



Digitalisation programme: The Yritysdigi project



MINISTRY
OF FINANCE



WHAT? Business services in the digital channel

One of the goals of the Government Programme is to make digital services available to businesses and citizens by 2023. In view of this, the goals of the YritysDigi project, part of the digitalisation programme, were specified as being to significantly reduce paper-based and in-person services for businesses and make available several fully digital business services.

The project included three service pledge surveys of the scope of digital services, the drafting of a service platform concept and requirements specifications, as well as the collection of good examples of digital services to serve as references. A survey was carried out

on the digitalisation of municipalities' statutory services for companies and organisations, and a separate service needs survey, based on a service design approach, was conducted to determine the service needs experienced by employers hiring their first employee.

The benefits to entrepreneurs and authorities sought in the YritysDigi project materialise when the target group begins using digital service channels and operating methods that enable a lower cost level and reduced administrative load.

- The goal is to increase the number of digital services offered to businesses.
- Survey of the number and quality of existing services.
- Service platform concept and specifications for procurement.
- Survey of the digitalisation of municipalities' statutory services.
- Collection of good examples of well-functioning digital services.
- Service needs survey of companies hiring their first employee.



HOW? Service pledge surveys, service platform concept and good examples

The state of digital services was examined in 2020–2022 by conducting three service pledge surveys. The surveys conducted among authorities determined the kinds of digital services offered to businesses, their stage of development and whether any development plans had been made for them. The first survey indicated that the Government Programme's goal of providing digital services to companies would not be achieved during the government term.

The goal of the service platform activities was to provide public administration with a concept and requirements specifications on the functions and features of a solution for the service launch stage. In the work carried out, existing technologies were used to facilitate, speed up

and harmonise the purchases that organisations make to implement the solutions.

In the project on good examples, successful digital services of different operators were collected and presented to provide sources of comparison for others developing similar services.

In the service needs project, service design methods were employed to address questions of self-employed persons who are considering hiring their first employee, as well as to consider measures reducing hiring-related risks such as a digital hiring advisor, digital support for the selection of collective agreement, and proactive digital support for preparing the entry of a new employee.



FOR WHOM? Assistance for authorities providing digital services

The project's target group consisted of parties engaging in business, which in practice meant companies and corporations. However, the measures focused on public-sector operators: government agencies, institutions, cities and municipalities that provide digital services in connection with their own duties.

The project provided service developers from municipalities and public administration with good reference points in the form of previously implemented services, increased their awareness of the current state of services or service needs, and clarified any required further measures.



BENEFITS? Tools and information for municipalities' digital services

The project shed light on the current state of digital services and different operators' capacity for developing and expanding their services. Especially small municipalities may lack competence in legislation, data protection, data security and software engineering technology or staff required for service development.

Good examples offered a window into the operations and services of other municipalities and operators, in addition to enabling

networking and information sharing. In turn, work on the service platform provided a clear concept and requirements specification for service implementation.

Overall, the project indicated that the state of digital business services in Finland is not yet at the level that the Government had set for 2023.

- A situational picture of the state of and opportunities in digital business services offered by municipalities and government agencies.
- Good examples and information about well-functioning services.
- A concept and requirements specifications for use in service platform procurement.



RESULTS? The project offered a better picture of the state of digital services

According to the definition of the YritysDigi project, the transition to digital services will be possible once a comprehensive array of services is available, the services offer quality functionality and user experience, and customers have the competence required to use the services and are actively encouraged to do so.

The primary goals of the project's measures were to formulate a situational picture, increase the number of services and improve service quality. Although the number of digital services increased during the project, the goals were

not achieved overall. Indeed, the project's final report states that the Covid-19 pandemic had a greater impact on the transition to digital services than the project itself.

Nevertheless, the survey of the state of digital services conducted in the project will benefit the design of further measures and resource allocation. Good examples helped share information about well-functioning services, while the platform specifications offer concrete content requirements for organisation's procurement.

- The number of services increased, but only partly because of the project.
- A better understanding was gained of the digital services offered to companies, as well as the state of services and service needs.
- Good service examples enabled information sharing and networking among developers.
- The service platform work offered developers concrete specifications and a concept.