



MANUAL RADAR

English Version

Version 2
10 2021



Service Export Radar

The Service Export Radar aims at facilitating the decision making process regarding the export of industrial services for advanced manufacturers by offering relevant market information with the help of artificial intelligence algorithms. The radar contains artificial intelligence algorithms which investigate a company's webpages regarding the industrial service offerings and provides an estimated probability with which confidence level the algorithm is sure that certain industrial services are promoted on the webpage. The results can support Advanced Manufacturers within exporting industrial services successfully.

In the developed tool the artificial intelligent algorithm imitates the role of a human scanning company webpages regarding the industrial service offerings. The algorithm predicts probabilities with what the respective service is mentioned on the webpage of the company and therefore offered to customers. Users should be aware that there is a certain margin of errors within the predictions.

This manual provides guidance on using the radar and interpreting the results. We would like to point out that the Export Radar service is in constant development. We are currently implementing various European national languages in the radar to increase user-friendliness. We look forward to your feedback as we continue to develop. To do this, please fill out the questionnaire [online](#) or in the Word document provided by your national contact point after using the Export Radar service.



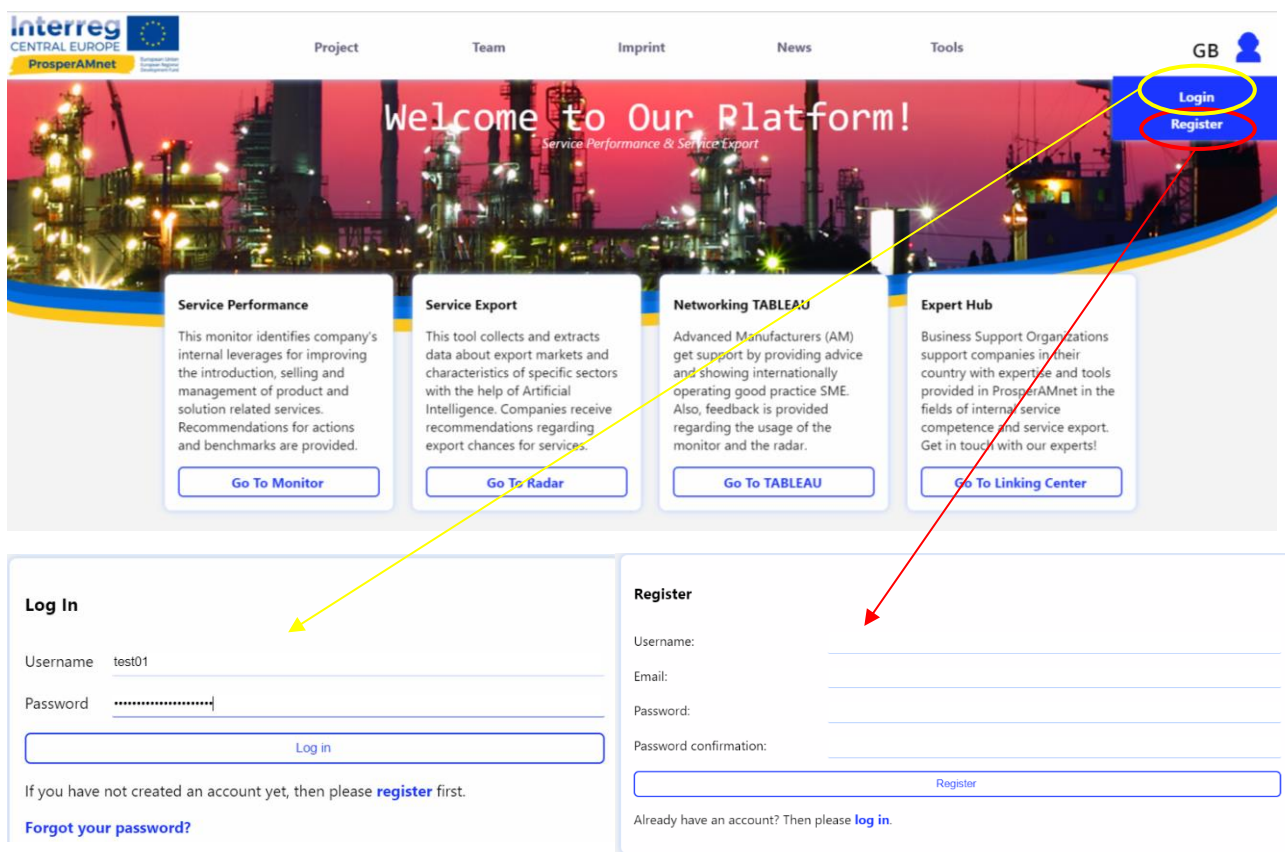
A. Sign up and Log in

In order to get access to the developed tools, the user have to sign up at the webpage or log in to his/her previously created account.

Step 1 / Sign up and Log in

You need to sign up to use the developed tools. Therefore, click on „**Register**“. Create a password of your choice, insert your e-mail address and click on „create account“. You will subsequently access the platform. **If you already registered for the monitor you can use this account.** To log in again, enter your e-mail address and password and click „**log in**“.

Data protection is very important to us. All data will be treated anonymously and absolutely confidentially. You can find more information on this in our imprint on the webpage.



The screenshot shows the ProsperAMnet website interface. At the top, there is a navigation menu with links for Project, Team, Imprint, News, Tools, and GB. A user profile icon is also visible. The main banner features the text "Welcome to Our Platform!" and "Service Performance & Service Export". Below the banner are four service tool cards: "Service Performance", "Service Export", "Networking TABLEAU", and "Expert Hub", each with a "Go To" button. At the bottom, there is a "Log In" form with fields for Username (test01) and Password, and a "Log in" button. Next to it is a "Register" form with fields for Username, Email, Password, and Password confirmation, and a "Register" button. A yellow arrow points from the "Log in" button in the top right corner to the "Log In" form, and a red arrow points from the "Register" button in the top right corner to the "Register" form.



B. Step-by-step guide for the service analysis

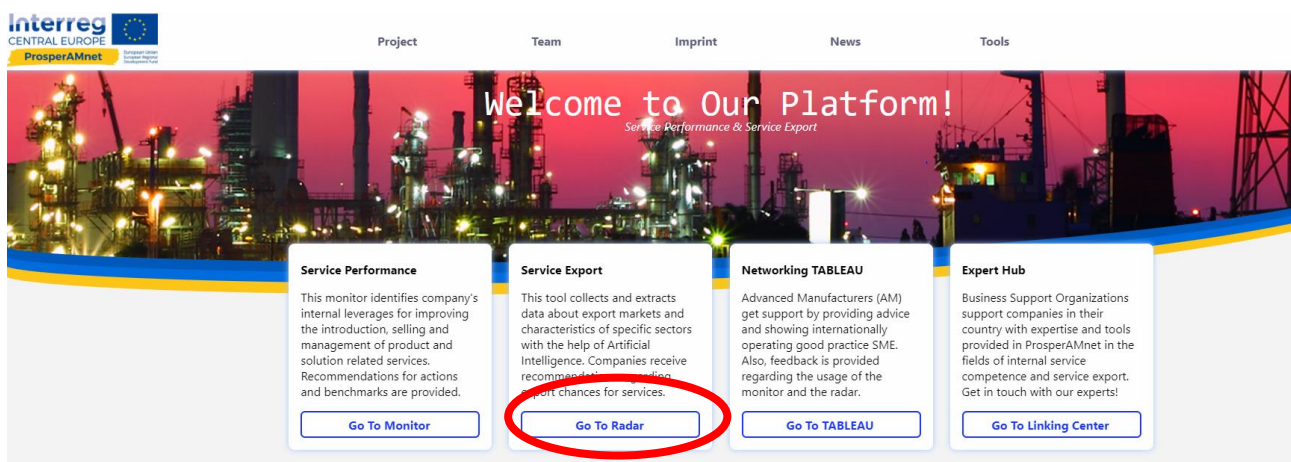
The Radar enables users to have an Artificial Intelligence algorithm analyse company webpages regarding the promotion of service offerings (the different services categories are described later in the manual). The function should help users to learn how their industrial services are promoted on their webpage. Additionally users can compare their results to the results of their competitors. In that way, the tool should assist in the decision making regarding the export of services and demonstrate potential revenue opportunities in the target markets (Austria, Czech Republic, France, Germany, Hungary, Italy, Slovakia, Slovenia, Switzerland, United Kingdom and United States).

#1 Exemplary case

If a service manager is interested what services are promoted on the webpage of the competitors he can utilize the webpage analysis function of the radar to receive a more detailed analysis, which kind of services are promoted on the webpages of the competitors. Similar to an online search from a human, the Artificial Intelligent algorithm scans the webpages of the entered companies for relevant keywords. The keywords in the different service categories do have a defined probability figure assigned to them. If a certain threshold of probability is surpassed the algorithm declares that the service is promoted on the webpage and therefore offered to the customers.

Step 1 Enter the tool “Radar”

You can either enter the Radar by clicking on the drop-down menu “tools” and click on “Radar” or use the blue button “GO TO RADAR”.



The screenshot shows the ProsperAMnet website interface. At the top, there is a navigation menu with links for Project, Team, Imprint, News, and Tools. Below the menu is a large banner image of an industrial facility at night with the text "Welcome to Our Platform!" and "Service Performance & Service Export". Below the banner are four service categories, each with a description and a "Go To" button:

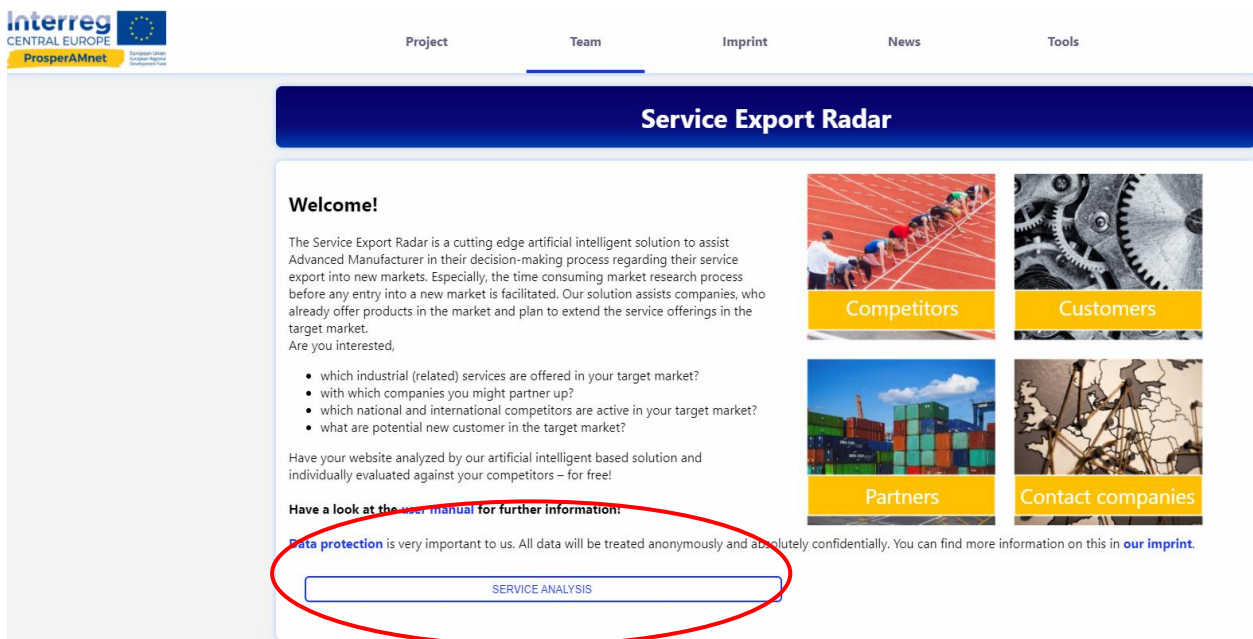
- Service Performance**: This monitor identifies company's internal leverages for improving the introduction, selling and management of product and solution related services. Recommendations for actions and benchmarks are provided. [Go To Monitor](#)
- Service Export**: This tool collects and extracts data about export markets and characteristics of specific sectors with the help of Artificial Intelligence. Companies receive recommendations and support chances for services. [Go To Radar](#)
- Networking TABLEAU**: Advanced Manufacturers (AM) get support by providing advice and showing internationally operating good practice SME. Also, feedback is provided regarding the usage of the monitor and the radar. [Go To TABLEAU](#)
- Expert Hub**: Business Support Organizations support companies in their country with expertise and tools provided in ProsperAMnet in the fields of internal service competence and service export. Get in touch with our experts! [Go To Linking Center](#)


The "Go To Radar" button is circled in red in the original image.



Step 2 Access webpage analysis

To start the webpage analysis and to identify the services which are promoted on other company's websites, click on the blue button "service analysis".



Interreg 
CENTRAL EUROPE
ProsperAMnet

Project Team **Imprint** News Tools

Service Export Radar

Welcome!

The Service Export Radar is a cutting edge artificial intelligent solution to assist Advanced Manufacturer in their decision-making process regarding their service export into new markets. Especially, the time consuming market research process before any entry into a new market is facilitated. Our solution assists companies, who already offer products in the market and plan to extend the service offerings in the target market.

Are you interested,

- which industrial (related) services are offered in your target market?
- with which companies you might partner up?
- which national and international competitors are active in your target market?
- what are potential new customer in the target market?

Have your website analyzed by our artificial intelligent based solution and individually evaluated against your competitors – for free!

Have a look at the user manual for further information:

Data protection is very important to us. All data will be treated anonymously and absolutely confidentially. You can find more information on this in [our imprint](#).

Competitors **Customers**
Partners **Contact companies**

SERVICE ANALYSIS

Step 3 Fill out the search inquiry and click submit

The button "service analysis" takes you to the second function of the Radar. Please fill out the search inquiry.

1. Here you enter a URL of your company. Hit return (← or enter) to confirm the entry.
2. Here you enter one or more companies URLs, which you would like to have analysed in the Radar and compare to your company results. Hit return (← or enter) after each company URL to confirm the entry.
3. Click on submit to start the analysis.



Service Export Radar

Enter the URL of your company:

(Hit enter to save your company)

1

Enter the URL of companies you would like to analyse:

(Separate URLs by hitting the return button)

2

SUBMIT

Your search details:

Your company:

Website being analyzed:

Enter the URL of your company:

(Hit enter to save your company)

www.example.com x

Enter the URL of companies you would like to analyse:

(Separate URLs by hitting the return button)

www.example2.com x

www.example3.com x

SUBMIT

3

Step 4 Presented results

After the analysis is completed, the webpage **recaps your search details** on the right side and **the result of the search inquiry** are shown below. You can choose **to include/exclude different companies or the average by clicking on the names**. You also have the opportunity to **have the results displayed in numbers, to refresh the analysis or export the results**. Additionally, you may choose the results to be displayed in different **orderings styles** (ascending, descending, by service category...)

An artificial intelligence based algorithm trained with more than 1.800 company webpage annotation analyses your entered company webpages. The radar investigates and shows which industrial services are mentioned in these webpages. (To find out more regarding the AI algorithm or the project itself get in touch with one of the project members. → contact information is at the end of the manual)

The result displays probabilities the algorithm estimates the likelihood with which industrial services are promoted on the webpage of the company. The result assumes that by having services promoted on the webpage the company also offers this services.



Service Export Radar

Enter the URL of your company:

(Hit enter to save your company)

x

Enter the URL of companies you would like to analyse:

(Separate URLs by hitting the return button)

x

SUBMIT

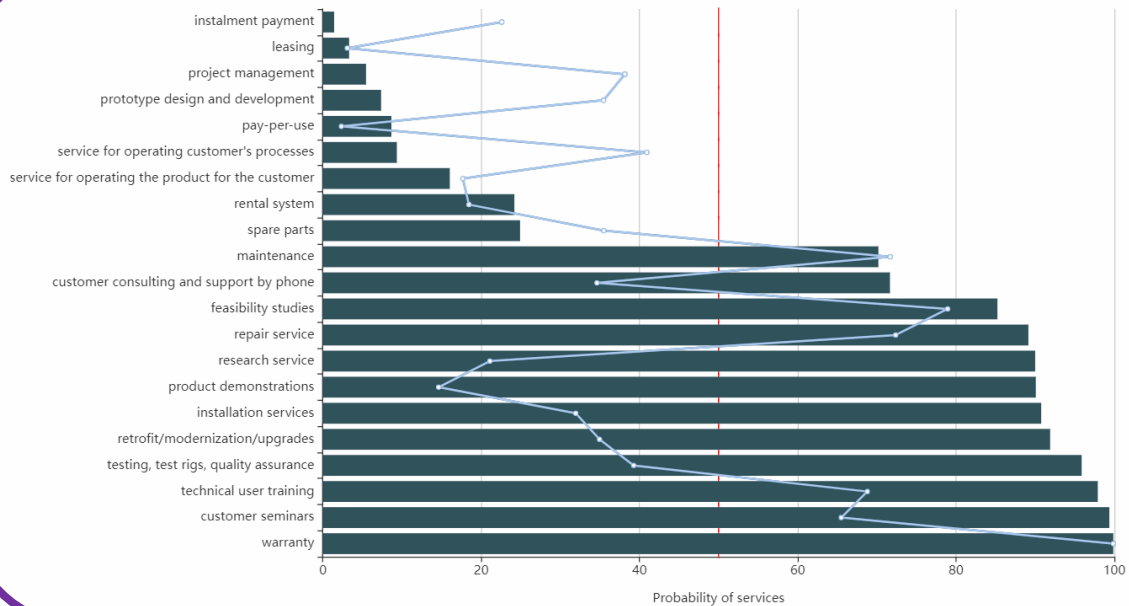
Your search details:

Your company:
https://fronius.com/en
Website being analyzed:
https://esab.de/de/de/index.cfm

100%

Ordering: Ascending (by My Company) v

https://esab.de/de/de/index.cfm Average ■ Threshold



Interpretation of the results / shown industrial services:

The bars presented in the diagram indicate how probable it is that the specific service is mentioned on the website of the company. Above 50%, you can assume that it is more likely that the service is mentioned on the webpage than it is not. Meaning that the further above the probability is from 50%, the more likely it is that the service is presented on the webpage. Respectively, the further below the probability is from 50%, the more likely it is that the service is not presented on the webpage.

So what does that mean?



- 1) The radar only analyses the content which is displayed on the companies' webpages. Therefore, if a company offers services but does not present/mention them on its website, the radar cannot find them. Thus, reality may differ to the web-presence. However, companies which want to sell services usually promote their services on their webpage.
- 2) For your own service presentation:

Some companies have weaknesses in their web-presence. Thus, you can check your own service promotion with the radar. If the radar indicates a low probability (below 50%) for (some of) your services, it is very probable that someone (e.g. your customers) will not find these services neither. Then, you should improve the web-presence of your service(s).
- 3) Understanding the services offered in a market:

As you can add other companies (URLs) into the radar, the radar shows you also the services displayed by these companies (e.g. by possible competitors in the target market) on their website. You get a better understanding whether specific services are already offered in this market (i.e. bars above 50%). For some companies this may mean that the market is "ready" for these services (as the others offer them). For other companies this may mean that they cannot have a first-mover advantage in this market and is therefore, not interesting anymore. Hence, this depends on your individual strategy. On the other hand, the absence of certain services might also indicate that there is not sufficient demand for that service in the given sector/area.
- 4) Understanding your competitors:

The radar can do an analysis of individual competitors. By entering the webpage (URLS) of your competitor(s), the radar shows you their web-promotion. This web-presentation usually represents what the competitors strategically focus on. If you use the radar at intervals, you can detect possible changes of your competitors in their service business.
- 5) Professionalism of web-presence of distribution/service partners:

Many companies cooperate with local third parties (distribution/service partners) in foreign markets. These partners are closer to the customers, speak the local language, etc. By entering the webpage (URLs) of distribution/service partners, the radar shows you which services they offer. Again, if a company wants to sell services, it usually promotes them on its webpage. Missing services indicate you that a (possible) distribution/service partner is either not focussing on specific services. Or the distribution/service partner needs to professionalize its web-presence. This can help you to get a feeling about the service business of new distribution/service partners in a target market.



C. Service categories

The following section provides an overview regarding the displayed service categories.

- 1: pre-sales services
 - 11: product demonstrations
 - 12: customer seminars
- 2: product support services
 - 21: warranty
 - 22: technical user training
 - 23: customer consulting and support by phone
 - 24: testing, test rigs, quality assurance
- 3: product lifecycle service
 - 31: installation services
 - 32: repair service
 - 33: spare parts
 - 34: maintenance
 - 35: retrofit/modernization/upgrades
- 4: R&D services
 - 41: research service
 - 42: prototype design and development
 - 43: feasibility studies
- 5: operational services
 - 51: project management
 - 52: service for operating the product for the customer
 - 53: service for operating customer's processes
- 6: financial services
 - 61: Pay-per-use
 - 62: Instalment payment
 - 63: Leasing
 - 64: Rental system

The following paragraph describes the lesser known service categories (1; 4; 5 and 6) in more detail.



| CODE | SERVICE CATEGORY | DESCRIPTION |
|------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11 | product demonstrations | This category refers to demonstrations of the product, either at the customers site, at the producers site or at some exhibitions, fairs or other events |
| 12 | customer seminars | This refers to seminars for the customer before the sale of the product. This category does not include training sessions after the sale for eg the operator of a machine. The focus of these seminars is on managers or peoples in the purchase department. |
| 41 | research service | This refers to research as a service. It does not include general research done by the company, only research that is done explicitly for a customer. |
| 43 | feasibility studies | This category focusses on services that check if a given product or service works correctly and can be integrated in the process of the customer, eg simulations. |
| 51 | project management | This refers to services that handle the management of specific projects for the customer, eg a modernization of an assembly line is not only implemented by the seller, but the organization of the whole project is done as well by the seller. |
| 52 | service for operating the product for the customer | This category refers to a service, where the seller does not sell the product (eg a machine), but operates it with his own personnel at the customers site. |
| 53 | service for operating customer's processes | This category refers to a service, where the seller does not sell a product (eg a machine), but operates a part of the customers process with his own personnel (usually including some machines of the seller as well). |
| 61 | Pay-per-use | In this case the customer does not pay for the product, but for the output the product generates. |
| 62 | Instalment payment | In this case the customer does not pay the whole sum at a time, but pays it in smaller parts. |
| 63 | Leasing | The seller is leasing his products to the customer instead of selling it. |
| 64 | Rental system | The seller rents his products instead of selling it. |

D. Contact



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