



## PROZEUS – at a glance

### eBusiness standards – competitive factors in the global economy

For more than three years the eBusiness initiative PROZEUS has been answering questions from small and medium-sized enterprises (SMEs) about eBusiness standards for their size of company:

- ▶ Which business processes should we optimize?
- ▶ How can we introduce eBusiness?
- ▶ Which eBusiness standards do we need to implement?

### PROZEUS – eBusiness practice for SMEs

eBusiness standards ensure that a company's processes are made fast and efficient by seamless automation. PROZEUS provides clear information on eBusiness standards to help small and medium-sized companies acquire eBusiness competence. As part of the PROZEUS project selected SMEs are testing in their own operations eBusiness solutions based on globally applicable processes and standards. Examples of best-practice make clear that even small businesses can successfully introduce complex and integrated business processes. The test results are published in full detail and the new insights gained from these companies' practical experience are available to help other SMEs with their own eBusiness activities.

### PROZEUS – What we offer

- ▶ **Best-practice examples from SMEs**  
Selected SMEs implement eBusiness standards to serve as examples to their peers. The results are documented and made available to other SMEs in a form they can apply in their own businesses. Special emphasis is given to practical applications and the commercial benefits.
- ▶ **Vouchers for expert advice on initial implementation**  
Experts provide individual advice to SMEs on the implementation of EAN standards / ECR processes (Efficient Consumer Response).
- ▶ **A network of experts on Standardisation in eBusiness**  
Experts from companies and institutions in Germany combine their know-how on standardisation in eBusiness and give recommendations.
- ▶ **Multiplier networks**  
Experts inform and train multipliers from employers', industrial and trade associations and representatives of IT service companies on the subject of eBusiness and the dissemination and application of eBusiness standards.
- ▶ **www.prozeus.de**  
Best-practice examples, brochures and leaflets, and email hotlines are only a few of the features available online for research or downloading free of charge.

### PROZEUS – A joint project

The PROZEUS project is being carried out jointly by GS1 Germany and IW Consult with the support of the Federal Ministry of Commerce and Technology.

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