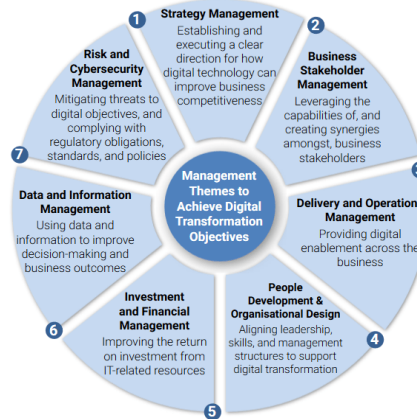


IVI News Update

Covid-19 SME Technology Adoption Assessment

The Innovation Value Institute (IVI) and the **PERFORM Network** have teamed up to develop a free to use SME **technology adoption assessment** to help Small to Medium sized organizations navigate the current crisis and develop strategies for technology adoption in their business. [Read more](#)



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EU project PERFORM on Digital Retail provides support for small and medium-sized retailers during the corona crisis

The **PERFORM** research project on Digital Retail and the project team hosted at the Innovation Value Institute have launched a series of supportive guides to provide European retailers advise and aid in coping with the current crisis. This is in response to the situation that many retailers are faced with closure, dramatic losses in sales and uncertainty in survival. In particular with the ongoing crises the shift to online shopping in all areas has resulted particularly in a crisis for the smaller and non-grocery retailers. These are threatened by this unprecedented crisis and their survival is at stake.

However, all is not lost, as with any crisis there are also opportunities, in particular for smaller retailers to accelerate the digitalisation. Offering services and products online in an innovative way is one path forward even without the COVID-19 crisis. Demonstrating the capacity to differentiate, to increase customer experience and to adapt is essential to survive.

The PERFORM researchers aiming to address these current challenges and contribute with a variety of guides, infographics, articles, interviews or videos in a wide range of topics from a strategic, operational or practical point of view. The **guides** are accessible through the PERFORM website.

The project is co-ordinated by Prof. Markus Helfert from the Innovation Value Institute and funded from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant (No. 765395). Overall aim of PERFORM is to establish a European training network to prepare the next generation of Digital Retail Managers. Established Business Models need to be revised as customer behaviour is changing. Customers no longer prefer online or

in-store purchasing but switch between channels to suit their own personal requirements. Innovative digital technologies such as Internet of Things, Big Data, advanced analytics as well as augmented reality novel payment systems and visualisation concepts can create a unique and individual customer experience.

A message from us

Most staff are working remotely but business is ongoing in IVI. Stay safe and look after each other.
From all the IVI team.

Acknowledgement of Contributors to IT-CMF - are you listed?

Our global list of contributors to the development of IT-CMFs can be found at www.ivi.ie/contributors. While we have gone to great lengths to ensure this page is accurate as possible, we would be delighted if you would check and let IVI@nuim.ie know if you or a colleague's name should be included. Thank you.

