

E-Business Initiatives of WKO

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based on data from Gerhard Laga, WKO E-Center



"E-Policy"

- Horizontal and Vertical Approach in WKO
 - Horizontal: E-Center in General Secretariat, representing all
 IT-users UBIT Consultants Association
 - Vertical: cooperation with Telecom- and IT-associations
- European and National Level
 - Collaboration in relevant EU expert groups:
 - EBSN = E-Business Support Network
 - CEN = EU Committee for Standardization
 - Inform national stakeholders (companies, governments, universities,..) about european topics and projects



"E-Policy" - Topics

E-Invoicing:

- huge topic for cutting administrative costs (8 BN € pa in Austria alone!!). Cooperation with Ministry of Finance
- Shift focus from technical view (digital signatures or not?)
 to process view (structured e-invoices can be automated,
 PDF not!) Easy standards for SME's 50 fields not 2000

E-Procurement:

- started in the 80ies with e-payment/accounting
- E-Invoicing is a step to complete digital procurement

E-Government:

www.usp.gv.at is on the way to the long demanded one stop shop for E-Government



Standards for E-Business

- WKO is actively contributing to Standard-Organisations in the field of E-Business
 - AUSTRIAPRO: <u>www.austriapro.at</u>
 fill the gaps with bottom-up SME standards. WKO pays 50% of project budgets
 - GS1-Austria: <u>www.gs1.at</u>
 provide global business identification numbers.
 100% daughter of WKO
 - A-Trust: <u>www.atrust.at</u> offer qualified digital certificates for the Austrian market. 20% owned by WKO



Standards for E-Business

- national open Standards, free to use for everyone, focus on simple bottom-up approach:
 - E-Invoice: XML-ebInterface, compulsory to use for federal government from 2014 <u>www.ebinterface.at</u>
 - Secure electronic delivery: www.ezustellung.at
 - technical framework for confirmed message delivery via webservices (not E-Mail!)
 - uniform legal rules for all service providers and users
 - WKO provides central "telephone book"
 - Near Field Communication (NFC)
 - WKO offers neutral plattform for IT, Commerce and Service providers



Service

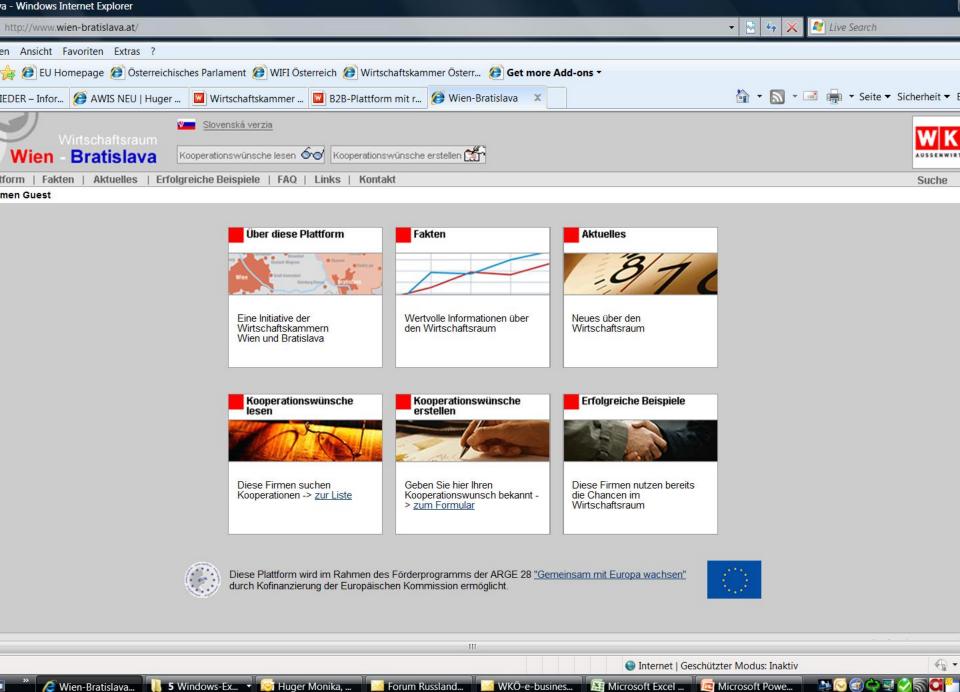
- As E-Business is getting more and more complex, WKO offers free and neutral service and information to our members!
- E-Day: biggest IT-Event in Austria
 - speeches for all knowledge levels and company sizes
 - ~12.000+ users watch livestreams!
 - all speeches available for free: www.eday.at
 - ~3.000 people attend
- TELEFIT: longest ebusiness-roadshow, <u>www.telefit.at</u>
 - on the road since 1998, 50.000 companies attended
 - picks companies up, where they are (language, knowledge, location)



Service

- Socialmedia-Guidelines and –events
 - WKO provides information and modelguidelines for the professional use of plattforms like facebook, linked-in etc
 - update guidelines together with the community in the cloud:
 http://wko.at/ebusiness/socialmedia
- Austrian E-Commerce trust mark
 - Gives best practise guidelines and expert evaluation
 - Founded european Eurolabel system http://www.euro-label.com
- it-safe http://www.it-safe.at
 - Interactive guide and publication on IT-Security







Thank you for your attention!

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