



EURO

SMEs first time users from the NCCs perspective

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Industrial challenges

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- Many businesses (of all shapes and sizes)
 - Don't know about modelling and simulation, AI or data analytics
 - Those that do, may be put off due to the initial cost of elaboration on the ROI
 - There is a huge skills gap, especially at SMEs about HPC and associated technologies
- There are many barriers to uptake:
 1. First use may be expensive (investments in time, personnel, other resources)
 2. Simple, reliable access to HPC and associated technologies not given
 3. Access to expert help needed
 4. Lack of success stories from other companies

A matter of trust

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- Trust is something you can not buy
 - Even setting up best services does not mean that the SMEs trust you immediately
 - Time and effort consuming actions needed to establish trust
 - Openness and patience to translate from SME language to Expert Language and vice versa
 - Ideally:
 - Test opportunities
 - Experts with the right language and knowledge



NCCs potential tasks

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- Find the SMEs
 - Create Awareness (with appropriate material, e.g. success stories)
 - Build a (national and regional network)
 - Go actively to events where they are
- Convince the SMEs
 - Provide them appropriate material on how they can use the technology and what the benefits are (and also what the costs may be)
- Make it simple for them
 - Provide support
 - Consultancy
 - Train them



Thank You!



EuroHPC
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