



Digital Maturity Assessment (DMA) Tool Frequently Asked Questions (FAQs)

Version: 1.2

Date of creation: 04/04/2023

Document created by



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1. DMA Framework and Methodology

This document provides answers to a list of Frequently Asked Questions (FAQs) related to the implementation of the Digital Maturity Assessment (DMA) Tool by EDIHs for their customers. In the document we aim to cover most of the questions received from EDIH representatives since the start of the EDIHs operation from channels such as: email queries received by the DTA Helpdesk and/or Commission staff and the ones received during different DMA webinars.

You are kindly required to check thoroughly the FAQ document before addressing any question regarding the rationale and the need for implementation of the DMA framework/questionnaire for your customers.

1.1. What is the DMA Framework?

The Digital Maturity Assessment (DMA) framework used in the context of the EDIH network is a new framework developed by the European Commission Joint Research Centre (JRC) for measuring the digital maturity of EDIH customers across Europe in different timings with a goal to measure the efficiency of EDIHs provided services. The customers can be either Small and Medium-sized Enterprises-SMEs (and midcaps) or Public Service Organisations (PSO).

The Digital Maturity Assessment (DMA) framework captures the level of digitalisation and then calculates a digital maturity score for the responding company/organisation overall and by dimension. This is done on the basis of a questionnaire assessing the following 6 categories/dimensions:

For SMEs: 1.) Digital business strategy; 2.) Digital readiness; 3.) Human-centric digitalisation; 4.) Data management; 5.) Automation & Artificial Intelligence; 6.) Green digitalisation.

For PSOs: 1.) Digital strategy & investments; 2.) Digital readiness; 3.) Human-centric digitalisation; 4.) Data management & security; 5.) Interoperability; 6.) Green digitalisation.

An outline of the DMA framework is presented in the table below:

DMA Framework Design for EDIH use	
Ultimate goal	Monitor the increase in the digital maturity of enterprises and public sector organisations that received a substantial support from EDIHs (i.e. EDIH customers) to improve their digitalisation level.
Target groups	SMEs/mid-caps, less digitised industries, public sector organisations at all levels of digital transformation.
Timeline	Investigate the base digital maturity level of every beneficiary organisation before the EDIH intervention starts. Observe its evolution until 3 years later to understand their digital maturity's growing curve .
Timing	T0 = just before EDIH intervention T1 = 1 year after T0 (if the EDIH intervention is still running, the assessment should not take place until this is concluded) T2 = 2 years after T1
Tool	Application of online tool under the guidance from an EDIH expert
Versions	DMA for enterprises (SMEs/small mid-caps) DMA for public sector organisations
Respondents	EDIH potential & actual beneficiaries (SMEs/small mid-caps and public sector organisations)
Administrator	EDIH (will provide guidance to respondent during the test)

Objectives	Individual/aggregated DM progress monitoring EDIH/beneficiary engagement
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1.2. What is the purpose of the DMA?

The rationale behind the creation of the new DMA framework to be used by EDIHs is that measuring the digital maturity status of an entity and its evolution over time (e.g. comparing its status before and after the EDIH substantial intervention) will provide an indication of the effectiveness of EDIH's intervention and, at an aggregated EU level, of the effectiveness of the EDIH policy initiative. The purpose of the DMA is to monitor the digital transformation of entities that received support from EDIHs (SMEs/PSOs).

In summary the DMA framework is used to measure:

- the DM level of EDIH customers before any EDIH intervention
- the efficiency of services provided by EDIHs to their customer base
- the contribution of EDIH programme to EU policy priorities

Therefore, the DMA framework is not only a tool dedicated to measure the digital maturity of SMEs/PSOs but also a policy monitoring tool for the EDIH community.

1.3. What is the DMA Tool on the EDIH Network portal?

The assessment of digital maturity of EDIH's customers (SMEs/PSOs) with the DMA framework is based on a questionnaire that has the form of an online tool in the EDIH Network portal. This online tool should be used by EDIHs to record and manage their customers' DMAs. With an easily navigable interface, the DMA Tool enables EDIHs to keep track of their SMEs/PSOs and their various DMAs in a single space. Depending on the type of their customers EDIHs should select between using the tool for SMEs or the tool for PSOs.

1.4. Who can use the DMA tool?

Only authorised EDIH members will be able to access and use the DMA Tool. The EDIH coordinator can grant access to the EDIH Network portal to other users (see how to manage users in the following [link](#)).

SMEs and PSOs (EDIH customers) will not have direct access to fill in the DMA online.

1.5. Where can I find information on how to use the DMA tool?

Useful information on the use of the DMA tool is available on the Knowledge Hub of the EDIH Network portal: <https://european-digital-innovation-hubs.ec.europa.eu/knowledge-hub>, more exactly under [Guidance Documents](#). The material will be continuously updated and enriched, including guidance documents on the usage of the DMA Tool.

1.6. Where can I find further information about the DMA methodology and framework?

Check additional frequently asked questions and answers below.

More detailed information regarding the DMA methodology and framework can be found on the following link: [DMA Guidance document for EDIHs \(JRC\)](#)

2. More questions on the DMA Framework

2.1. What is the objective and added value of the DMA?

One of the objectives of the EDIH work programme and the relevant European Commission investments is to improve the digital maturity of European SMEs and PSOs. The DMA is the main tool used to measure this improvement; therefore, it is important to understand whether the investment is effective and for orientating investment for the second part of the programme. The European Commission plans to start another round of EDIH projects for 4 more years following the end of the initial 3-year contracts.

For more information on the objective and added value of the DMA please also check Q 1.2.

2.2. Timing of the DMA: When should the DMA be filled in?

The base digital maturity level of every beneficiary organisation should be investigated before the EDIH intervention begins. The DMA should be fully completed three times for each substantial intervention that an EDIH customer (SME or PSO) receives:

- T0 = before EDIH intervention (a point of time not longer than 6 months prior to EDIH support start)
- T1 = 1 year after T0 (if EDIH intervention still running, wait until it is concluded. It should be applied not later than 3 months after EDIH support has been delivered.)
- T2 = 2 years after T1 (a further point of time not earlier than 18 months and not longer than 24 months after EDIH support has been delivered)

2.3. Before the provision of what kind of services should the EDIH run the DMA tool for a customer?

Is the DMA mandatory for all EDIH services?

Use of the DMA is mandatory before any substantial intervention of an EDIH in an SME/PSO. The services that EDIHs will provide aim to improve the level of digitalisation of SMEs in the long run, so in every such case you should use it. EDIHs should use their own judgement to decide whether a service requires a DMA, as it will vary on a case-by-case basis.

For example, an EDIH does NOT have to run the DMA tool for a customer that will receive a one-day training service but they should definitely use it for a customer that will receive a service with an expected impact in their digitalisation level such as 'test before invest' (and many others).

Is training a “de minimis” service?

Deciding whether training is a “de minimis” service or not is case dependent. For example, if you organise a 6-month training course for 10 employees of a company it is difficult to consider it a “zero-value” service. On the other hand, a 1-hour training webinar could be considered as a “training” service but in most cases, it may not be efficient to record it in detail with a DMA as it can incur extra overhead costs, therefore it may be more efficient to consider it as “de minimis”. It is the EDIH’s responsibility to assess the specific service and make an appropriate judgement.

Is there a Quantitative definition (€ or h) of “substantial intervention”?

There is no quantitative definition yet that is why we ask the EDIHs to exercise their own judgement. Because of their advanced technological profiles, we consider EDIHs capable to

distinguish a “substantial” service with short- or longer-term impact to the digital maturity of their customers from one that has mostly an awareness creation and informative nature.

In the future a more quantitative definition may be introduced.

2.4. What is the protocol for not yet constituted companies such as startups and spinoffs?

You need to register an entity as an SME or a PSO before you can perform the DMA.

You can create startups and spinoffs as soon as they are registered as a legal entity in the respective country.

2.5. How should DMA results be interpreted?

Is an explanation and recommendations of DMA results available?

Within the first implementation of the DMA tool there was no provision for a detailed explanation of the results of the DMA tool but only the provision of quantitative scores (overall and per dimension). This was due to the fact that the ultimate goal of the tool is to assess the increase (or not) in digital maturity of EDIH customers and not to provide suggestions and recommendations. The later task it is considered as an EDIH task that will accompany their customer in their digital transformation journey.

However, we recognize the need to provide some qualitative explanation of the results and this is something that we are working at and will be available in one of the next versions of the tool.

What is the practical use of the DMA test results for EDIHs?

As mentioned already under other questions in the FAQ, the DMA tool is providing a snapshot of the digital maturity level of EDIH customers in different timings. At the same time, it is used as a monitoring tool to assess the impact of the EDIH services in digitalising SMEs/PSOs. In the long run it will provide insights on the effectiveness of the EDIH policy initiative in increasing digital transformation of SMEs/PSOs in Europe.

As a reporting tool, EDIHs are required to use the DMA for all of their customers to whom they will provide a substantial service to help them increase their digitalisation level. The EDIH will benefit from the DMA results as well by getting to know better the digital profiles of their customers and identifying strengths and weaknesses in the 6 digital dimensions that the DMA assesses. In this sense, the DMA tool can help both the EDIHs and their customers to better understand their level of digitalisation and how they score comparing with their peers. They will then identify together the potential services required to advance in their trajectory towards digital transformation.

2.6. How will the DMA tool help EDIHs prioritise which services to provide to customers?

See previous reply under 2.5.

Moreover, the EDIHs that already have their own specialised tool on measuring digital maturity of specific technologies/market sectors etc could use it to identify better more specialised customer needs and use the generic DMA tool mainly for reporting purposes.

2.7. How do SMEs/PSOs benefit from the DMA?

How can EDIHs encourage SMEs/PSOs to fill in the DMA?

See answer in 2.5 “What is the practical use of the DMA test results for EDIHs?”

2.8. Will the DTA only consider those SMEs/PSOs who have completed the DMA as clients?

No, it is not mandatory to fill the DMA questionnaire for all the customers, only for the ones receiving a substantial intervention from an EDIH.

This will vary depending on the individual EDIH and the services provided. It is up to the EDIH to decide whether a DMA is appropriate or keeping a simple record of the customer along with the service provided. In some instances, the completion of a DMA may not be deemed necessary. For example, for a two-hours one-to-one training session, or a half-day webinar delivered to one hundred customers, completing a DMA is not required.

2.9. Will the DMA questionnaire be the same at T0, T1, and T2?

Yes, the DMA questionnaire will remain the same each time. This way it will be able to realistically capture the evolution of EDIH customers within the six digitalisation dimensions assessed.

2.10. Do the sectorial divisions presuppose the common classifications? E.g. some statistics offices have their own sub-sectorial divisions. Would a user be able to adjust those according to the country context?

Can you tell the level of granulation of sector in the comparative approach? Automotive may be divided into sub-sectors etc.

The sector classification used is taken from OECD. It cannot be adjusted to individual country context.

2.11. Are all of the questions of the DMA compulsory?

Yes, all DMA questions should be filled when running the tool.

2.12. Are there any significant changes/updates to the DMA questionnaire?

The latest version of the DMA questionnaire is always implemented in the online tool. Since the release of the online tool only minor changes have been introduced and the goal is that the online version will be soon stabilised and no changes will be done for at least one year.

The latest version of both questionnaires (SMEs and PSOs) in “paper” (.pdf) form are also available online in the EDIH portal together with the localised (translated) versions in the 23 EU languages, plus Icelandic and Norwegian. (See next question for links.)

In the future and taking into account the feedback that we will receive by EDIHs and their customers, updates/revisions of the tool may be made available to improve any weak points.

2.13. How are the DMA results scores calculated?

Can we get the algorithm to share an immediate report with the customer?

A document describing the DMA scoring system and rules is available online (only English) here: [DMA Guidance document for EDIHs \(JRC\)](#)

The DMA questionnaires (one for SMEs and one for PSOs) are available in English and 25 other European languages (in .pdf version) in the following links:

- [DMA Tool for SMEs — Guidance material](#)
- [DMA Tool for PSOs — Guidance Material](#)

In order to run and provide an immediate report to a customer you should use the online tool available under My EDIH section in the EDIH network portal.

Instructions on how to use the online tool (for SMEs) are also available online, [here](#).

2.14. How are the averages calculated for comparison?

Which data is used to present the comparison for country and industry?

The averages for country and industry sector are calculated based on the DMA data (currently) reported in the system, thus, data registered by all the EDIHs in the network.

2.15. Is there any part of the DMA touching upon the digital integration into the supply chain?

Please consider checking the DMA questionnaire for SMEs to identify which questions may touch upon integration into the supply chain or other specialised aspects.

3. Legal / Privacy matters

3.1. Where can we find the privacy policy and data processing agreement (in accordance with GDPR) for the collection of SME and PSO data in the DMA?

How is the personal data of the company being protected? How is the analysis of the data anonymized? Who is allowed to analyse on the individual EDIH Level, regional or cross-border level?

The privacy policy will be made available soon.

3.2. In regard to personal data, is it possible to remove/delete companies from the dashboard?

A customer can ask their EDIH to delete all the data related to the organisation.

Note! When a customer is deleted, any related DMA performed will also be deleted.

3.3. What is the official EU Commission definition for the term “Public Service Organisation”?

The public sector that the EDIH aims at supporting are public administrations as well as public sector organization active in areas of public interest, such as health and care, education, judiciary, customs, transport, mobility, energy, environment, cultural and creative sectors (art. 8 DIGITAL regulation). Such public sector organisations are characterised by their establishment as legal entity, with the specific purpose of meeting needs in the general interest, not having an industrial or commercial character and financed for the most part by the State, regional or local authorities (see Article 2 of the Interoperable Europe Act article 2 (1) Directive 2019/1024 for a formal definition).

3.4. What is the EU Commission definition for Small Mid-cap and Large Mid-cap?

Small Mid-cap - An enterprise within the meaning of Article 1 of the Title I of the Annex of the Commission SME Recommendation which

- (i) has *up to 499 employees* calculated in accordance with Articles 3, 4, 5 and 6 of the Title I of the Annex of the Commission SME Recommendation, and
- (ii) is not a micro, small or medium-sized enterprise as defined in the Commission SME Recommendation.

Large Mid-cap - An enterprise, as defined in Article 1 of the Title I of the Annex of the Commission SME Recommendation whose *number of employees is between 500 and 3,000* (with staff headcount calculated in accordance with Articles 3, 4, 5 and 6 of the Title I of the Annex of the Commission SME Recommendation).

3.5. What are the possibilities for Eastern European Partnership (EaP) countries?

Only EDIHs from countries which have signed an association agreement for the Digital Europe Programme will have access to all the EDIH Network tools.

4. Technical aspects of the DMA Tool

4.1. Is it possible to delete/remove registered SMEs?

Yes. The function to be able to delete a customer (SME/PSO) has been implemented.

4.2. Is it possible to edit a DMA that has been already been submitted?

The function to edit a submitted DMA will be available in the coming months. For now, the DMA must be deleted and then re-entered.

4.3. Can EDIHs import data via CSV?

Yes, EDIHs can import data to the DMA tool using a CSV file. A template CSV is available to download on the EDIH Network portal.

Is it possible to mass import SMEs and their answers?

Currently, it is only possible to import DMA data one-by-one and not in bulk. However, bulk import will be available in the coming months.

If I want input data via csv. I need to register SME, why? This is blocker for automation. We would like to register SME via CSV support as well. Can you support it?

This will be possible in the coming months.

Can the CSV file be downloaded in other languages?

No, the csv headings are only in English.

4.4. Can the DMA tool be incorporated into our own websites or possibly into a chatbot type of solution?

No, the DMA tool is part of the JRC/EC platform, and the only way it can be used is through the EDIH Network platform.

4.5. Will an API be made available? If yes, what functionality will it provide?

This is currently being discussed internally, more information will be available soon.

Is it possible to interface with an SME via an API (Application 2 Application)?

For the moment, only an import/export functionality is available. The development of an API is being discussed internally.

4.6. Will the system remind EDIHs on upcoming T1 and T2 evaluations?

This is currently being discussed internally, more information will be available soon.

4.7. Will companies be able to access the DMA independently in the future?

No, it is not foreseen to give the EDIH customers (SMEs and PSOs) direct access to the DMA Tool.

4.8. Will EDIHs be able to access raw data?

Yes, it is possible to view the DMA submissions in a table format. Export capability is coming in the coming months.

4.9. Is it possible to share a common customer and complete the DMA questionnaire jointly?

No, it is currently not possible to share customers across EDIHs. The second EDIH will be blocked and will not be able to create the customer because the VAT already exists. You could add the VAT number with a postfix to indicate it is a duplicate. Therefore, you are also not able to check if the DMA questionnaire has been provided yet or not.

The question is being discussed internally.

4.10. Can we export the DMA submission as a file?

Yes, the DMA results can be exported as a pdf file. The raw submission data for now can be saved as html or printed to PDF.

4.11. Is the portal responsive?

Yes, the portal is developed using the standard user interface of the European Commission libraries. It can be used on other devices such as mobile phones, tablets etc.

4.12. Do you have any plans to make available a simple CRM tool where customer information and DMA results can be found together?

The DMA dashboard shows SME information and DMA results in one place.

4.13. Is it possible to filter data in the dashboard?

Yes, there is a filter function as well a search function in the DMA dashboard.

4.14. How many users per EDIH can access the DMA tool?

There is no limit to the number of users per EDIH that can have access to the EDIH Network portal and the DMA Tool. The EDIH coordinator can grant access to the EDIH Network portal to other users (see how to manage users in the following [link](#)).

4.15. Will the VAT number of the SME be included in the result export?

Yes, the VAT number is available in both the aggregated Excel export of results and in the individual submissions.

4.16. I am not able to geocode my customer's address

If the automatic geolocation fails while registering your customer on the DMA toolm you can enter the coordinates by hand in the Geofield in the EDIH profile. If you enter the values, you will not get the error on geolocation. This error message doesn't prevent you from registering your customer.

1. General Questions

1.1. Is it necessary to upload the DMA results in English on the DMA tool?

The DMA questionnaires are available in all EU languages. Customer registration data should be provided in English.

1.2. Will results of the DMA be available in other languages?

Not at this time.

1.3. Where can I find the DMA questionnaires in other languages?

The DMA questionnaires (one for SMEs and one for PSOs) are available in English and 25 other European languages (in .pdf version) in the following links:

- [DMA Tool for SMEs — Guidance material](#)
- [DMA Tool for PSOs — Guidance Material](#)

1.4. In many cases T2 will be after the end of the funding period of the EDIH. How are DMAs expected to be completed in such case?

The continuation of the EDIH programme is expected beyond the initial contract period 2022-2025. Each case will be reviewed by the European Commission.

See also information provided in the table in Question 1.1

1.5. Is it permissible for the DMA tool to be used beyond the structure of the EDIH project?

Yes, all the information about the DMA framework, questionnaires and the scoring rules, are available here:

<https://european-digital-innovation-hubs.ec.europa.eu/knowledge-hub/guidance-documents/overview-digital-maturity-assessment-dma>.

The different language versions of the questionnaire are available online (see Question 1.3).

Note! Only EDIHs can use the DMA online tool. (Including Digital Innovation Hubs labelled with Seal of Excellence and registered in the EDIH catalogue.) The registration of a customer has to be linked to the completion of a service.

1.6. Can multiple DMA questionnaires be filled by the same EDIH at the same time?

Yes, it is possible to save a DMA as a draft and continue with another one for a different SME.

1.7. How can EDIHs fill in the DMA for a customer?

The DTA will provide supporting materials to guide EDIHs on how to use the DMA tool and fill in the questionnaire. EDIHs must decide how to collect the information from their customers. We recommend EDIHs to conduct a one-to-one session with customers in answering DMA questions.

1.8. How can EDIHs fill in the DMA tool for a large number of customers?

Bulk import will be available in the coming months.

1.9. How do you recommend collection of data from SMEs to fill in the DMA?

It is recommended that EDIHs conduct sessions with its customers dedicated to filling in the DMA, as most SME/PSOs will require guidance. EDIHs may share the downloadable pdf version of the DMA questionnaire with clients so they can prepare for the session and gather the required information. Support material provided by the DTA may be shared with clients to ease the process.

1.10. Can the DMA results be shared with customers?

Yes, DMA results may be shared with customers. The DMA is aimed at assisting companies to assess their digital maturity and to understand how they can improve it. Only the DMA results of the respective customer can be shared to the customer, not the data of other customers.

1.11. How do we deal with customers that do not provide data for the DMA?

If a customer wants to receive a substantial service from the EDIH, the DMA is obligatory. If the customer refuses to provide data for the DMA in T1 or T2, the EDIH will need to report this to the European Commission. The DMA obligations of the EDIH customer should be clarified in an agreement at the start of the service.

1.12. Do you have a template for an EDIH-customer agreement to ensure customers comply with the requirements of the DMA?

There is no template for the agreement between the EDIH and their customer. This should be defined by the EDIH and does not need to be an official document. However, the company must be informed, at the beginning, of its obligations, in particular the provision of the necessary data for the completion of the DMA questionnaire.

1.13. Can a company be introduced on the platform by more than one EDIH?

No, a company can be added only by one EDIH. The validation is done on the VAT number.

1.14. Will the EDIH programme be prolonged or extended?

The entire EDIH programme started later than expected, mainly for reasons linked to the administrative complexity of co-financing. Several EDIH have asked for a prolongation of project, which can be done through a grant amendment, but has to be discussed on a case-by-case basis with your project officer.

1.15. Will it be possible to share DMA results with other EDIHs, in terms of implementing “common services”?

You should respect the privacy of the SME, but you can use the aggregate DMA results to discuss with other EDIHs and as a basis for collaboration. Of course, the DMA numbers will be very different across different regions and sectors, because the digital maturity of companies is very different in the various parts of EU, so you should always consider that the DMA results are not a way to measure if an EDIH is "better" than another one, and often will not be easily comparable (for example, if you look at SME across different sectors)

1.16. Will a cooperation scheme or guidelines to regulate the collaboration between EDIHs be provided?

Training sessions and support materials outlining collaboration scenarios and best practices will be made available on the Knowledge Hub section of the EDIH Network portal. EDIHs may contact the Helpdesk if they would like further support in terms of cooperation and collaboration.

1.17. How long does it take to do a DMA for an SME?

The expected duration for completing a DMA questionnaire for an SME will vary on a case-by-case basis, but on average may last around 1 hour. Again, EDIHS are recommended to guide the customers on how to fill the questionnaire in a get-together session (that can be online) so that they can reply to inquiries and explain concepts that are not very clear or familiar to the respondents.

1.18. Will the questionnaire be updated?

The version you are using is the final version of the questionnaire. All comments we may receive are collected together for further consideration in future updated versions of the questionnaires.