

# Overview of Customer Journey & Tailored Solutions

## Robocoast EDIH Service Tailoring for SMEs

**27 November 2024, The Egg, Brussels**

**Pirita Ihamäki, Robocoast EDIH**

# Robocoast EDIH

**WHO:** The Robocoast European Digital Innovation Hub (EDIH), coordinated by Prizztech Ltd, collaborates with 15 universities and six R&D entities.

**WHAT:** Robocoast EDIH aims to boost the manufacturing industry's competitiveness by promoting digital solutions through competence development, testing, networking, and funding services.

**WHY:** Enhancing competitiveness and achieving green growth for manufacturing SMEs is essential in Finland and Europe. Robocoast EDIH provides digitalization solutions for SMEs, with core competencies in cybersecurity, AI, robotics, and energy technology, supported by a broad expert network.

**HOW:** Robocoast EDIH's Competence Centre partners offer access to over 40 labs and testing facilities across Finland, serving as a “one-stop-shop” for SMEs to access comprehensive services and university facilities.

EDIH Network Summit 2024

26-27  
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# Standard Customer Journey for DMA

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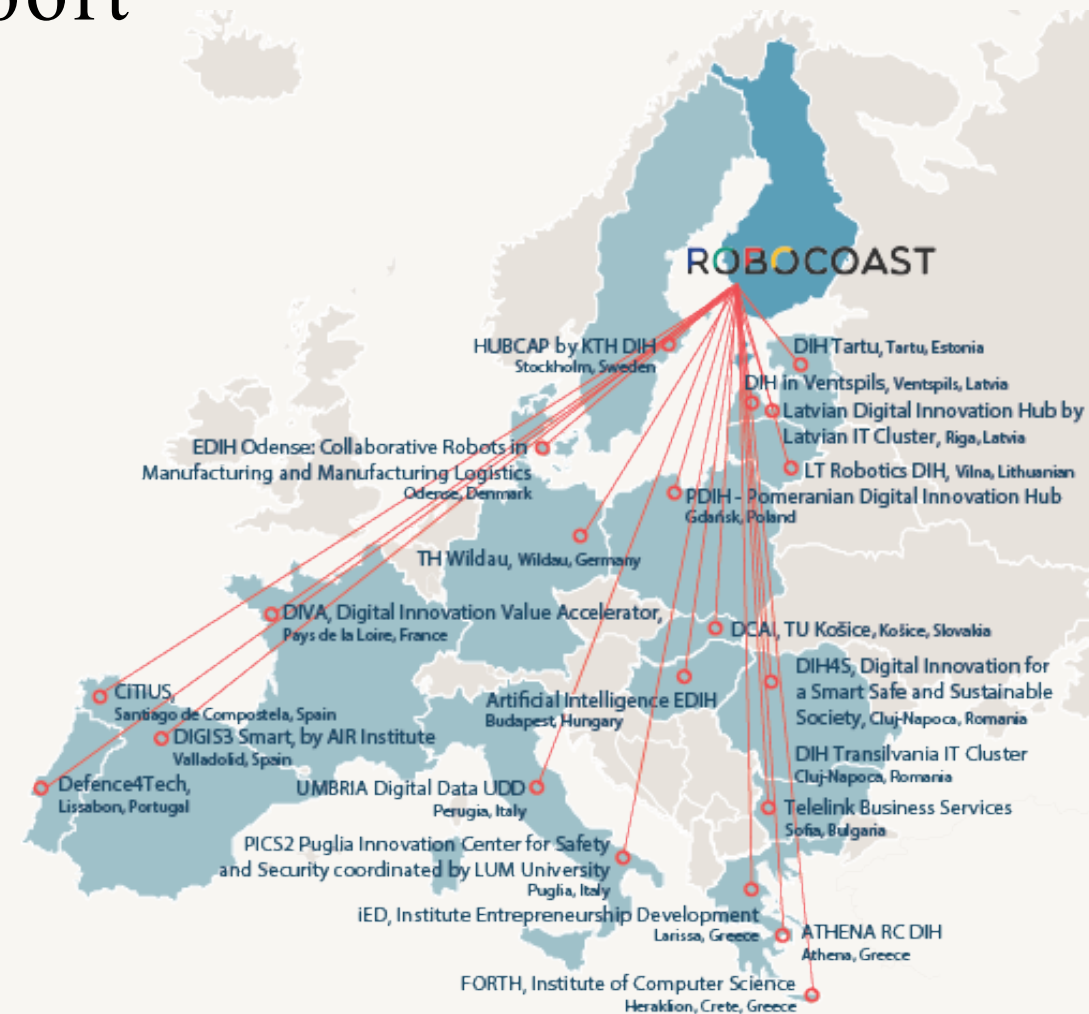


# Robocoast EDIH Driving International Growth with Tailored Network Support

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- The EDIH network support specific company needs when necessary.
- Robocoast EDIH opens the gateway to international growth for companies.
- Continues development through the implementation of cross-border shared services from the EDIH network for companies.



# Case 1. Growth in Nanotechnology and Hologram Technology – Success Story through DMA case Starcke

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- European hologram market value in 2024 \$13.2 billion.
- **Key Applications:** Security, medicine, and electronics (*Europe Hologram Market Report 2024*)

## Case Study Starcke - A Pioneer in Holography

- **Innovation:** Photonics-based security solution using nanotechnology
- **Clients:** Nokia, Canon, Secto Design
- **Implementation:** Security Image Feed (SIF) patent

## Robocoast EDIH's Support

- **Role** Supporting Starcke's growth and patenting process
- **Achievements** Partner matchmaking, building an international network.





# Case 2. Success through Proof of Concept of Digital Twin - Ensto Case

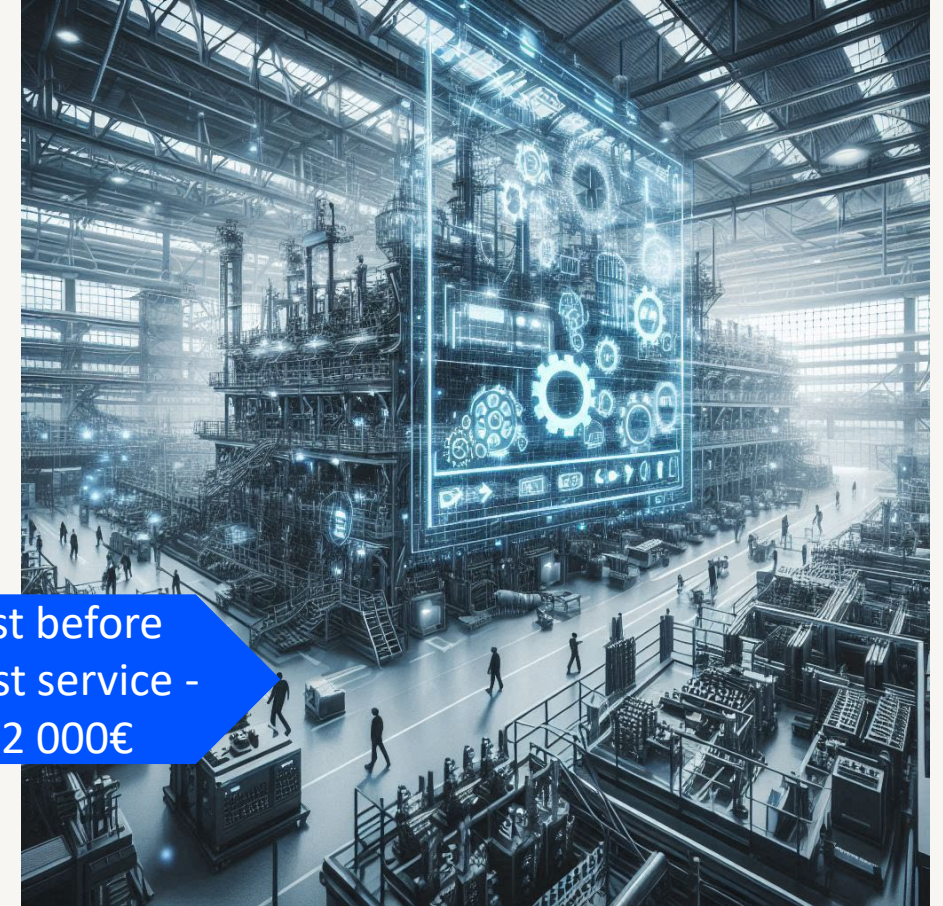
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- **The European digital twin market**, valued at USD 5.68 billion in 2023 (*Europe Digital Twin Market Market Data Forecast Report | 2024 to 2032.*)
- **Key applications:** manufacturing, healthcare, energy and utilities, automotive and transportation and smart cities.
- The Case Study Ensto
  - **Implementation:** Digital twins in manufacturing for real-time monitoring via sensors.
  - **Focus:** Improving efficiency in individual machines and the entire production chain, simultaneously enhancing machine productivity by 15–20%.

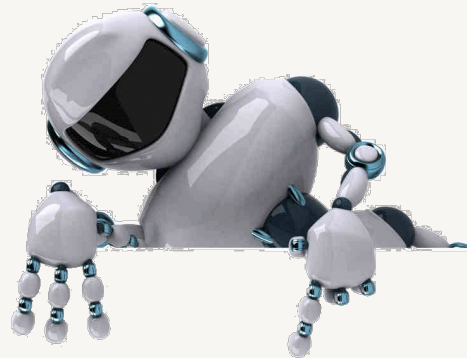
Robocoast EDIH Support – matchmaking with strategic partners. Assisted with Test Before Invest service, supported by another project, the ACROBA project, to help the company develop a digital twin for the production line.

Test before  
invest service -  
22 000€



# Thank you for your attention!

## 27 November 2024, The Egg, Brussels



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