

5 Domestic Market Development & Local Innovation

5.1 IT Needs Assessment

Name of the Tool:	IT Needs Assessment
Source:	GIZ
Usage:	<p>The tool “IT Needs Assessment” has been developed as an instrument to support domestic market development and local innovation. By applying this tool, IT companies can better understand the specific requirements and needs of local companies from other sectors concerning IT.</p> <p>Thus, this tool provides local IT companies with the information they need in order to incorporate user’s right from the start into a participative, user-engaged process for developing innovative IT products and services for the domestic market. Thereby, local IT companies are able to open up the growth potential of the domestic market and at the same time firms from other industries are able to improve their productivity and efficiency by applying IT solutions which have been customised to their specific needs.</p> <p>The tool “IT Needs Assessment” has been designed as a cluster service.</p>
Description:	This tool consists of a service profile, a detailed process description for the implementation of the IT Needs Assessment and a sample questionnaire.

1. Service Profile

IT Needs Assessment			
Date:		Service Name:	IT Needs Assessment
<Service Logo>		Status:	Service Profile 1.0
		Website:	
		Service Manager:	
		Phone:	
		E-mail:	
		Skype/ICQ:	

Service Description:	
<p>The IT Needs Assessment has been designed as a cluster service in order to achieve the following goals:</p> <ul style="list-style-type: none"> • Enabling IT cluster member companies to better understand the concrete needs and requirements of local firms from other industries in terms of IT. • Generating business opportunities for member companies on the domestic market and providing them with additional sources of income. • Promoting participative, user-engaged development of innovative IT products and services which meet the specific needs of local industries (e.g. tourism, textile). • Promoting cooperation between the local IT industry and other sectors of the local economy in order to foster innovation and to increase productivity and competitiveness 	
Core Features :	<p>The core features of the IT Needs Assessment Service include:</p> <ul style="list-style-type: none"> • Provision of a report with detailed information on concrete IT needs and requirements of local companies from other industries. • Domestic market analysis and market intelligence. • Local business development for IT cluster member companies.
Additional Features:	<p>Additional features include:</p> <ul style="list-style-type: none"> • Support to the development of customer-oriented, innovative IT products and services; support to innovation management. • Support to joint IT product / service development (cluster-based). • Organization of B2B match-making events with companies from other industries. • Business development support and follow-up of match-making events.
Customer's Benefit:	<p>The service provides IT cluster member companies with detailed information on the concrete IT needs of potential customers on the domestic market. Thereby it enables companies to customise their IT solutions according to the specific requirements of local firms and to develop new, innovative IT products and services. This allows local IT companies to open up the domestic market potential and to generate additional revenues.</p> <p>In addition to that, the service "IT Needs Assessment" creates awareness on IT in other industries and supports user-engaged, pro-active marketing and business development for cluster member companies.</p>
Target Group:	IT cluster member companies.

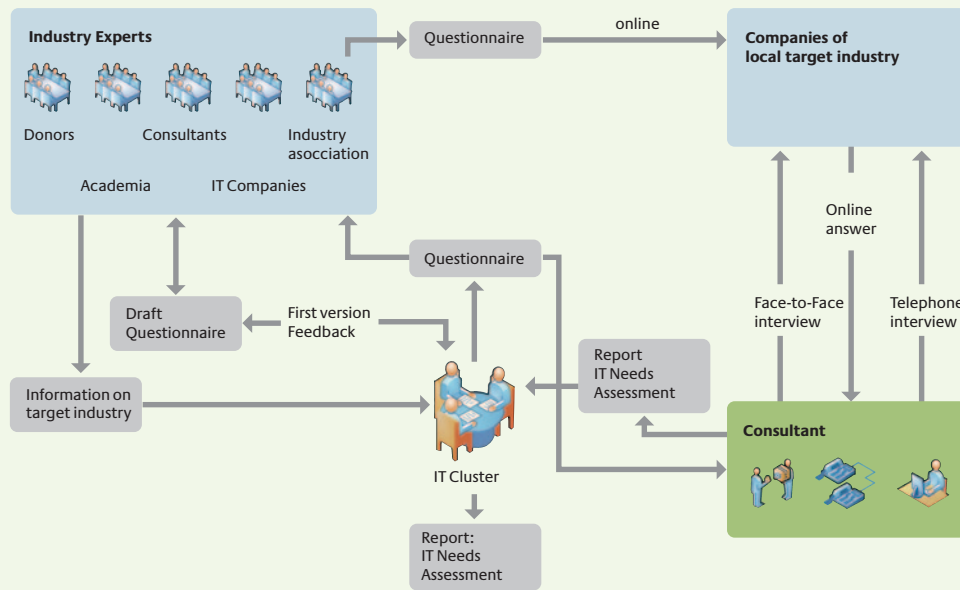
Mode of Delivery:

After the relevant target industry (e.g. tourism) has been selected, the IT Needs Assessment of the companies has to be conducted. For this purpose a suitable questionnaire needs to be designed including general questions on the company (e.g. company size), questions on the existing level of IT usage as well as detailed questions concerning the concrete needs of the company in terms of IT (horizontal and vertical solutions). The questionnaire should be pretested and discussed with industry experts as well as selected IT firms to ensure that it takes into account all industry-specific factors. It is advisable to implement the needs assessment in close cooperation with an association or cluster of the corresponding target industry (e.g. textile industry association). In addition to that, a suitable consultant should be contracted for conducting the interviews as well as the corresponding data analysis.

The final questionnaire is being disseminated by the IT cluster manager/service manager to the association of the target industry as well as to the consultant. The needs assessment can be conducted through an online survey as well as through telephone interviews and face-to-face interviews. Depending on the target industry, it is recommendable to use all three forms of data collection.

After collecting and analysing the survey data, the consultant elaborates a detailed report with the results of the needs assessment. Then, the IT cluster manager/service manager checks the report and presents the results to the IT cluster members.

The following chart illustrates the mode of delivery of the cluster service “IT Needs Assessment”:



Price & Financing

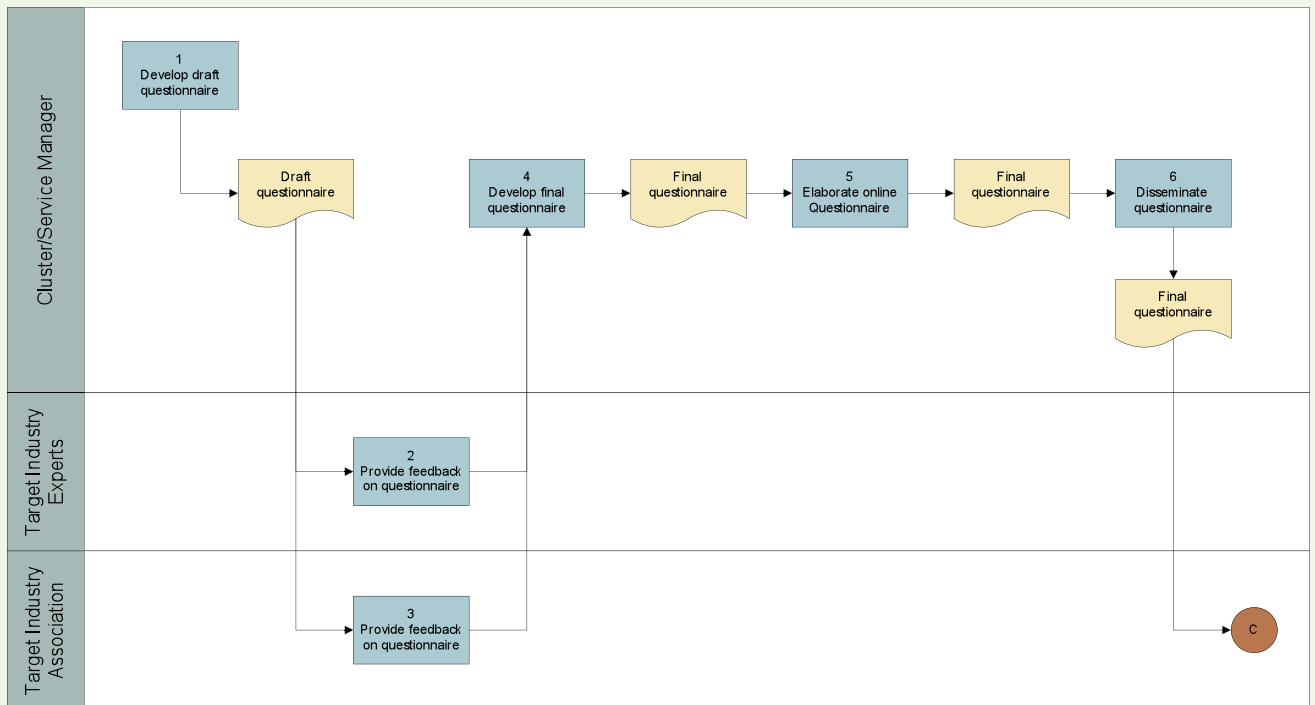
The financing of the IT Needs Assessment Service should ensure full sustainability of the service. Ideally costs for providing the service should be covered by membership fees. If this is not possible, an alternative pricing model needs to be developed to cover the expenses for the needs assessment. In this case the financing of the service should be based on a fixed price for obtaining the IT needs assessment report.

Technology Platform:	<p>Technology platforms required for the IT Needs Assessment Service include:</p> <ul style="list-style-type: none"> • Online survey tool. • Email for sending out invitations to participate in the survey as well as the link to the online questionnaire. • Groupware application or intranet for disseminating the IT needs assessment report.
Service Support:	Service support will be provided by the responsible service manager of the IT cluster.
Distribution Channels:	<p>The IT Needs Assessment Service will be marketed through the following channels:</p> <ul style="list-style-type: none"> • IT cluster website: service section. • Newsletter of the IT cluster. • Service presentation at IT cluster meetings and workshops.
Additional Information:	It is advisable to extend the scope of the IT Needs Assessment Service by including additional features such as advisory services for new product development / innovation, B2B match-making as well as support to business development.

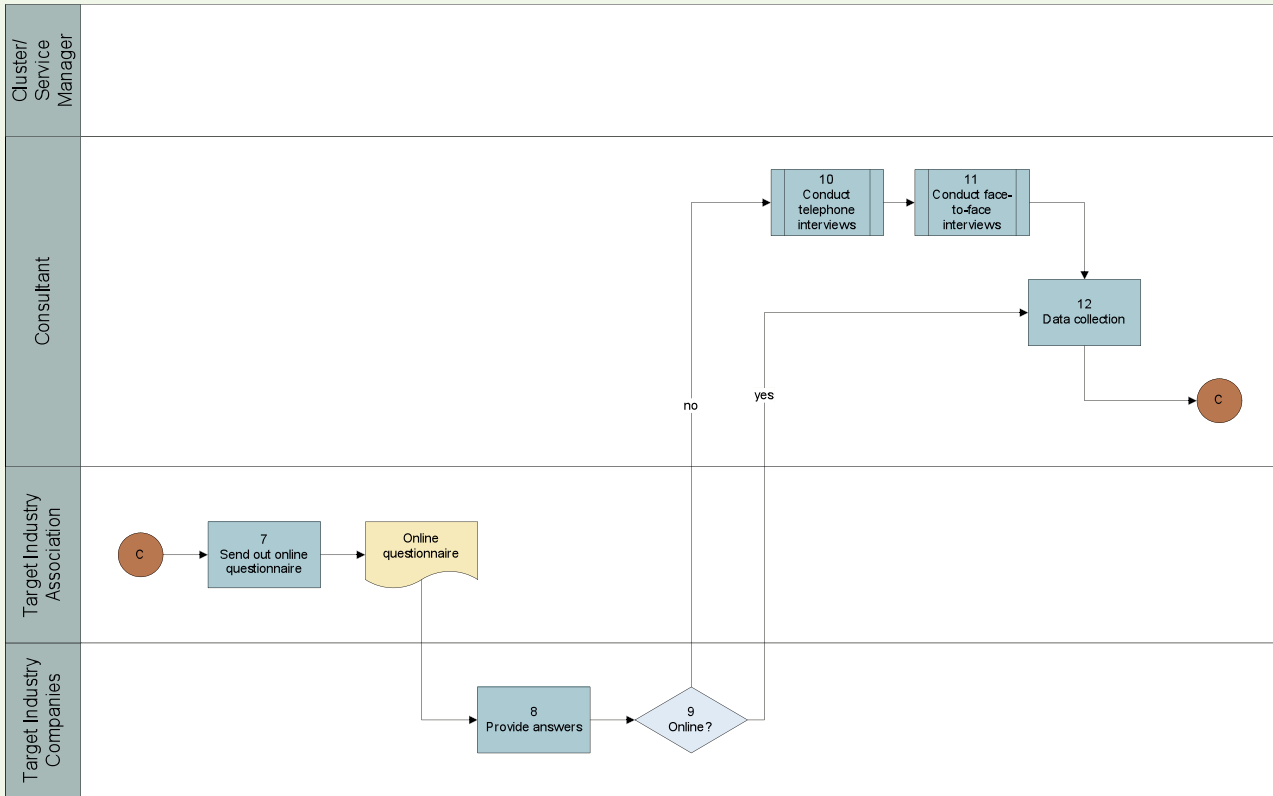
2. Process Description

In the following section, the service delivery process is described, including a flow chart and a description table. According to the principle of continuous improvement process, the service delivery process needs to be continuously reviewed, improved and optimised in order to ensure that the service is being managed efficiently and in accordance with the client's needs.

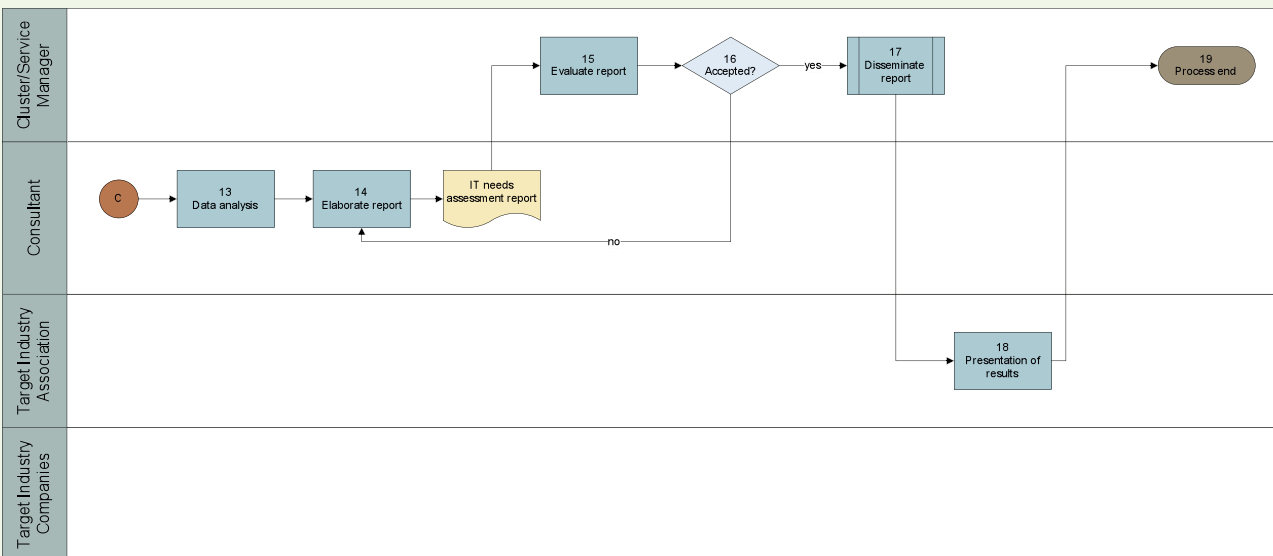
Service Process Description (1)



Service Process Description (2)



Service Process Description (3)



Nr.	Activity	Responsibility	Document
1	The cluster/service manager elaborates a draft questionnaire	Cluster/ Service Manager	Draft Questionnaire
2	Experts from the target industry (e.g. tourism) provide feedback in order to further improve the questionnaire	Target Industry Experts	Draft Questionnaire
3	Target industry association (e.g. tourism industry association) provides feedback in order to further improve the questionnaire	Target Industry Association	Draft Questionnaire
4	Based on the feedback, the cluster/service manager develops the final questionnaire	Cluster/Service Manager	Final Questionnaire
5	By using the online survey tool the cluster/service manager elaborates an online version (HTML) of the questionnaire	Cluster/Service Manager	Online Questionnaire
6	The cluster/service manager disseminates the questionnaire to the consultant and the target industry association	Cluster/Service Manager	Questionnaire
7	The target industry association sends out the questionnaire to its member companies (e-mail with link to online questionnaire)	Target Industry Association	Questionnaire
8	The target industry companies answer the questionnaire	Companies	Questionnaire
9	If the companies answer the questionnaire online, the data will be collected by the consultant via the online survey tool	Companies	Questionnaire
10	If the companies do not answer the questionnaire online, the consultant needs to conduct a telephone interview	Consultant	Questionnaire
11	If required by the target industry companies, the consultant needs to conduct face-to-face interviews	Consultant	Questionnaire
12	The consultant conducts the data collection	Consultant	-
13	The consultant analyses the data by using software solutions such as Excel or SPSS	Consultant	-
14	Based on the results of the data analysis, the consultant elaborates the IT needs assessment report	Consultant	IT Needs Assessment report
15	The cluster/service manager evaluates the IT needs assessment report	Cluster/Service Manager	IT Needs Assessment report
16	If he does not accept the report, the consultant needs to revise it	Cluster/Service Manager	IT Needs Assessment report

Nr.	Activity	Responsibility	Document
17	If the cluster/service manager accepts the report, he disseminates the IT assessment report to the IT cluster member companies	Cluster/Service Manager	IT Needs Assessment report
18	The target industry association organises a workshop to present the results of the IT needs assessment to its member companies	Target Industry Association	IT Needs Assessment report
19	Process end	-	-

3. Sample Questionnaire: IT Needs Assessment of the Albanian Software Industry

Questionnaire – Tourism Companies

1 Company overview

Name of the Company	
Location of the Company (city)	
Year of Foundation	
Number of Employees	
Full-time Employees:	<input type="checkbox"/> 1-5 <input type="checkbox"/> 6-10 <input type="checkbox"/> 11-20 <input type="checkbox"/> 21-50 <input type="checkbox"/> 50+
Part-time Employees / Free Lancers:	<input type="checkbox"/> 1-5 <input type="checkbox"/> 6-10 <input type="checkbox"/> 11-20 <input type="checkbox"/> 21-50 <input type="checkbox"/> 50+
Type of Company	
Accommodation	
Restaurant & Bars	
Travel Agencies	

2. Generic IT usage

Do you have a computer?

No	<input type="checkbox"/>
If yes, for Business usage	<input type="checkbox"/>
If yes, for Guests usage	<input type="checkbox"/>

Do you have Internet access?

No	<input type="checkbox"/>
If yes, for Business usage	<input type="checkbox"/>
If yes, for Guests usage	<input type="checkbox"/>

Do you have an Internet presence / homepage of your Company?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, the updates and changes of the content are done:	
in-house	<input type="checkbox"/>
by an external supplier	<input type="checkbox"/>
What functions are available on your homepage?	
Presentation of Company and offers	<input type="checkbox"/>
Send a message or E-mail	<input type="checkbox"/>
Latest news of your Company	<input type="checkbox"/>
Special offers	<input type="checkbox"/>
Make booking and/or reservations (automatic via homepage)	<input type="checkbox"/>
Perform operational activities of the company via homepage	<input type="checkbox"/>
Others	Please specify:

Do you use any Office Suite (word processing, spreadsheet, presentation, database), or parts of it, in your company?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, what purpose it is used for?	

Do you use specific software solutions to manage the following administrative activities?

Accounting (e.g. Bilanç, Finance 5, etc.)	<input type="checkbox"/>
Finance (e.g. Finance 5, etc.)	<input type="checkbox"/>
Human Resources	<input type="checkbox"/>
Taxes	<input type="checkbox"/>
Others	Please specify:

3. Specific IT usage (per tourism sub-sector)

If you your Company is in the field of:

Accommodation	go to question	4
Restaurant & Bar	go to question	6
Travel Agency	go to question	8

4. Accommodation / Hotel

Do you use software solutions to perform the following functions (offline or online)?

Reservation	<input type="checkbox"/>
Booking	<input type="checkbox"/>
Rooms' usage	<input type="checkbox"/>
Client entry / exit process	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>
Bar	<input type="checkbox"/>
Breakfast	<input type="checkbox"/>
Cleaning	<input type="checkbox"/>
Laundry	<input type="checkbox"/>
Mini-bars	<input type="checkbox"/>
Parking	<input type="checkbox"/>
Pool / Gym / Sauna Area	<input type="checkbox"/>
Payments (Cash, CC, Check, Invoice)	<input type="checkbox"/>
Price List	<input type="checkbox"/>
Reports	<input type="checkbox"/>
Others	Please specify:

Do you use an integrated solution to perform the above marked functions?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, what is the name of the solution / of the provider you use?	

The above mentioned solution has:

an Albanian provider	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Local support in Albania	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Albanian as language	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Is your system / software linked to external systems?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, to which ones, and which functions?	

Is your hotel listed in external reservations and booking systems / sites?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, please list the booking systems / sites:	

5. Final questions

Please inform us whether you use additional software solutions in your company, and for what purpose?

Would you like to use IT / software solutions for additional activities or functions you are currently not using? Please, specify.

Based on your personal experience, please summarise your concrete needs concerning IT and software applications.

Thank you for your support!
>> End <<

6. Restaurants & Bars

Do you use software solutions to perform the following functions (offline or online)?

Reservation	<input type="checkbox"/>
Booking	<input type="checkbox"/>
Table usage	<input type="checkbox"/>
Clients' orders	<input type="checkbox"/>
Supplier management	<input type="checkbox"/>
Warehouse / Stocks	<input type="checkbox"/>
Invoicing	<input type="checkbox"/>
Payments (Cash, CC, Check, Invoice)	<input type="checkbox"/>
Menu	<input type="checkbox"/>
Reports	<input type="checkbox"/>
Others	Please specify:

Do you use an integrated solution to perform the above mentioned functions?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, what is the name of the solution / of the provider:	

The above mentioned solution has:

an Albanian provider	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Local support in Albania	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Albanian as language	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Is your Restaurant / Bar listed in external reservations and booking systems / sites?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, please list the booking systems / sites:	

7. Final questions

Please inform us whether you use additional software solutions in your company, and for what purpose?

Would you like to use IT / software solutions for additional activities or functions you are currently not using? Please, specify.

Based on your personal experience, please summarise your concrete needs concerning IT and software applications.

Thank you for your support!
>> End <<

8. Travel Agencies

What type of services you offer in the travel agency?

Out-bound	<input type="checkbox"/>
In-bound	<input type="checkbox"/>

Do you use software solutions to perform the following functions (offline or online)?

Flight reservations	<input type="checkbox"/>
Railway reservations	<input type="checkbox"/>
Cruise line reservations	<input type="checkbox"/>
Car rental	<input type="checkbox"/>
Hotel reservation	<input type="checkbox"/>
Travel packages	<input type="checkbox"/>
Insurance	<input type="checkbox"/>
Invoicing	<input type="checkbox"/>
Payments (Cash, CC, Check, Invoice)	<input type="checkbox"/>
Reports	<input type="checkbox"/>
Other	Please specify:

Do you use an integrated solution to perform the above mentioned functions?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, what is the name of the solution / of the provider:	
Amadeus	<input type="checkbox"/>
Galileo	<input type="checkbox"/>
Gabriel	<input type="checkbox"/>
Others	Please specify:

Is it possible to book some of the services you offer via your homepage by the client?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, which of the services?	

(In-bound) Do you use the support of a specific software solution to prepare a holiday package for the client (reservation of hotel, transport, restaurant, sightseeing and city tours, additional activities, pricing etc.)?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If yes, which software solution?	

8. Final questions

Please inform us whether you use additional software solutions in your Company, and for what purpose?

Would you like to use IT / software solutions for additional activities or functions you are currently not using? Please, specify.

Based on your personal experience, please summarise your concrete needs concerning IT and software applications.

Thank you for your support!

>> End <<