

Calling all Digital Innovation Hubs (DIHs)!

New year, new techniques - tips from the [Manufacturing Industry Digital Innovation Hubs](#) (MIDIH) project on how to build and sustain your DIH digital innovation service portfolio.

If you are a Digital Innovation Hub seeking to sharpen your digital innovation service portfolio it can be challenging. The MIDIH partners understand how difficult this exercise can be, especially with the fast-paced technological changes under which digital innovation services are currently being offered.

This blog post aims to provide your DIH with some tips on how to refine your DIH digital innovation service portfolio by providing insights and examples shared at the seventh edition of the [FIWARE Summit in Berlin](#).

The MIDIH Workshop in Berlin

During the [summit](#), MIDIH organized an interactive DIH workshop focused on:

- the methodology you can use to build or alter your *DIH digital innovation service portfolio*;
- the *SME (technology end-user) journey* to be considered when executing your DIH service offering, paying particular attention to the “*blocking points*” that may arise; and
- what you can do to encourage *DIH collaborations* to enable the co-creation and delivery of digital innovation services.

The DIH workshop involved [FIWARE iHubs](#) and FIWARE LAB nodes from [Perugia](#), [Malaga](#), [Sevilla](#), [Tenerife](#), [Logrono](#), [Argentina](#), [Cologne](#), [Badajoz](#), [Poznan](#), [Geneva](#) and [Amersfoort](#), as well as representatives from existing [DIHs](#) in Europe. The session was supported by the MIDIH partners: [EIT Digital](#); [CEFRIEL](#); and [INNOVALIA](#).

The participants had the opportunity:

- to inform [MIDIH](#) methodologies shaping the digital innovation service portfolio and future DIH collaborations; and
- to understand the value of becoming part of the existing network of [FIWARE iHubs](#).



The goal of the MIDIH project

The [MIDIH Horizon 2020 project](#) aims at implementing the fast, dynamic, borderless, disruptive side of the Innovation for Manufacturing SMEs ([I4MS](#)) initiative - the European Union scheme to foster the digital transformation of small/medium-sized enterprises (SMEs) - by providing SMEs (technology end-users) with access



to a suite of beneficial services of the highest quality, built upon smart cooperation among DIHs (potentially the whole catalogue of fully operational European DIHs¹).

In line with this vision MIDIH will recommend a methodology to sharpen the service offering of a DIH by:

- using a common MIDIH framework;
- defining the MIDIH customers while understanding their digital innovation journey;
- understanding the blocking points for the technology end-user while on the digital innovation journey; and
- finding sustainable ways to support DIH collaboration long after the life of MIDIH.

Common MIDIH framework

The use of a methodology, developed in MIDIH, will enable your DIH to analyze your portfolio of digital innovation services and compare it with the portfolio of many other DIHs inside or outside your network.

Before redefining your digital innovation services portfolio for SMEs it is essential to employ the five “big buckets” service portfolio configuration, as recommended by [TNO \(slide 7\)](#) and MIDIH.

Beyond the well-established service portfolio categorizing DIH services, as defined by TNO, under the headings of:

- *ecosystem services;*
- *technology services; and*
- *business services,*

The MIDIH service portfolio configuration is based on the five “big buckets” of services:

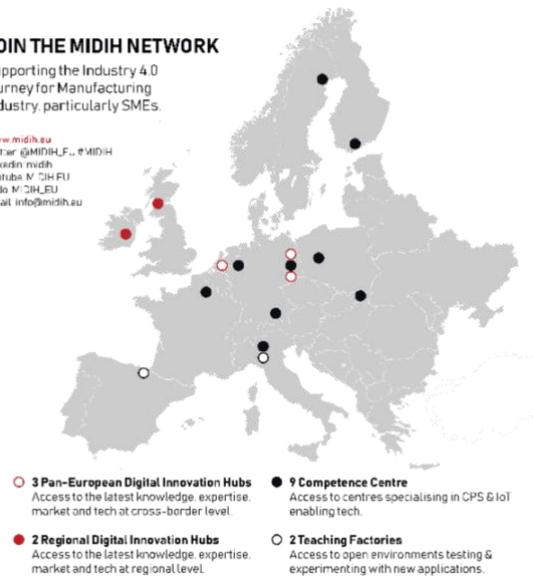
- *ecosystem services;*
- *technology services;*
- *business services;*
- *skills services; and*
- *data services.*

MIDIH has taken the five “big buckets” approach considering consistent feedback, and the changes that are occurring as manufacturing industry continues to digitize and embrace the Industry 4.0 megatrend.

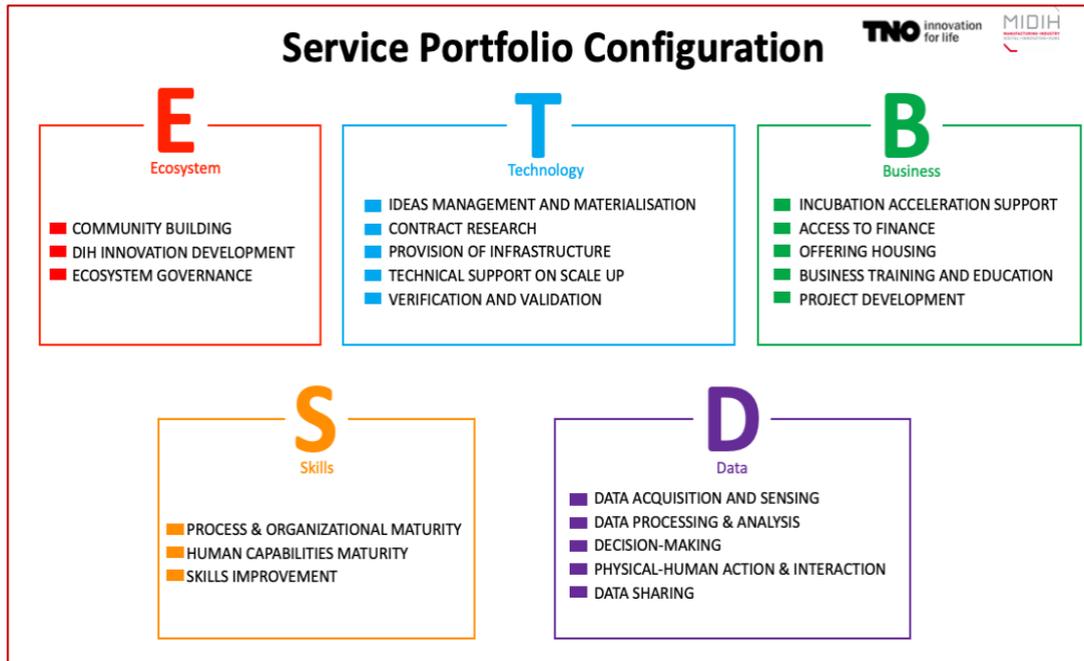
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Supporting the Industry 4.0 journey for Manufacturing Industry, particularly SMEs.

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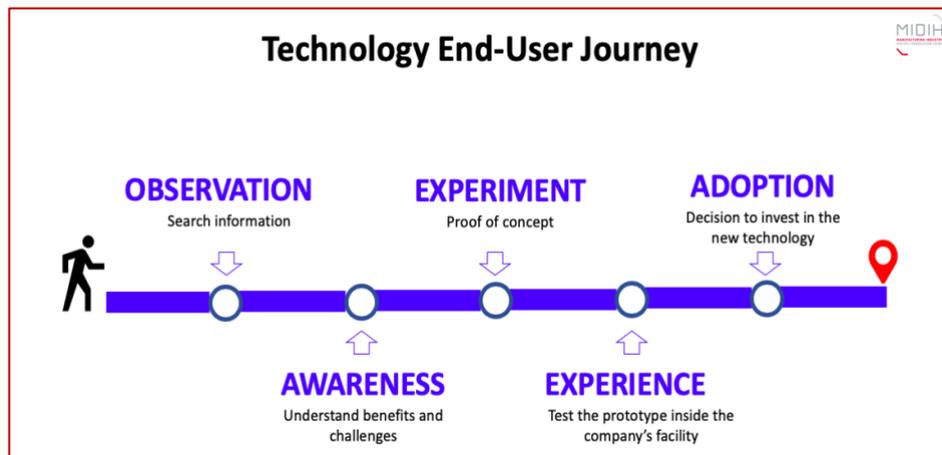
¹ <http://s3platform.jrc.ec.europa.eu/digital-innovation-hubs-tool>



The journey to service procurement and adoption

After considering the service portfolio contained in the five “big buckets”, DIHs should ask themselves:

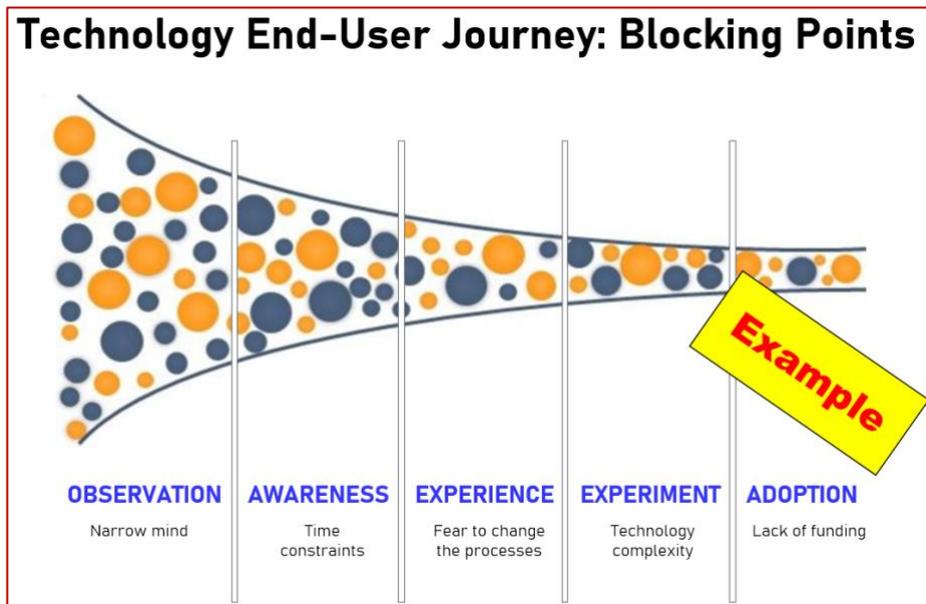
- What is the journey of the SME (technology end-user) of our DIH?
- Can our DIH improve the experience in order to ensure successful service delivery?
- Does your DIH fully understand the journey and potential “blocking points” that may arise? and
- What steps is your DIH taking to help the SME (technology end-user) overcome these “blocking points”?



The “blocking points” along the journey

MIDIH explored the impediments faced by SMEs (technology end-users) while trying to realize service procurement and adoption. The barriers have been defined as “blocking points”. The illustration below highlights a selection of examples mentioned during the workshop. The question asked was:

- What is impeding SMEs (technology end-users) engaged with our DIH to reach a level of awareness on the most advanced technological opportunities/solutions?



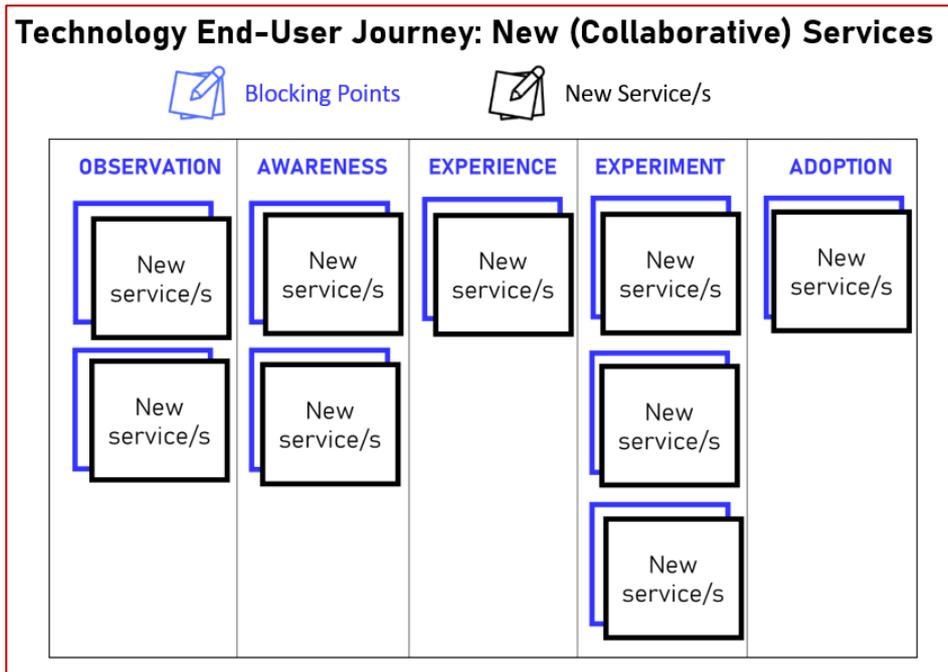
Finding new ways to refine YOUR service portfolio

By further analyzing the “blocking points” to service procurement and adoption, DIHs begin to identify even further alternatives to “de-block” the journey of SMEs (technology end-users), allowing DIHs to identify new solutions to enable travelers to progress further and less incumbered. The portfolio analysis tool may also prove useful for within and beyond a single DIH.

The MIDIH methodology includes:

- 1) DIH identification of “blocking points” along each step of the journey;*
- 2) DIH ideation on ways to address the “blocking points” in their regional context; and*
- 3) Overlaying the DIH digital innovation service mapping contained in the five “big buckets” onto the SME (technology end-user) journey; and*
- 4) Observing the service gaps, discussing and refining the unique value proposition of your DIH.*

This exercise will result in service gaps immediately becoming visible, clearly defining how your DIH should shift its value proposition to better address the market and ensuring the sustainability of your DIH.



Technology End-User Journey: New (Collaborative) Services

	OBSERVATION	AWARENESS	EXPERIENCE	EXPERIMENT	ADOPTION
E Ecosystem	<ul style="list-style-type: none"> Public events Communication Fairs 	<ul style="list-style-type: none"> Tech scouting Trend watching Communication Fairs 	<ul style="list-style-type: none"> Visioning and strategy development 	<ul style="list-style-type: none"> Services Impact assessment 	<ul style="list-style-type: none"> Ecosystem Management
T Technology	<ul style="list-style-type: none"> Technology dissemination 	<ul style="list-style-type: none"> DEMO Best practices 	<ul style="list-style-type: none"> PoC Hands-on 	<ul style="list-style-type: none"> Pilot Field trial 	<ul style="list-style-type: none"> MVP (minimum viable production)
B Business		<ul style="list-style-type: none"> Access to finance Skills and education 	<ul style="list-style-type: none"> Incubator/accelerator support Access to finance Skills and education 	<ul style="list-style-type: none"> Incubator/accelerator support Access to finance Skills and education 	<ul style="list-style-type: none"> Incubator/accelerator support Access to finance Skills and education
S Skills		<ul style="list-style-type: none"> Human resources maturity assessment 		<ul style="list-style-type: none"> Up-skilling programmes 	
D Data				<ul style="list-style-type: none"> Data analytics 	

Example

Now that you have some MIDIH insights, your DIH may also be interested in following MIDIH [deliverables](#), getting involved in MIDIH tasks, while benefiting early from the results of the MIDIH project.

Join the MIDIH conversation

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Further MIDIH Information

Email: info@midih.eu

Visit: www.midih.eu

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A big MIDIH thank you!



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- [Karen Vega](#) - [FIWARE Foundation](#);
- [Cecilia Angioletti](#) and [Sergio Gusmeroli](#) - [POLIMI](#); and
- [Giacomo Tagliabue](#) - [CEFRIEL](#).

FIWARE Foundation looks forward to welcoming you, the FIWARE iHubs and DIHs all over the world, at our next [FIWARE Summit 23-24th June 2020](#) in Malaga!

The MIDIH project is an inclusive Horizon 2020 innovation action comprised of 21 beneficiaries from 12 countries. The project partners include competence centers; digital innovation hubs; cyber-physical systems (CPS) and internet of things (IoT) technology providers; and lighthouse manufacturing industries.



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The MIDIH project partners:



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