E-Business Initiatives of WKO

Mag. Georg Krauchenberg

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

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„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

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Standards for E-Business

- WKO is actively contributing to Standard-Organisations in the field of E-Business

  - AUSTRIAPRO: www.austriapro.at
    fill the gaps with bottom-up SME standards. WKO pays 50% of project budgets
  - GS1-Austria: www.gs1.at
    provide global business identification numbers. 100% daughter of WKO
  - A-Trust: www.atrust.at
    offer qualified digital certificates for the Austrian market. 20% owned by WKO

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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 www.ebinterface.at
    - 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

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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, www.telefit.at

  - on the road since 1998, 50.000 companies attended

  - picks companies up, where they are (language, knowledge, location)

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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

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Diese Plattform wird im Rahmen des Förderprogramms der ARGE 28 "Gemeinsam mit Europa wachsen"
durch Kofinanzierung der Europäischen Kommission ermöglicht.

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Thank you for your attention!

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