

# ASSISTANCE IN DIGITALIZATION ASSESSMENT AND PLANNING

Digitalization plays a crucial role in the competitiveness and long-term success of companies. Improving digital skills, adopting advanced solutions such as AI, cloud, and Big Data, and creating new value chains are essential for strengthening Romania's position in the European innovation landscape.

RESEARCH LIAISON OFFICE CONNECT@HYGIA

## PHASES:

The successive execution of audit missions, using the Digital Maturity Assessment tool provided by the Digital Transformation Accelerator, recommended by the European Commission.

The goal is to observe the current state of innovation and digitalization, to compare it after 12 months and again after 36 months.



## Digitalization is a catalyst for Romania's **sustainable and innovative** development.

This service is designed to help companies assess their level of digitalization within the company, to identify investment opportunities based on concrete needs. It is a key service offered by the Research Liaison Office Connect@Hygia and represents **assistance for digitalization**.

**The service is dedicated to companies and public institutions.**



## EVALUATED DIMENSIONS:

- General level of digital maturity
- Digital business strategy
- Digital readiness
- Human-centered digitalization
- Data management
- Automation and Artificial Intelligence
- Green digitalization

Additionally, the digital audit offers a comparison of the digital maturity level against industry competitors, both nationally and at the European Union level.

## WHAT INVOLVES

# DIGITALIZATION ASSESSMENT AND PLANNING SERVICE



### 1:1 MEETINGS

The digital audit begins after signing the collaboration contract, with the scheduling of an initial face-to-face meeting at the client's premises.



### USE OF AN OFFICIAL TOOL

The designated DMA expert drafts a personalized Service Delivery Plan and completes the evaluation form, based on the DIGITAL MATURITY ASSESSMENT tool, during the meeting.



### EVALUATION AND RECOMMENDATIONS

The evaluation report is presented to the client in a physical or online meeting. Each analyzed dimension, as well as suggestions for improvement, is explained in detail.

## DMA EXPERTS – DIGITAL MATURITY ASSESSMENT

**Ioan Cionca** joined the team in 2022 and coordinates the research, development and innovation team, which assists companies in optimizing and generating their own products.

Ioan is a professional with consistent and relevant experience in the technical field and business in general. He stands out for his professional discernment and clarity, having a vision in the business sphere, decisiveness in decision-making, and the ability to develop functional working relationships.

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**Eric Toth** is an expert in project development and funding, having been part of the team since 2018. Eric's experience in developing and implementing projects with non-refundable funding includes diverse challenges of varying complexity, successfully completed, developed in associative structures, and in partnership between companies, universities, and institutions. He has been involved in consulting missions where he contributed to feasibility studies and business plans for companies and public institutions.

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