving market differentiation, stronger customer relationships and better quarterly returns. It is also about collaborating with other organizations to effect long-term change and shape business outcomes in ways that were not possible before.
Digital economy and ICT standardization

A proliferation of digital channels are reaching deep into every aspect of individual's lives and organizations’ businesses.

Digital technology is about changing the traditional business models, to be more efficient, but digitalization without standardization can be a pain, and generate cost instead of savings.

The Digital Economy is based on data, which is a new type of economic asset. To have full benefits of this new asset, ICT standardization is becoming mandatory.

ICT standards creates the premises to reduce the cost of cross-platform integration, data exchange, data processing, data storage, digital service delivery and software development.
E-invoicing and E-identification

When it comes to e-invoicing, the economical and environmental benefits of generating, sending and receiving invoices electronically are more than obvious. The standardization in EU in this area can generate real saving and efficiencies, but may encounter some barriers in the adoption process:

- The businesses in Europe are mainly SME’s (over 90%), and most of them are self-employed. The cost of changing or upgrading the e-invoicing/administrative software can be significantly high
- The speed of the adoption of the new standards can be very slow
- The ability to automatically validate invoices / automated reconciliation. Without the inclusion of this standard feature, there will still be a need for large teams to carry out manual checks, one by one

Trust is the cornerstone of the digital economy. In order to gain the trust of individuals and ecosystems in the digital economy, the companies must possess strong security and ethics at each stage of the customer journey.
Key Messages

ICT standardization is good, with positive impact over the businesses.

Free access to European E-invoicing Standard (and others) information is quintessential for massive adoption of the new standard.

Massive adoption of the new standards is not an easy task.