



# *Digitalisation Voucher*

## *Dearbhán Digiteach*

*Cáipéis Tagartha* – Reference Document

# 1. Introduction

## Purpose

Covid-19 has accelerated the adaption of digital across all aspects of business, this move will be a requisite for recovery from the impact on Covid-19 and vital to preserve the continuity of economic activity.

The €9k Digitalisation Voucher will provide strategic intervention for companies to work with third party consultants to assist companies identify where they are on their digital business journey and develop a digital adaption plan based on their identified need.

**Note:** This is a time limited offer which is subject to budget availability under temporary framework up to end of 2021.

## 2. Overview

The voucher may be used to obtain digital strategy, technical and/or advisory service from approved providers.

Eligible projects must complete the [digital ready scorecard](#) from Enterprise Ireland, and **one or more activities** from the table below.

Activity	Project Scope
<b>Mandatory</b> "As is" assessment.	Digital Score card, review of "As is" process.
<b>Option 1</b> Internal Process Optimisation (Lean-Digital- Automation)	<p>Review of <u>current operational processes</u> and systems to identify improvement opportunities. The focus should be on eliminating waste by introducing easier, faster processes backed up by automation and/or cloud based digital systems where appropriate.</p> <p>Processes covered can include any or all business functions from sales, finance, marketing, production, logistics and product development.</p> <p>Ideally the review will be based on a Lean approach in combination with the adoption of digital technologies.</p> <p>Part of the analysis should include a review of cyber security risks and recommendations to reduce risk, including working towards international security standards that are becoming a requirement to operate internationally.</p> <p>The output is expected to include a plan for the company to improve business processes using a combination of people skills development, process development and technology investment (including robotics, sensors &amp; software).</p>
<b>Option 2</b> Enhancing Customer Digital Experience (Product, Service, Route to Market, Channels)	<p>Review of <u>current products &amp; services &amp; channels</u> and potential to create a high-quality digital experience for customers.</p> <p>This should include a digital review of the customer journey(s) including all customer touchpoints from sales, marketing, customer service, delivery, channels, life cycle, competitor analysis.</p> <p>Part of the analysis should include a review of cyber security risks and recommendations to reduce risk, including working towards international security standards that are becoming a requirement to operate internationally.</p>

	The output is expected to include a plan for the company to improve the customer experience by implementing enhanced services, products, and/or channels including identification of required skills development needs.
<b>Option 3</b> Becoming a Data-Driven Business	<p>Review of <u>current key performance data</u> that is used to drive the business and identify gaps and improvement opportunities. Enhancing customer experience by aggregating data in all of its forms across the business.</p> <p>This should include:</p> <ul style="list-style-type: none"> <li>- Identification of data sources and potential untapped business value of data.</li> <li>- Identification of gaps in business or production data and suggestions on ways to improve.</li> <li>- Identification of security risks and mitigation strategies.</li> <li>- Identification of potential new tools e.g., CRM, Business Intelligence, ERP, Robotics.</li> </ul> <p>The output is expected to include a plan for the company to improve data definition, collection, visualisation and analysis using a combination of people skills development, process development and technology investment (including robotics, sensors &amp; software).</p>

The project scope will be developed further between the company and the service provider.

It is expected that this support will be delivered online/onsite dependant on current Covid19 restrictions.

More than one service provider can be used with the voucher

### Eligible Costs

Eligible Cost Elements	Eligible Costs	Eligible Grant
External Advisory Costs	Maximum of €9,000 where the eligible costs are capped at €900 per day.	Maximum of €9,000. Based on a grant rate of 100% of eligible costs.

### Eligible Companies

The Digitalisation Voucher is open to **all** Enterprise Ireland clients who employ 10 or more **or** non-Enterprise Ireland client companies that operate within the manufacturing or internationally traded service sectors who employed 10 or more full time people on their payroll on the 29<sup>th</sup> of February 2020 OR-employed 10 fulltime staff at the time of application.

### Eligible Criteria

Eligible companies as outlined above, will be approved under Temp Aid Framework or De Minimis Aid based on the following.

- Companies who employ less than 50 and have been impacted by Covid will default to Temp Aid Framework as they are exempt from Undertaking in Difficulty (UID).
- Companies who employ more than 50, have been impacted by Covid and not UID will be approved under Temp Aid Framework.
- All other eligible companies (see above) may be approved under De Minimis.

Impacted by covid is defined as; have suffered, or be projected to suffer, a 15 per cent or more reduction in actual or projected turnover or profit as a result of COVID-19 outbreak; and / or have had a significant increase in operational costs as a result of the COVID-19 outbreak.

## Ineligible Companies

- Are operating in the coal or steel sector.
- Are active in the primary agricultural, fishery or aquaculture sectors.
- Are covered by specific rules for Financial Services.<sup>1</sup>
- Are involved in activities that Enterprise Ireland considers as ineligible or as involving an unacceptable reputational risk. Ineligible activities include activities relating to:
  - The gambling sector, including 'gaming' (as defined in the Gaming and Lotteries Act 1956).
  - Adult entertainment.
  - Tobacco and tobacco related products.
  - Cannabis-based products which are not authorised as medicines.

## Ineligible Activities

- Project implementation costs
- Cyber Security Audit Report/ Pen Test
- Marketing campaign
- Web development and/or build (e.g. hosting, maintenance fees)
- Online Advertising implementation (e.g. payments to Google, LinkedIn, Facebook, etc.)
- The purchase of off the shelf software packages, licenses or subscriptions (e.g. CRM systems, Shopify, Hubspot, Salesforce etc.)
- The purchase of hardware (e.g. studio equipment, cameras, laptops)
- Photography, banner ads, and graphic developments

## Irish Legal Basis

- This Scheme shall be administered in accordance with Section 7(1)(i) of the Industrial Development (Enterprise Ireland) Act 1998 and Section 8(c) of the Industrial Development Act, 1993 (amended by Section 37 of the Industrial Development (Forfás Dissolution) Act 2014).]
- This Fund shall be administered by Enterprise Ireland, using funds made available for that purpose by the Department of Enterprise, Trade and with the consent of both the Minister for Enterprise, Trade and Employment and the Minister for Public Expenditure and Reform.

## EU State Aid Basis

- This Fund is operated in accordance with European Commission Approval [SA.58043 – update this] (July, 2020/N) – Ireland, following amendments of the schemes SA.57036 Sustaining Enterprise Fund Scheme, supporting undertakings affected by the economic repercussions of the Covid-19 outbreak under the *Temporary Framework for State Aid Measure to Support the Economy in the Current COVID-19 Outbreak*.
- As an alternative, specific approvals under this Fund can also be operated under *De Minimis* aid, COMMISSION REGULATION (EU) No 1407/2013 of 18 December 2013 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union.

## Eligible Activities

- The voucher covers digital strategy, technical and advisory supports to help a company on their digitalisation journey, up to a value of €9,000 ex VAT. A maximum daily rate of €900 ex VAT per day shall apply.

---

<sup>1</sup> Financial institutions are those included in the Communication from the Commission on the application, from 1 August 2013, of the State aid rules to support measures in favour of banks in the context of the financial crisis ('Banking Communication') (OJ C 216, 30.7.2013, p. 1).

- It is expected that the support would be provided over a relatively short period but can be spread out over a maximum of 6 weeks. Projects lasting longer than 6 weeks can be approved by the programme manager subject to the final claim date.

## Application, Assessment and Approval process

Applications may be submitted at any time to Enterprise Ireland (subject to budget availability under temporary framework up to end of 2021). However, applications **should, where possible** be discussed with the assigned Development Advisor prior to submission. Enterprise Ireland clients should use [this link](#) to find their Development Advisor in order to discuss their proposed project. With the agreement of the assigned Development Advisor, applications can be made through the Enterprise Ireland website.

### Assessment Criteria

This will be based on.

- The needs of the company (as defined by the Development Advisor)
- The project not having started before the application was approved and service provider assigned
- The proposal being in keeping with the goals and terms of the offer
- The Service Provider being approved as part of the Digitalisation Service Provider directory or by the Client Digitalisation Programme Manager.
- The eligible costs being in line with the terms of the offer

### Application Process

1. The Client company makes an application online through the Enterprise Ireland website.

### Assessment Process

1. The Application is processed by the **Client Digitalisation Unit** for Enterprise Ireland and non-agency clients (valid client, services ok, project in line with scheme, etc.).
2. The **Client Digitalisation Unit** contact the assigned Agency Advisor for input (support or otherwise).
3. The **Client Digitalisation Unit** will forward all cleared applications for recommendation.

### Approval Process

1. Recommendation will be by the **Client Digitalisation Unit** Programme Manager and Approval will be by the **Client Digitalisation Unit/Lean Department**, Department Manager through an auditable system<sup>2</sup>.
2. If approved, the company will be issued a letter of offer by email and will accept the letter of offer using DocuSign.

### Claim Process

1. After project is completed, the service provider will invoice the company (including VAT where appropriate).
2. The company can make a claim through the normal EI claim process, which will include.
  - a. Completed digital ready scorecard
  - b. Completed digitalisation voucher report template and output report from consultant
  - c. Completed digitalisation claim directors statement.
  - d. A copy of the service provider(s) invoice
  - e. Proof of payment
3. Once the claim has been reviewed by the Enterprise Ireland Grant Administration department and the final report cleared by the Client Digitalisation Unit it can proceed to payment.

---

<sup>2</sup> Client Digitalisation department manager, or where not available a Department manager as by nominated by an executive director

4. The company will pay any VAT due to the service provider and reclaim if appropriate in the normal way.

### Key points

- One voucher per company.
- One claim allowed
- Company is entitled to claim based on time spent once the project is completed (or 6 weeks from the first engagement if the time is not all used)