



TRAIN 1 - From Gare du MIDIH to Digital Innovation Hubs: methods and tools for DIH governance and sustainability

Methods and Tools to enhance DIHs' Digital Transformation power and industrial impact

Learn how networks of DIHs could structure a convincing value proposition for their SMEs ecosystem, how to perform a Service Portfolio analysis aimed how to create flexible personalized Customer Journeys and how to exploit Manufacturing SMEs Digital Transformation best practices.

Sergio Gusmeroli
POLITECNICO di MILANO



AGENDA

- **The MIDIH Service Portfolio Analysis** – Concept and Validation
- **The MIDIH Customer Journey Analysis** - Concept and Validation
- **The MIDIH 6Ps Digital Migration Method** - Concept and Validation
- **Success Stories** – Technology Providers, Technology Users, Students, Start-ups
- **Future Outlook** – The AI REGIO innovation action in I4MS Phase IV

The MIDIH DIH Ecosystem

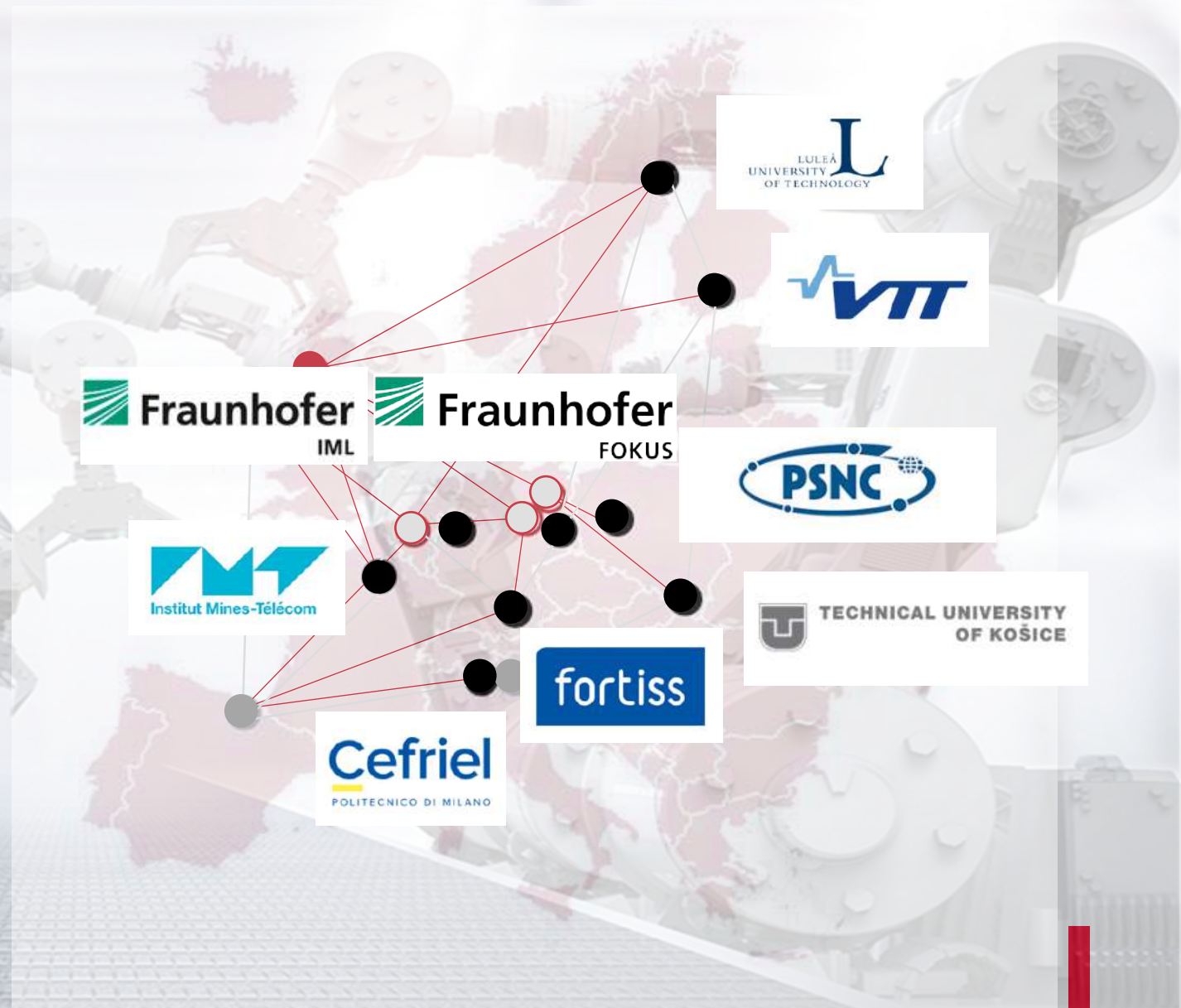
- **Competence Centers**
- **Didactic Factories**
- **Regional Manufacturing DIHs**
- **pan-EU DIH Networks**



The MIDIH DIH Ecosystem



Competence Centers



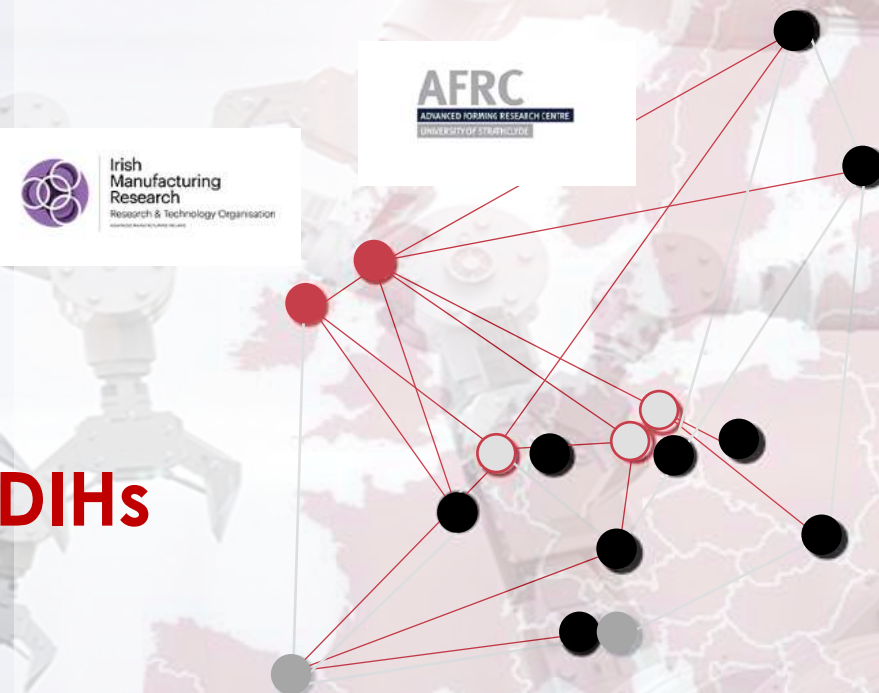
The MIDIH DIH Ecosystem

Didactic Factories



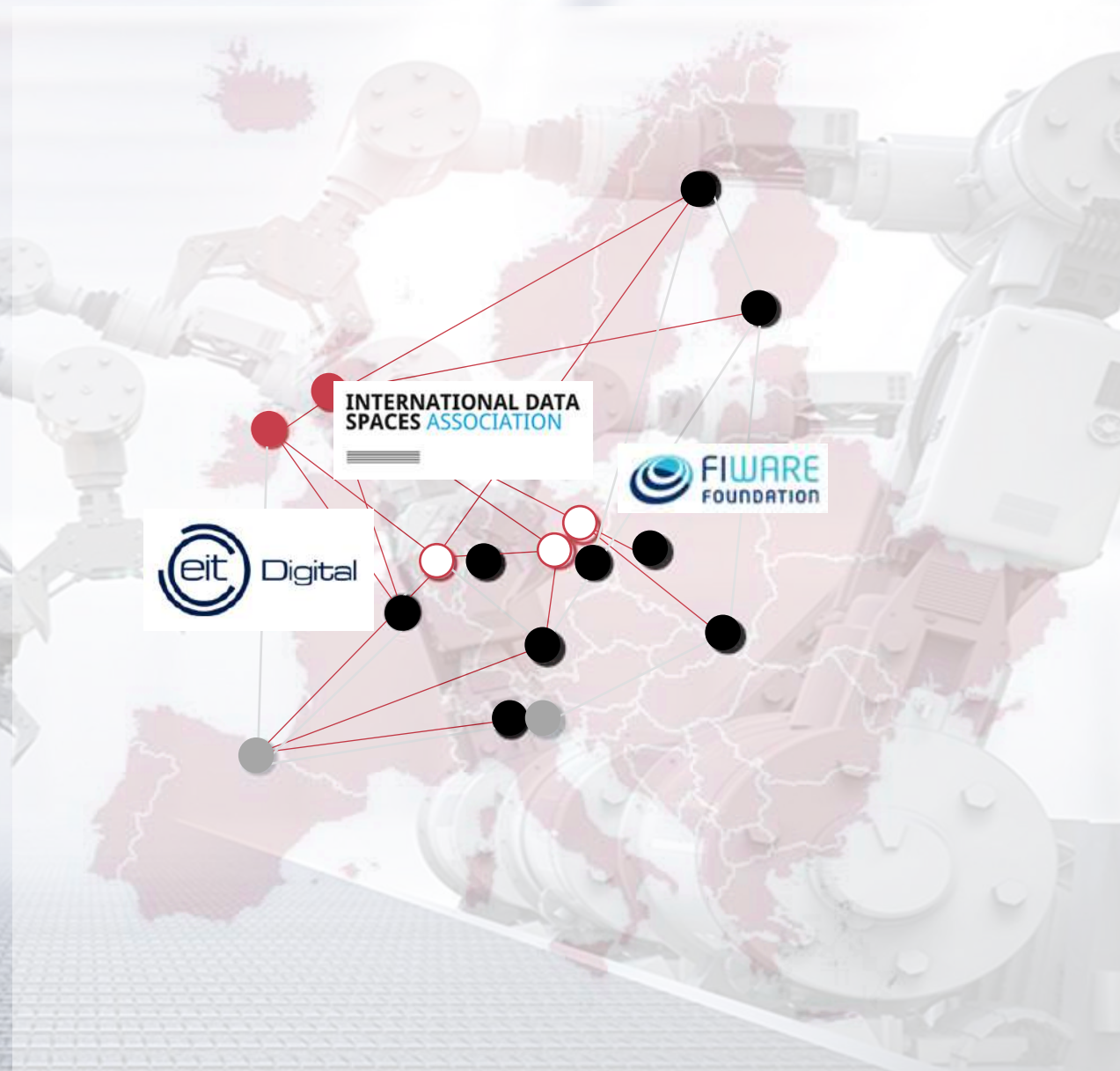
The MIDIH DIH Ecosystem

● Regional Manufacturing DIHs

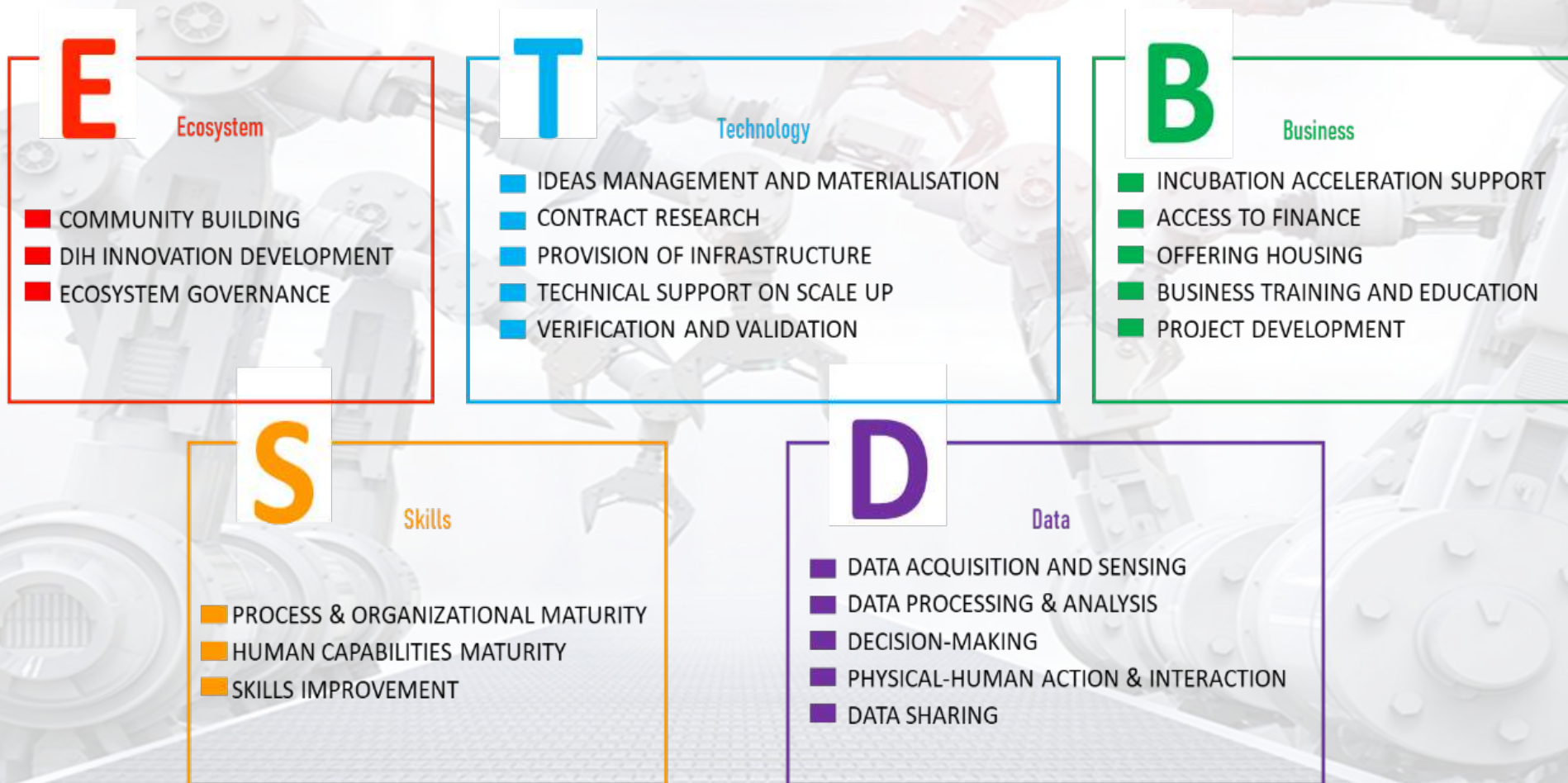


The MIDIH DIH Ecosystem

 **pan-EU DIH Networks**

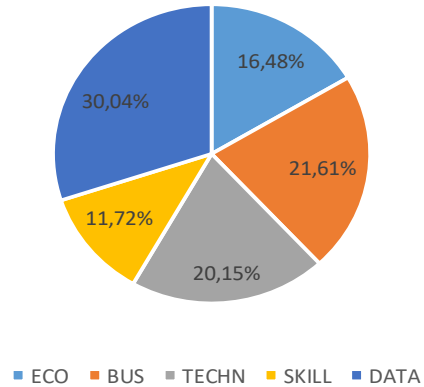


The MIDIH Service Portfolio Analysis Methodology

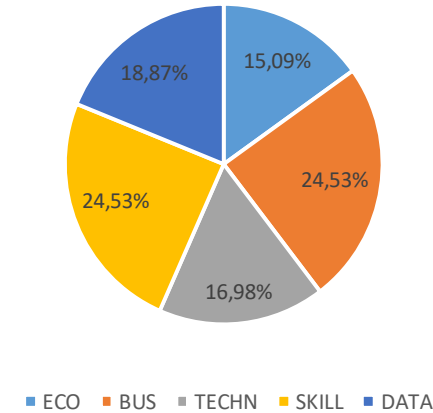


As-is Service Portfolio Analysis in MIDIH DIH ecosystem

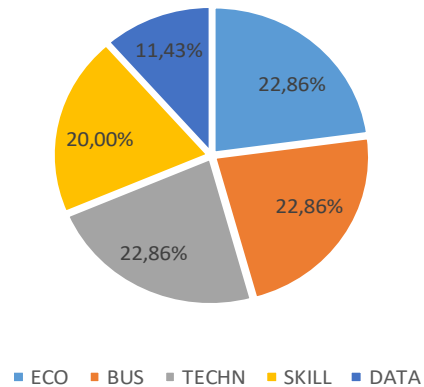
Service Portfolio in Competence Centers



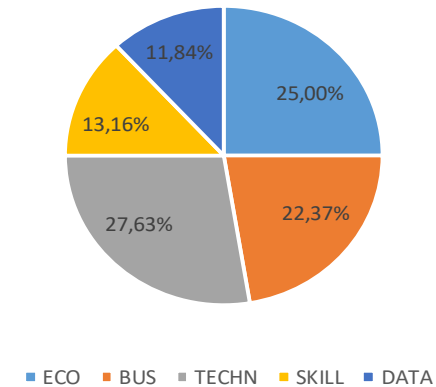
Service Portfolio in Didactic Factories



Service Portfolio in Regional Manufacturing DIHs

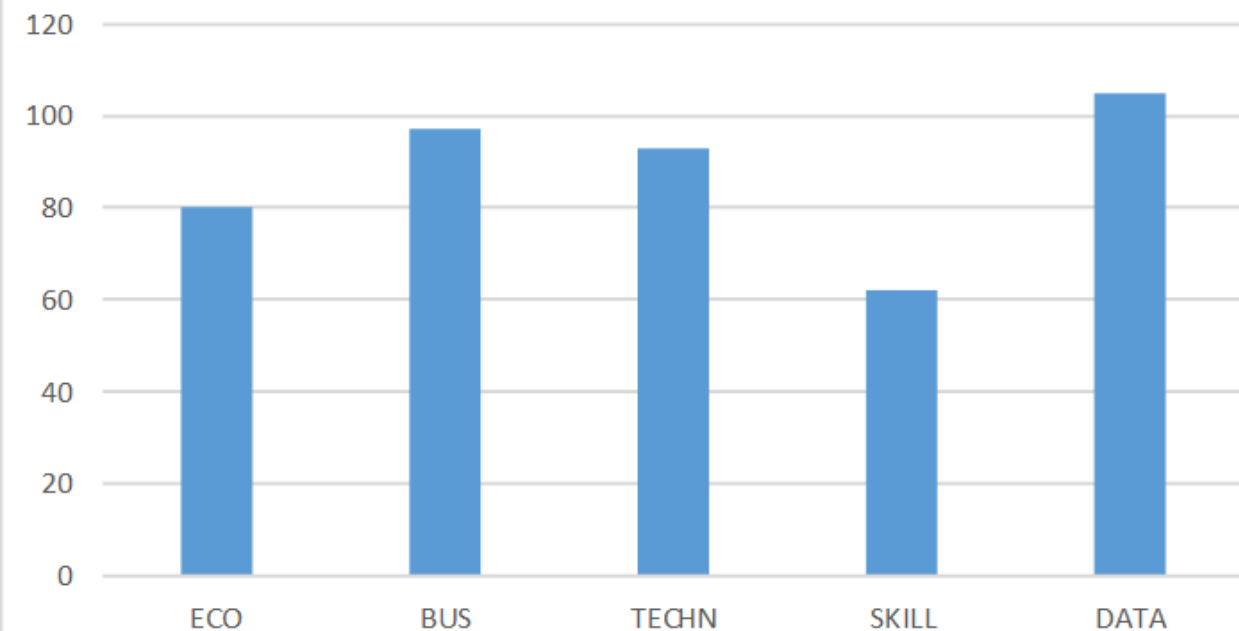


Service Portfolio in pan-EU DIHs

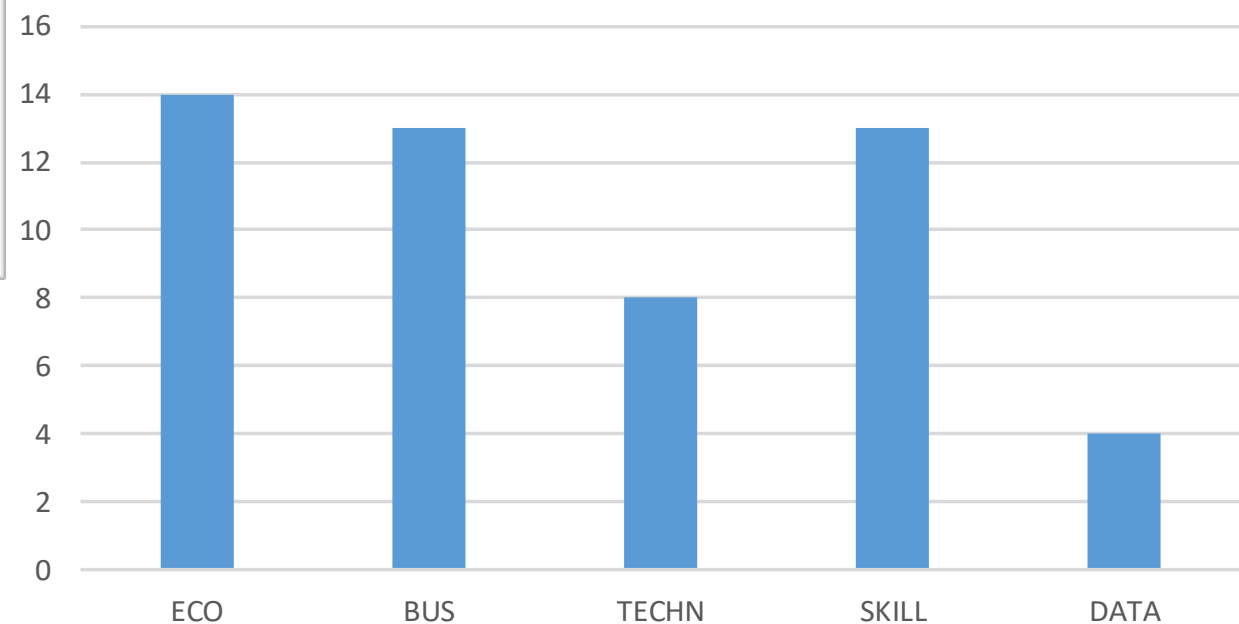


As-is To-be Service Portfolio Analysis in MIDIH DIH ecosystem

MIDIH as-is Service Portfolio



MIDIH new Service Distribution



Customer Journeys and Blocking Points Technology Users

DIGITAL TRANSFORMATION JOURNEY - BLOCKING POINTS

Step 1 **OBSERVATION**

Search information.



- Mind-set
- Focus on core business
- Peculiar market features



Step 2 **AWARENESS**

Understand benefits and challenges.



- Capital asset
- Access to knowledge
- Ecosystem building



Step 3 **EXPERIMENT**

Proof of concept.



- Capital asset
- Technological support
- Pressure on results



Step 4 **EXPERIENCE**

Test the prototype inside the company's facility.



- Technological support
- Organizational issues
- KPIs evidence



Step 5 **ADOPTION**

Decision to invest in the new technological solution.



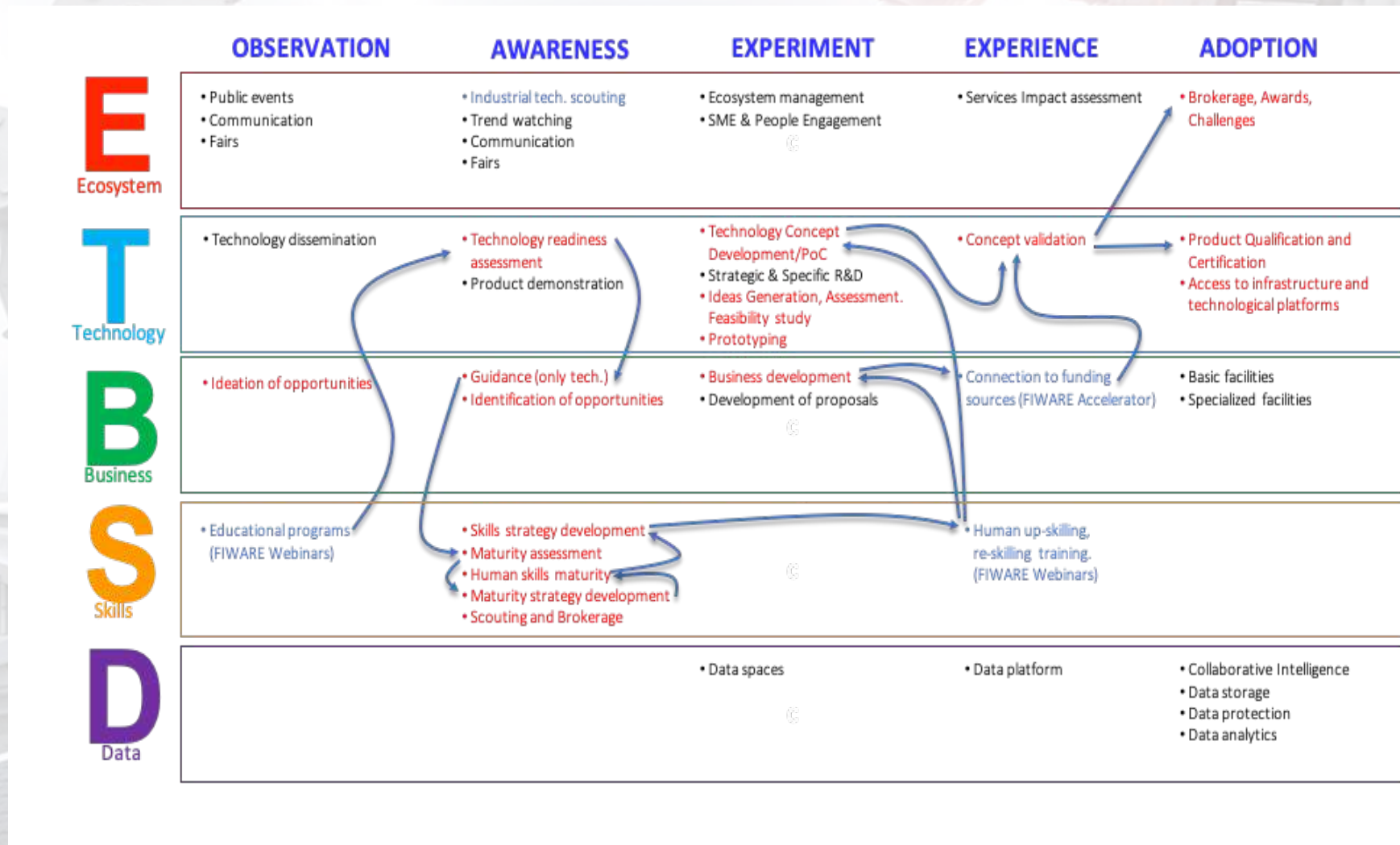
- Technological support
- Maintenance

Customer Journeys and Blocking Points Technology Providers

TECHNOLOGY INNOVATION JOURNEY – BLOCKING POINTS



Customer Journeys in MIDIH DIH Ecosystem: Technology Users



Customer Journeys in MIDIH DIH Ecosystem: Technology Providers

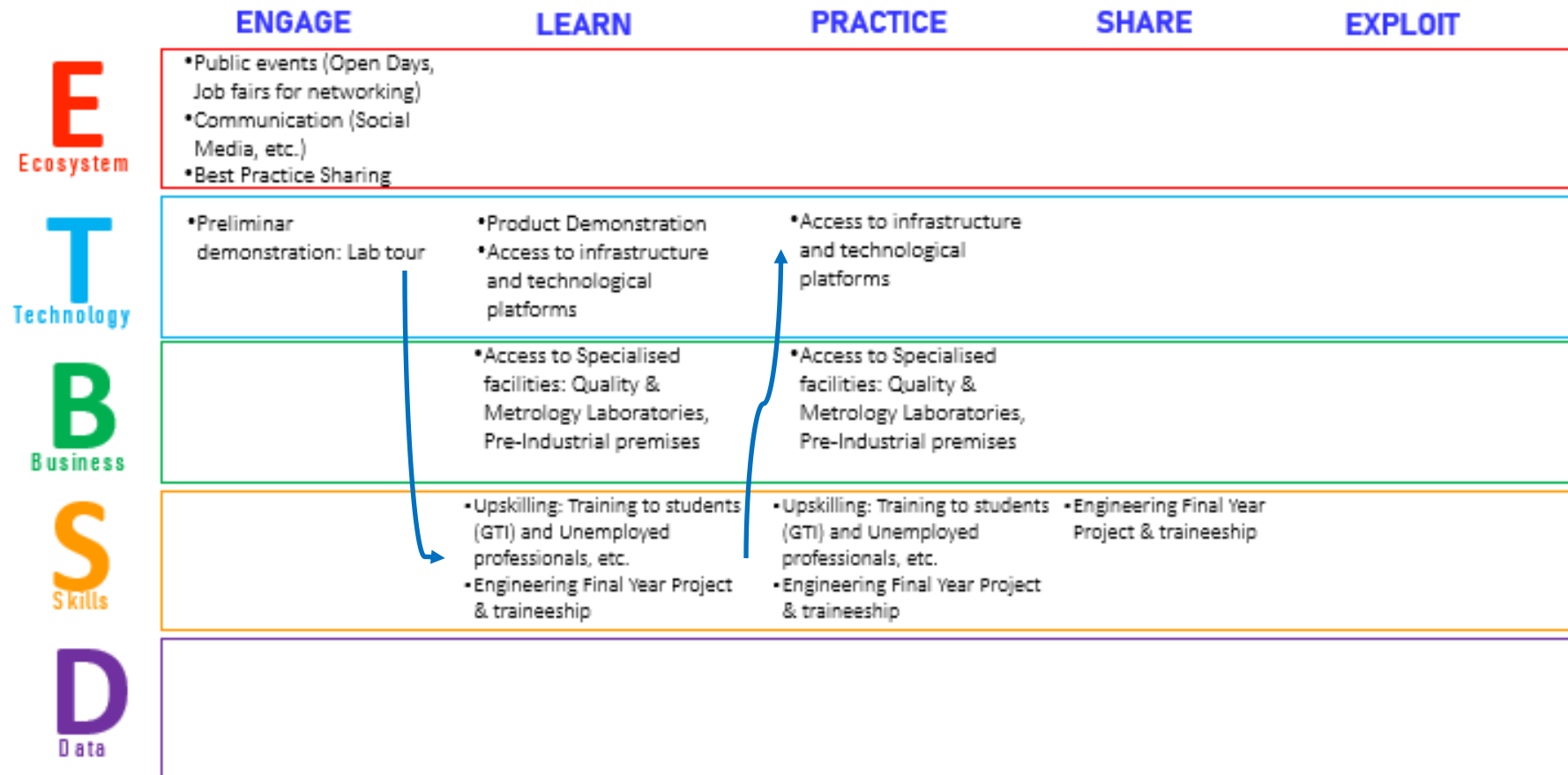
Service Portfolio of the IDSA

Ecosystem
Technology
Business
Skills
Data

Understand	Design & Develop	Integrate	Conduct a Certification	Set-up your offering
<ul style="list-style-type: none"> Matching with IDSA members networking for finding new partners for collaborating 	<ul style="list-style-type: none"> Matching with IDSA members, networking for finding new partners for collaborating 	<ul style="list-style-type: none"> Matching with IDSA members, networking for finding new partners for collaborating 	<ul style="list-style-type: none"> Find Evaluation Facility to conduct a certification of operational environment and core component 	<ul style="list-style-type: none"> Matching with IDSA members, networking for finding partners for collaborating
<ul style="list-style-type: none"> Providing information material (IDS Reference Architecture Model, Whitepaper, info brochure, IDS Gitlab, etc.) Working group meetings (technical topics) 	<ul style="list-style-type: none"> Providing information material Working group meetings (technical topics) DIN Spec 27070 	<ul style="list-style-type: none"> Workshops for setting up a use case with technology providers and end-users IDS Plugfest for component testing IDS Testbed (e.g. Smart Factory Web) 	<ul style="list-style-type: none"> Testing profiles 	<ul style="list-style-type: none"> Providing information material IDS Rule Book
<ul style="list-style-type: none"> Training and Web-seminars provided by IDSA and its members on business related topics Working group meetings (business related topics, i.e. legal aspects) 	<ul style="list-style-type: none"> Training and Web-seminars on business related topics Working group meetings (business related topics, i.e. legal aspects) 			
<ul style="list-style-type: none"> Training and Web-seminars technology related topics IDS Reference Architecture Model, Whitepaper, other information material Collaborative platform (Jive) 	<ul style="list-style-type: none"> Training and Web-seminars provided by IDSA and its members on technology related topics 	<ul style="list-style-type: none"> Workshops for setting up a use case with technology providers and end-users 		<ul style="list-style-type: none"> Training and Web-seminars provided by IDSA and its members on technology related topics Collaborative platform (Jive)
	<ul style="list-style-type: none"> Open Source components 			

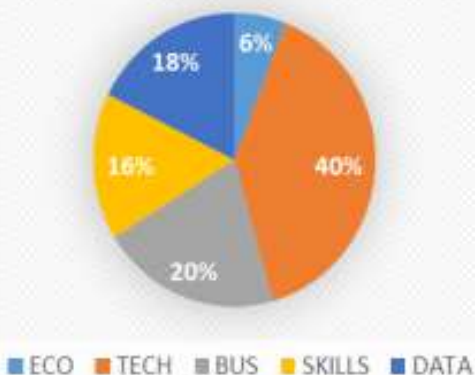
Customer Journeys in MIDIH DIH Ecosystem: Students

INNOVALIA Service Portfolio: Students' Journey

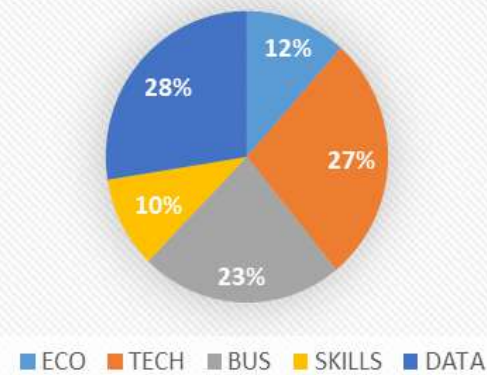


Digital Transformation Success Stories in MIDIH DIH Ecosystem

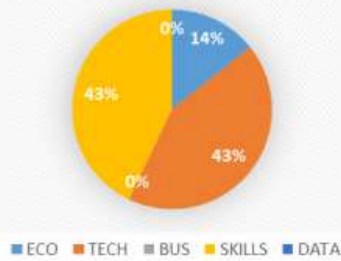
Services Provided by CCs/DIHs at End Users' Customer Journey success stories



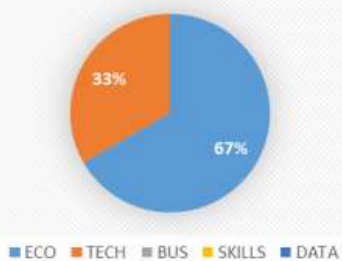
Services provided by CCs/DIHs in the Technology Providers' Customer Journey success stories



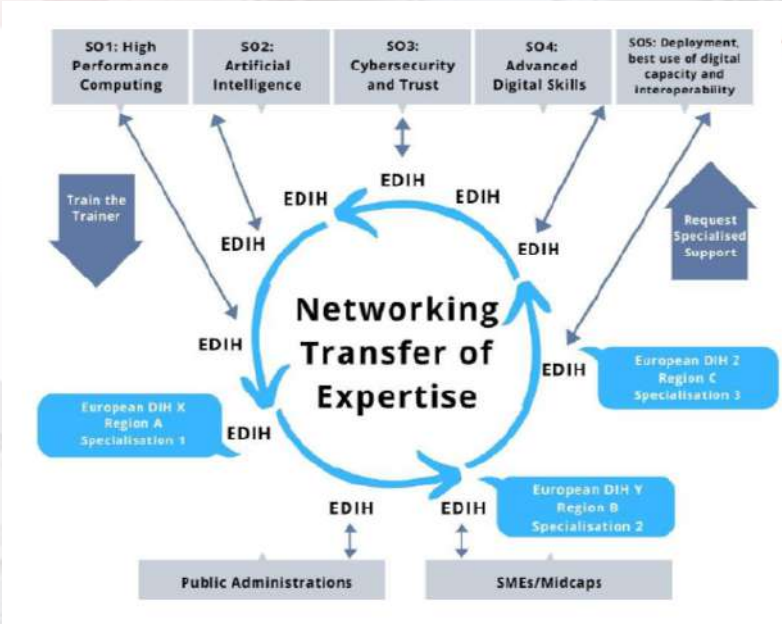
Services provided by the CCs/DIHs in the Students' Customer Journey success stories



Services provided by the CCs/DIHs in the Government Bodies success stories



Future Outlook: through I4MS Phase IV for EDIH final destination



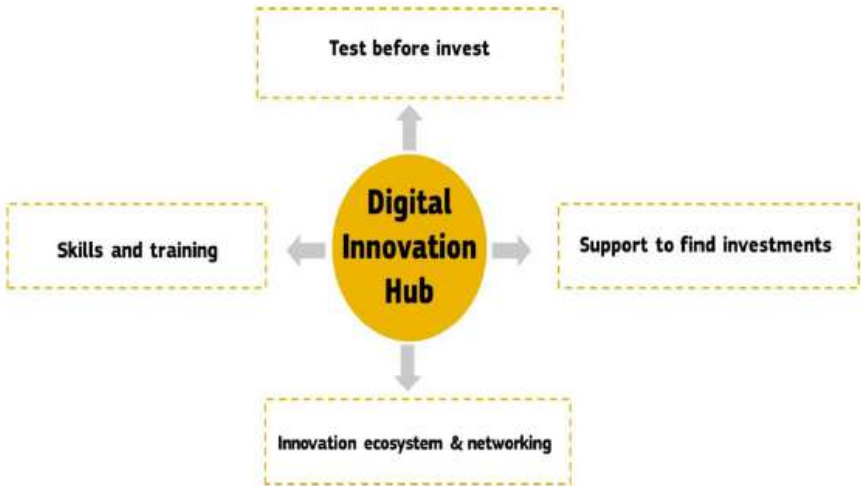
AI REGION

KITT4SME



DIGIT BRAIN

DIH-WORLD





POLITECNICO
MILANO 1863

Manufacturing Group

Sergio Gusmeroli
sergio.gusmeroli@polimi.it



THANK
YOU!

MIDIH

MANUFACTURING • INDUSTRY
DIGITAL • INNOVATION • HUBS

