Software Development | Big Data | Artificial Intelligence | Machine Learning

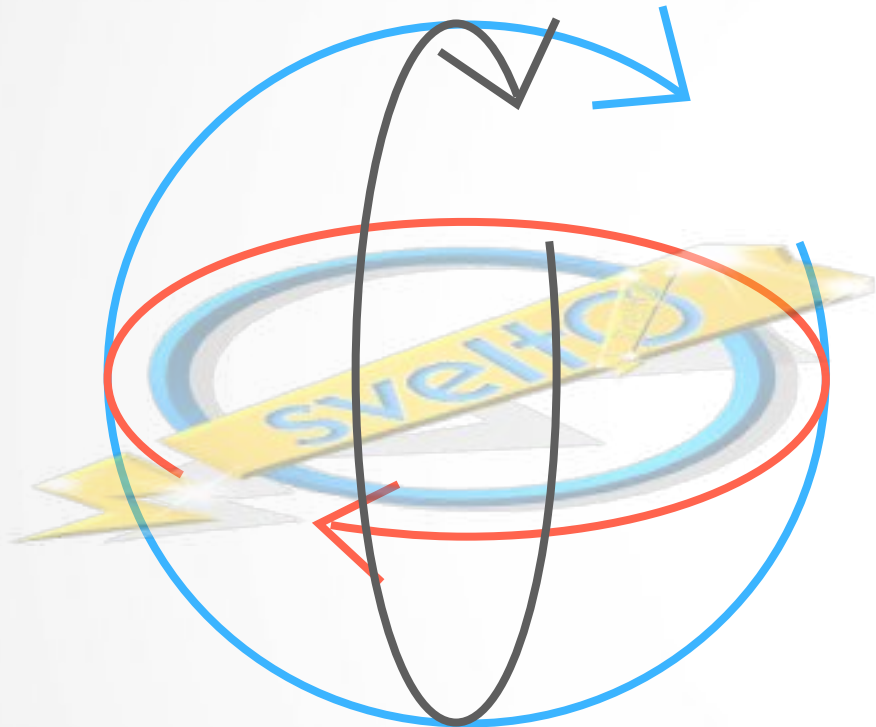**Digital Transformation in SMEs**

Digital Transformation in SMEs

Svelto!

Digital transformation to support competitiveness

Using data, digital technologies, process optimizations to support SMEs to improve their competitiveness and gain market shares. This is the challenge that **PwC** has launched together with **Svelto!**

In a nutshell

Our client

Many SMEs, intercepted by the PwC network, with different needs and basic characteristics, belonging to very heterogeneous production sectors but characterized by a common need: to gain competitiveness through digital transformation.

The challenge

Analyze the basic characteristics of SMEs, their processes, decide the best way and the most suitable technology to intervene, follow a path of coaching and training of management and operators involved.

The solution

Highly customized solutions, tools developed ad hoc for single needs: from RPA to business intelligence, from machine learning to analytics.

Our client

PricewaterhouseCoopers (PwC) is a multinational network of professional services firms, operating in 158 countries and providing management and strategic consulting services, financial statement auditing and legal and tax advice.

The services of **PwC** are shared globally and best express the quality of principles based on a deep knowledge of different market sectors and the use of the most advanced technologies.

PwC is "industry focused" and is therefore able to provide multi-disciplinary services to different market sectors, grouped into eight main groups: Financial Services - Industrial Products - Consumer Goods and Services - Technology, Telecommunications and Entertainment - Energy, Services and Resources - Private Equity and Investment Funds - Public Administration - Healthcare.

**PwC** ended the year 2020 with revenues of around €300 million and approximately 6,000 employees.

https://www.pwc.com/ | Search
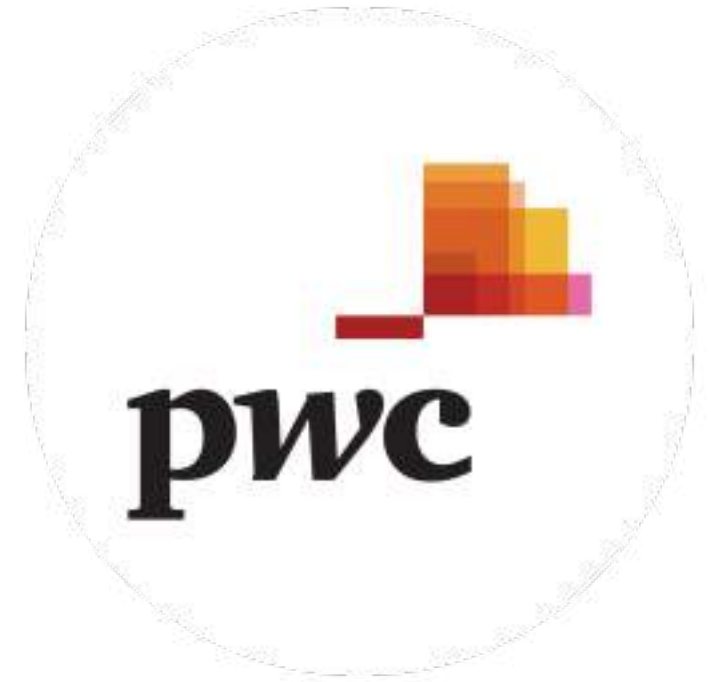
Svelto

{ **The challenge.
Developing digital strategies within the reach of Italian SMEs to improve their competitiveness.**

<6/>

The solution proposed by **Svelto!**

To develop highly customized services and tools to accompany SMEs in the **PwC network** in their digital transformation.

<**7** />
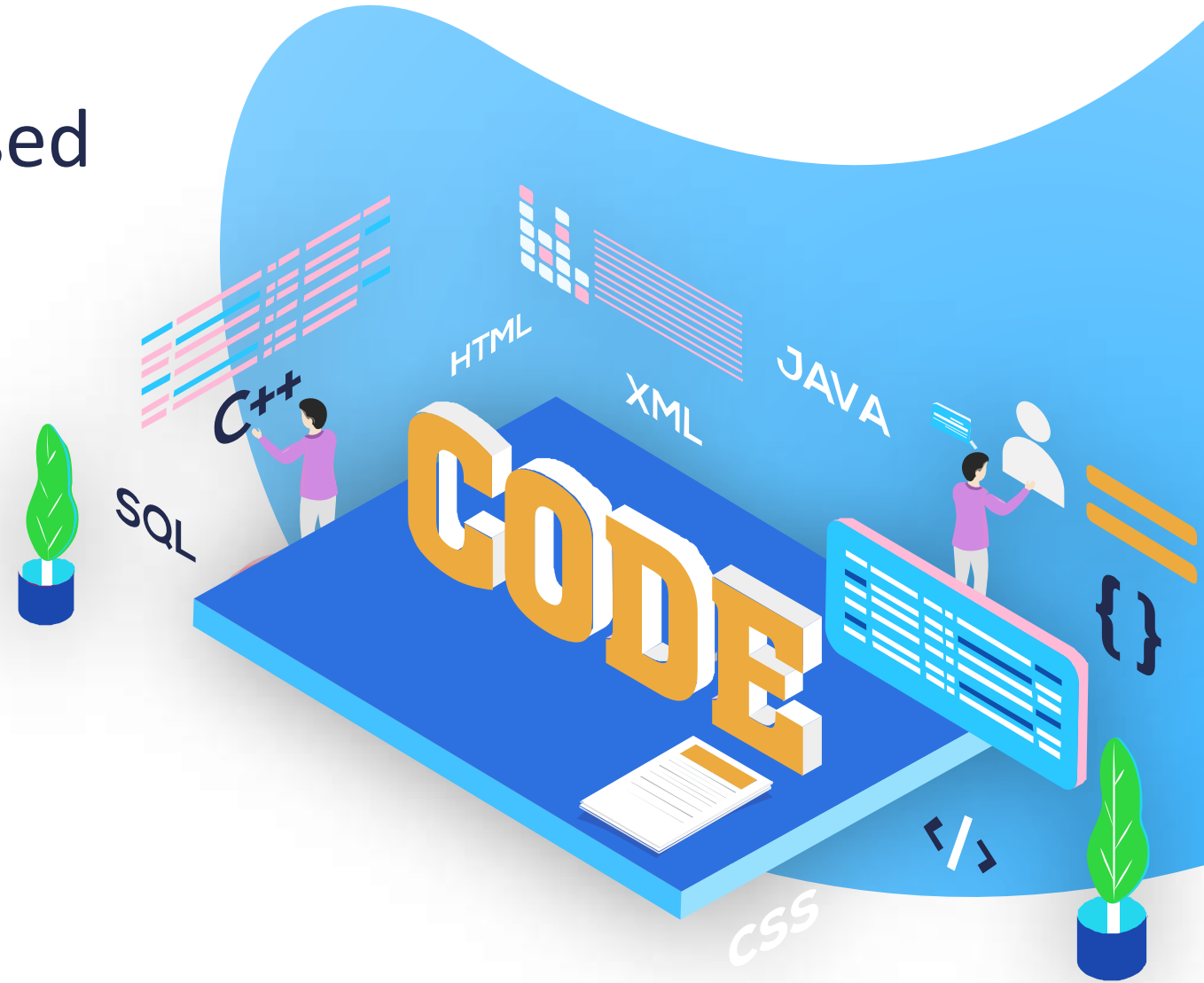
Digital transformation **in SMEs**.

Digital Transformation is a process of digitalization applied in business for the production of goods or services. It is an important and inevitable challenge for SMEs operating in all sectors that, in the historical period we are living, certainly takes on particularly relevant connotations. Hence the need to respond to specific needs of SMEs in a timely and effective way, with a highly significant partnership.
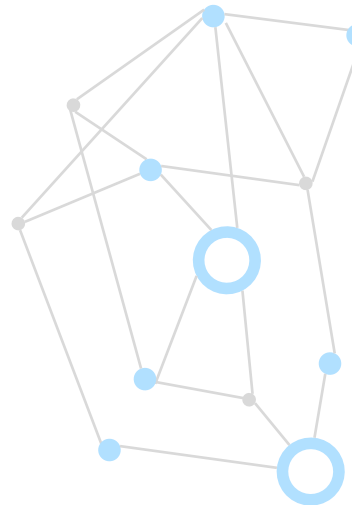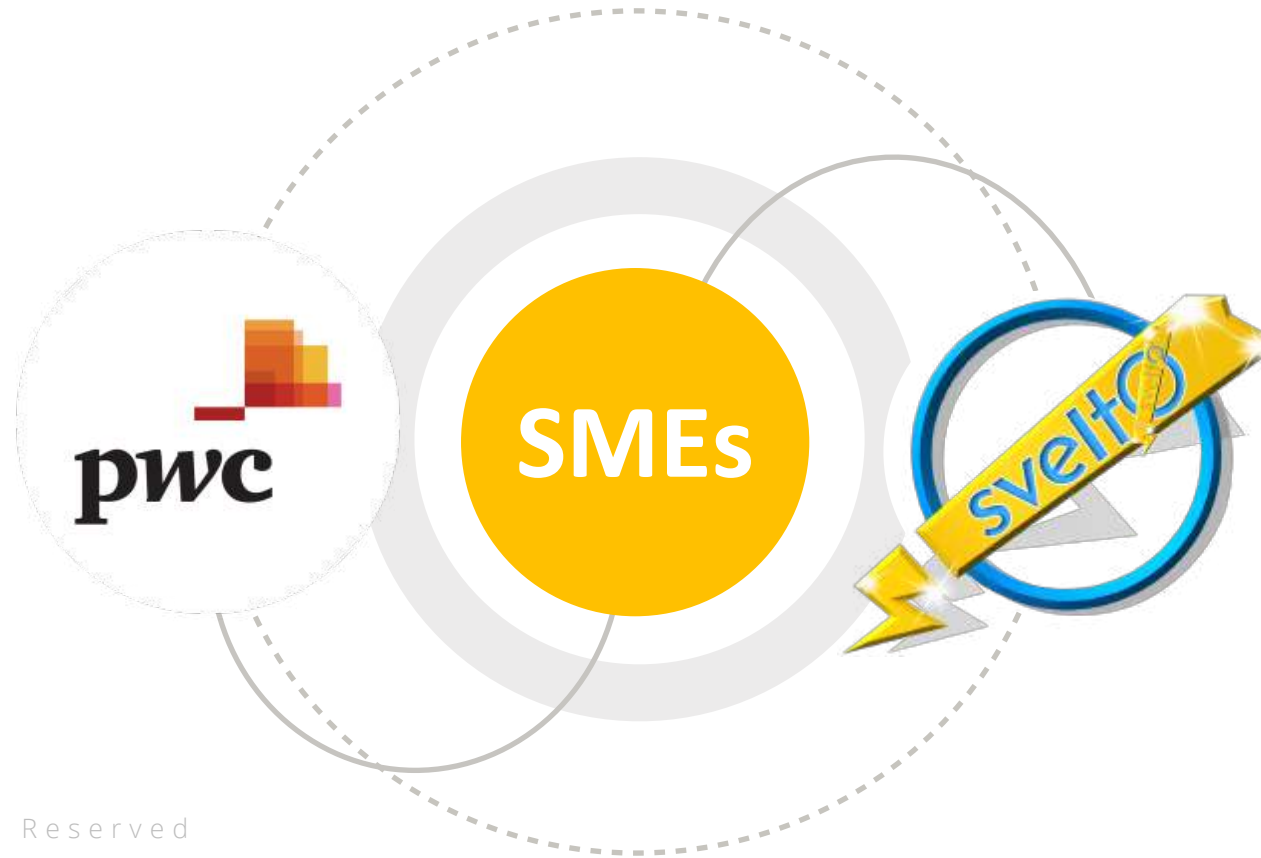
Agritech

Digitize the production control in an agricultural SME

1

SME Objectives

The goal was twofold:

- to atomate the collection of information related to batches, processing, and produced output;
- to use the collected data for the analysis of the revenues of the lots, the times of workmanship, the supplies of the suppliers.

Activity realized by Svelto!

To realize a light production control system composed of three elements:

- a server-side software layer ("back-end") on a cloud platform for data collection and storage;
- a Web application ("front-end") for operators to consult the data;
- a mobile application for the detection and recording of workings.

<9/>

Wood furniture

Improve the design and the projects management of a SME that realizes wooden furniture

2

SME Objectives

The goal of the SME was to:

- to improve the formulation of the offer to the customer based on a custom order;
- To automate the scheduling of activities, providing automatic support to production control staff;.
- to provide the database for production data analysis ("analytics").

Activity realized by Svelto!

To realize a software module for the planning and control of production (PCP) that incorporates workflow optimization and scheduling techniques, working optimally on the forest of graphs that represent the orders to be processed.

Svelto

<10/>

Telecommunications

Improve the conversion rate of a call center

3

SME Objectives

The goal of the SME was to maximize the conversion rate of calls. To this end, they set out to:

- integrate business data in order to derive a unique view of the user profile;
- develop advanced data analytics tools to derive predictions about the likelihood that a specific contact would convert into a contract.

Activity realized by Svelto!

The realization of a software module able to:

- realize an ETL ("Extract-Transform-Load") type procedure for the integration of the company databases;
- explore the company database through an appropriate interface for the recognition of interesting statistical evidence;
- develop an algorithm for the derivation ("mining") of rules for the estimation of the conversion rate of calls.

Design

Optimize the cutting of the necessary padding for the realization of various models of sofas and armchairs

4
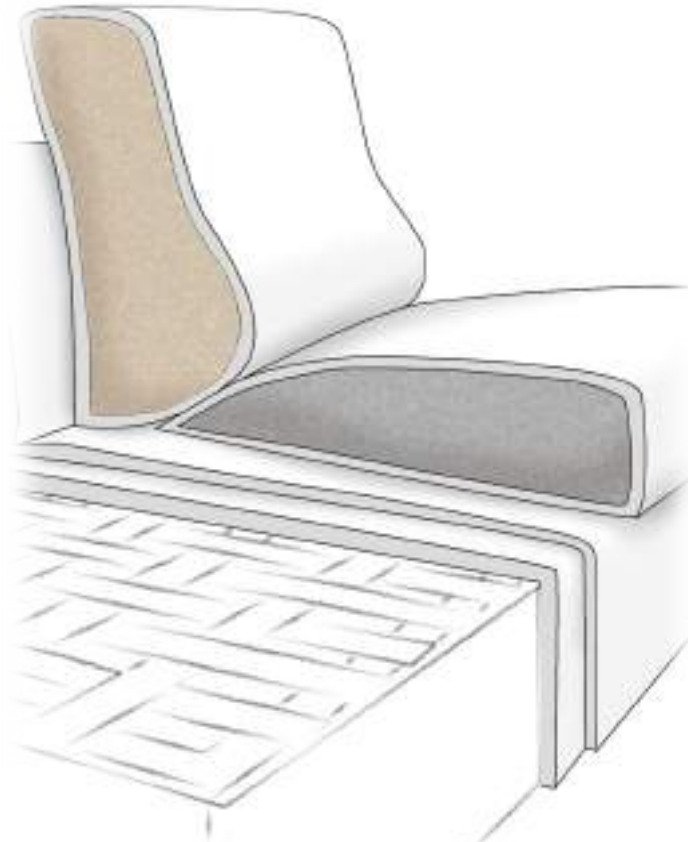
SME Objectives

The company produces semi-finished products in polyurethane and other polymers for companies in the living room district. By semi-finished product we mean the paddings necessary for the realization of a model, for example a sofa or an armchair. The production of semi-finished products takes place starting from blocks of raw material. The objective of the company was the optimization of the cut of the raw material in order to minimize the processing waste.

Activity realized by Svelto!

Realization of a nesting tool to optimize the cutting of padding and able to support operators in the positioning and cutting of blocks of raw material to minimize waste.

<12/>

Trade

Optimal segmentation of the customer base

5

SME Objectives

The objective of the SME was to develop advanced targeted marketing services based on the sales data of its stores to promote not only the products but a product-related lifestyle, increasing perceived value and brand loyalty.

Activity realized by Svelto!

The creation of a tool that, on the basis of consumption data and machine learning techniques, is able to classify users by spending habits, activity level and provide targeted consumption suggestions to customers.

<13/>

Lighting Technology

Remote control of switchboards

6

SME Objectives

The client company provides lighting services. Overall, it manages many tens of thousands of lighting points in dozens of municipalities. A single switchboard controls several hundred lighting points. The objective was the optimized management of the various switchboards and the possibility to promptly act in case of anomalies.

Activity realized by Svelto!

Implementation of a Web application that acts as a unified dashboard for the control of all the electrical panels owned by the SME. In this regard, an RPA-type application was developed to automate the behavior of a human user who periodically accesses the control panel of each switchboard, consults the log, and updates the summary panel related to the switchboard in the dashboard.

Svelto

FinTech

To provide advanced financial services through the most advanced automation and artificial intelligence technologies

SME Objectives

Financial services and technology converge and influence the infrastructure and operations of traditional and emerging business models. The objective of the banks involved was to provide evolved financial services from a B2B perspective through the most advanced automation and artificial intelligence technologies.

Activity realized by Svelto!

To automate routine tasks quickly and effectively by seamlessly integrating process and document flow automation for the FinTech clients of **PwC Italy**.

<15/>

RPA

RPA robots developed by Svelto! use the user interface to capture data and interact with computer applications in order to automatically perform a wide range of repetitive tasks. RPA robots are able to mimic and efficiently perform many user actions. They access applications, move files and folders, copy and paste data, fill out forms, extract structured and semi-structured data from documents, and more.

RPA also allows you to handle unstructured data and leverages some typical artificial intelligence technologies to adapt to changes in the operating environment.
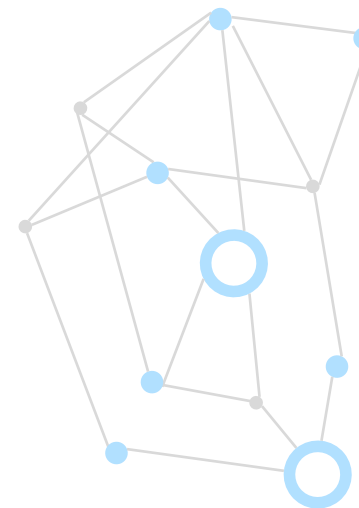
RPA for FinTech

Svelto!

Svelto

<16/>

Results.

<< The pandemic has forced SMEs to reflect on their vision of the future, leading them to increasingly embrace digital as a development tool. The most digitally mature SMEs show higher resilience and productivity: on average, they perform better than the others in terms of net profit (+28%), profit margin (+18%), value added (+11%), and EBITDA (+11%), as well as experiencing fewer operational delays when the Covid-19 emergency occurred. >>

Andrea Rangone

Scientific Director of Digital Innovation Observatories

<17/>

Where
we are

LinkedIn

https://www.linkedin.com/company/svelto

Mail

team@svelto.tech

Websites

www.svelto.tech

Svelto