

## **Beltran, Aragon – Summary of Speech**

This illustrates the opportunities that the DBE project presents to a region like Aragon in support of the e-business concepts.

It is interesting not only for the innovative technological concepts that SMEs in the region will benefit from, but also from a political perspective by providing more visibility at international level to SMEs in the region. It is also an opportunity to make SMEs more competitive since they enter a top-level system of dynamics which allows all participants to be in contact with other SMEs/larger companies without any previous contact or knowledge. This is possible thanks to the fact that DBE allows SMEs to describe semantically concepts related to their services and products.

At the same time, the project supports regional ICT SMEs, by helping the deployment of technological solutions to final user SMEs in an open source background.

The DBE technology is a middleware which may be applied to infinite business cases and sectors. However, there was a need to concentrate the efforts in order to be as efficient as possible, by starting with one specific sector. The tourism sector was selected.

To successfully perform the bootstrapping strategy and engagement of SMEs, 4 main profiles of agents in the region were identified: the Regional Catalyst, SW Developer SMEs, User SMEs and Influencers. A set of actions were carried out for each of the agents in order to engage them optimally.

By the end of the project we expect to have over 30 SW Developer SMEs and 100 User SMEs working with the platform in the Aragon region. The DBE project addresses sustainability and governance issues. In addition, this demonstrator seeks to prove the DBE concepts and validate the underlying technology. We also analyse the possibility for a large deployment based on this first demonstrator and supported by SMEs themselves.

Once this milestone is reached, we intend to promote the use of the platform in other sectors where DBE tools may be a key to success for SMEs.