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# D.T. 3.2.5 FAQ MANUAL

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English Version

12 2021

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# A. Introduction

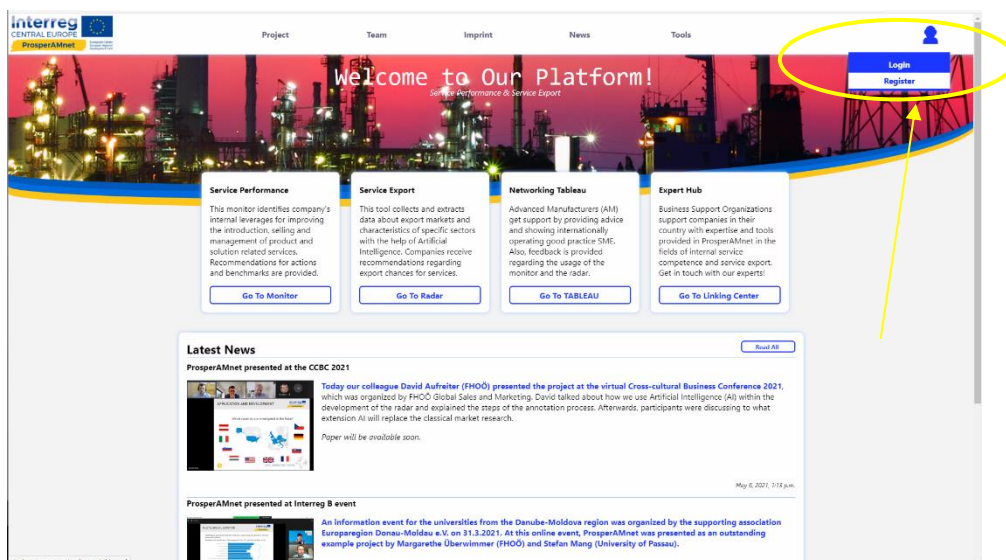
The FAQs shall support users in utilizing the tools on the <https://www.prosperamnet.eu/> webpage. The frequently asked questions are divided into 3 parts. Firstly, general project related questions are going to be stated in chapter B, while the following chapters do concern itself with specific tool related questions regarding the Service Analysis and the Company Search tools. In Chapter E the contact details of the project partners are stated. Please contact the project partners if you want to engage in a large scale analysis as those are not possible with a normal user due to technical reasons.

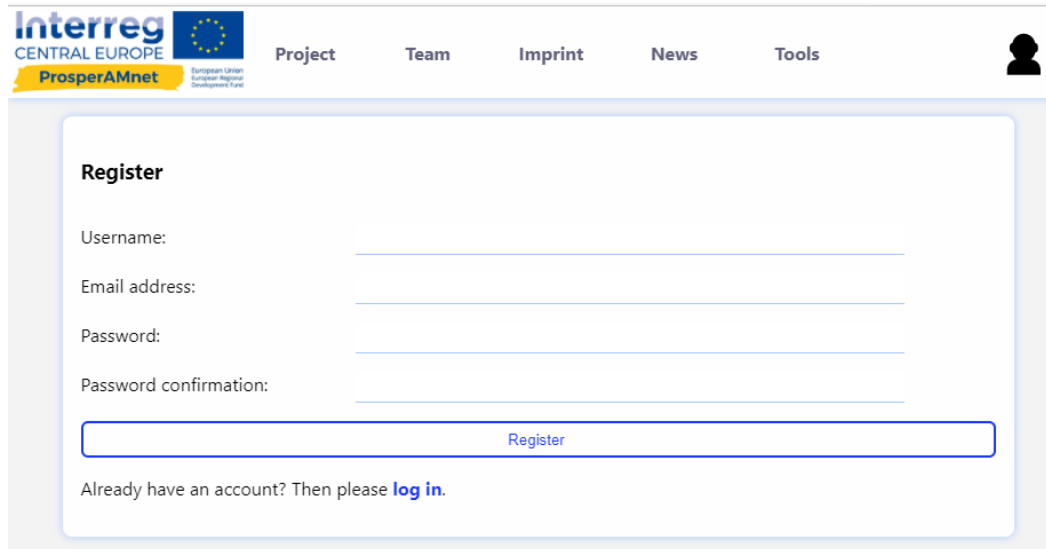
If you still have questions after reading these FAQs, please feel free to contact one of the project partners regarding one of our tools or the project or ProsperAMnet in general.

# B. General Project Related - FAQs

## 1. How do I create an account? /How do I sign?

In order to create an account, one must sign in via the prosperamnet.eu webpage and then one must click on the “Register” button which appears when clicking on the “person-icon” on the right top as indicated in the picture below. Furthermore, after the registration is completed a verification link is sent out to the party who wishes to register which needs to be verified for security reasons. Please click on the link stated in the verification E-mail to confirm your registration. If you cannot find your verification E-Mail, please check your inbox’s spam folder, or contact one of the project members.





The screenshot shows the registration page of the ProsperAMnet website. At the top left, there is the Interreg Central Europe logo and the ProsperAMnet name. To the right, there are navigation links for 'Project', 'Team', 'Imprint', 'News', and 'Tools', along with a user profile icon. The main content area is titled 'Register' and contains the following fields: 'Username:', 'Email address:', 'Password:', and 'Password confirmation:'. Each field has a corresponding input line. Below these fields is a blue 'Register' button. At the bottom of the form, there is a link that says 'Already have an account? Then please [log in](#).'

**2. How much does it cost to utilize the tools on this webpage?**

Usage of the tools featured on the prosperamnet.com platform is completely free of charge, the only pre-requisite is the registration prior to usage. In the foreseeable future the ProsperAMnet team will implement a restriction regarding the number of requests to be submitted per user per month. If you still desire to engage in a high volume search the project partners will be more than glad in assisting, you in doing so to mitigate those restrictions.

**3. If log-in and subscription is free how does the project finance itself?**

The project is supported by the Interreg CENTRAL EUROPE Programme funded under the European Regional Development Fund.

**4. What do the different tools offer which other tools do not offer?**

The main advantages of the tools offered are the utilization of AI and that the results are up to date, and it is in comparison to other tools free of charge. Also, utilization of the tool can lead to time savings in the market research process of service businesses of AMs. Furthermore, the tools are integrated into a platform which promotes service excellence and service export in Central Europe.

**5. Do I have to be an AM to register to the ProsperAMnet webpage?**

The tools were primarily developed for AMs, but they also can be used by other companies with other specializations. Restrictions for the use of the tool by non-AMs are the defined service categories which are tailored to AMs.



**6. How can I get in contact with project partners?**

Check out: <http://prosperamnet.eu/sites/team/> - If you want to engage in a large volume research please contact our project partners as the number of search requests per month/user will be restricted.

**7. I am an AM from outside the mentioned countries – can I still use the webpage to plan my market entry into one of the participating CE countries?**

Yes, it is definitely possible to use the platform also with the intent to export into a CE country.

**8. I am offering a pure service offering without a physical product is it still possible to utilize the webpage?**

The tools were primarily developed for AMs, but they also can be used by other companies with other specializations. Restrictions for the use of the tool by non-AMs are the defined service categories which are tailored to AMs.

**9. Are the tools independent from outside influence e.g., of my competition?**

The tools are unbiased and therefore independent from any outside influence.

**10. What happens to my data? / I am planning on entering a market but do not want it to become known by other market participants – can I use this tool without other market participants knowing?**

The protection of personal data is of particular concern to us. We therefore process personal data exclusively in accordance with the provisions of the Basic Data Protection Regulation (GDPR) as well as the applicable national legislation. Further elaborations on data security can be found on the ProsperAMnet web page at: <https://www.prosperamnet.eu/sites/imprint-v2/> under "Data Security".



## C. Service Analysis Related - FAQs

### **11. What is happening in the background after I typed in my data?**

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.

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.

### **12. How accurate are the results of the service analysis?**

Users should be aware that there is a certain margin of error in the predictions of the tool possible.

### **13. I am 100% sure that a certain company offers a specific service, but they service analysis states that they do not – how can this be the case?**

This might be the case if the algorithm cannot spot certain "key words" on analysed webpages. This happens when information is not promoted well on a webpage or does not disclose this information to the public on its website. It is also possible that the web page of the company is (temporarily) unavailable at the moment of the analysis due to e.g., some technical issues which can be accounted on the company website, preventing the analysis to be conducted properly. In general, the tool is more accurate than humans in searching for information on webpages.

### **14. The results of the service analysis are dissatisfying what could be the reason for that?**

It could be the case that services are either not stated on a company's webpage or that the information is not well promoted. In general, the tool has a higher accuracy than humans in searching for information on webpages. It is also possible that the website of the company is (temporarily) unavailable at the moment of the analysis due to e.g., some technical issues which can be accounted on the company website, preventing the analysis to be conducted properly.

### **15. In what language is the search for the analysis performed, in other words, what language web pages can RADAR analyse?**

The radar is available in Czech, English, French German, , Hungarian, Italian, Slovakian and Slovenian.



**16. How many companies can be analyzed at once?**

There is no extra restriction regarding the number of companies to be analyzed at once (other than the monthly restrictions of search requester per user), but it is worth noting that the execution time of the analysis scales linearly with the number of companies entered. Even though, analyzing more than 10 companies is allowed, this quantity can be considered as an upper bound on the number of companies to be analyzed.

**17. At the visualization of the results, what does the 50% threshold mean?**

If the probability of the service being mentioned on one's website is above 50% the service category bar chart exceeds the 50% threshold and therefore is likely to be offered.

**18. How are the types of services, of the RADAR analyses defined?**

The service categories displayed were stated based on literature research in which scientific contributions from Partanen et. al (2017) and Homburg & Fassnacht (2003). The results of this literature review were then verified with the help of industry experts.

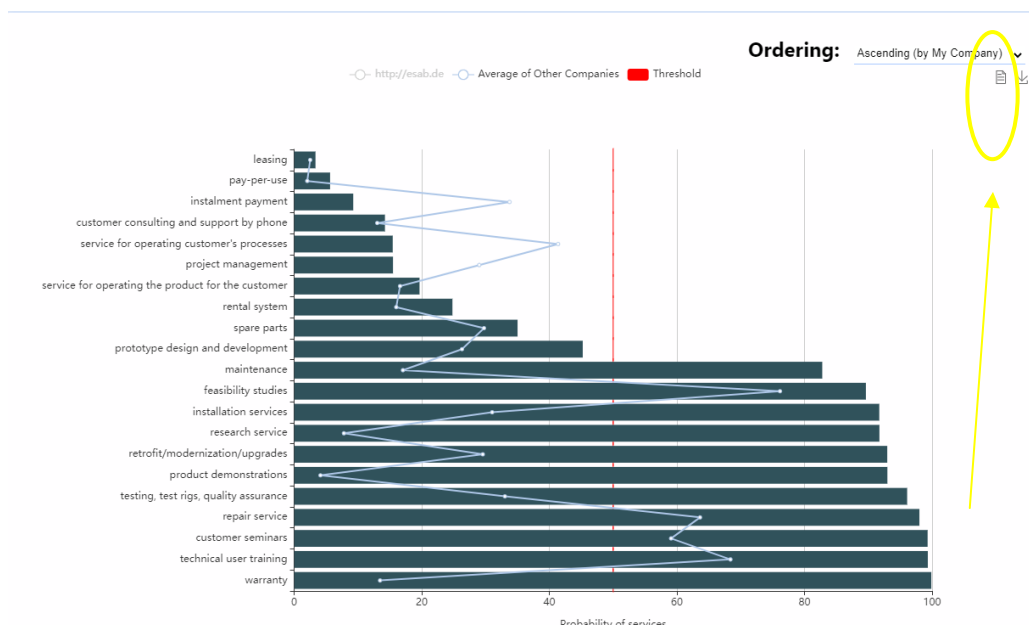
**References:**

Partanen, Jukka, Marko Kohtamäki, Vinit Parida, and Joakim Wincent (2017), "Developing and validating a multi-dimensional scale for operationalizing industrial service offering," *Journal of Business & Industrial Marketing*, 32 (2), 295–309, DOI: 10.1108/JBIM-08-2016-0178.

Homburg, Christian, Martin Fassnacht, and Christof Guenther (2003), "The Role of Soft Factors in Implementing a Service-Oriented Strategy in Industrial Marketing Companies," *Journal of Business-to-Business Marketing*, 10 (2), 23–51, DOI: 10.1300/J033v10n02\_03.

**19. How can I download my results?**

It is possible to download one's results as a picture (.png file) as displayed below. For a large scale analysis please get in contact with one of the project partners.





**20. Is there the possibility to show the demand for a service in a specific target market with the service analysis tool?**

The tool does not show the demand for a service offer in a market. This is a calculation which companies have to do on their own and is out of scope of the project as the Service Analysis only shows with which likelihood a service is offered by the searched company. Nevertheless, the service analysis can help a company if it wants to determine if it would be a first mover in a market or if the service offering is already established by other market participants in a potential export market.

**21. Why does the service analysis only give a probability and not a yes/no answer?**

Based on the annotations, we trained a logistic regression classifier, which assigns a weight for every combination of words from the training data and service categories investigated. A higher weight indicates that some term was more likely to serve as evidence for a particular kind of service being offered.

**22. What does a 100% value indicate at a particular service. If its below 100% is the service not offered by the company?**

The 100% value indicates the confidence of the AI model based on the annotations which it was trained on. It is a probabilistic answer based on a company's website content. When a high value is displayed, one can say that with a very high probability the service is offered by the investigated company, while when the value is low the service might still be offered but may not be displayed well on the webpage. In general, the AI tool has a higher accuracy than humans when scanning webpages.

**23. Why does it take so long to load my results?**

As part of the analysis, we collected several hundreds of web pages per company web site, which can take some of time, similar to how opening several hundreds of web pages takes time when opening them in a browser. Additionally, network issues could arise, or even the company websites might have temporary difficulties. Furthermore, unavoidable network communication costs occur, nevertheless, the AI-assisted automatized identification of offered services is way faster than if it would be done manually by humans.

**24. How can companies use the results in practice?**

This tool should be utilized as an "add-on" to the market research efforts of AM companies in the CE region. The artificial intelligence tool is able to scan hundreds of webpages at once and is more thorough than human research as it also not just gathers the visible content of a webpage but also extracts the title, the description, the keywords, and any metadata or other textual part of the source code.



**25. Which companies in which target markets have been included in the database on the basis of which the AI is/was trained to analyze?**

The Service Analysis addresses AMs operating in Austria, Germany, Italy, Slovakia, Slovenia, the Czech Republic and Hungary, and in at least one of the following business sectors:

- Manufacture of computer, electronic and optical products (NACE 26)
- Manufacture of electrical equipment (NACE 27)
- Manufacture of machinery and equipment (NACE 28)

## D. Company Search - FAQs

**26. What is happening in the background after I typed in my data?/How does the company search work?**

The entered keywords (or the keywords extracted from the entered URL(s)) are translated to English (if necessary). Afterwards the augmented set of keywords is used to search in an efficiently indexed large database of company websites for which we maintain an inverted index (used in search engines such as Google) and rank these company websites with respect to their perceived relevance towards the search terms. We do handle synonyms and texts written in any of the 8 supported languages.

**27. I tried to use the company search but the results are dissatisfying why is that the case?**

The tool is in continuous development, and this is a BETA version. Furthermore, this is a pure research application and not a commercialized application which is ready for market.

**28. To get the best quality of results, should the company search only for similar companies, or should they add some key terms- or both?**

It varies from case to case, but in theory either of them is enough.

**29. How many keywords are recommended to use in the company search?**

It is more the usefulness of the keywords that matters, as opposed to their number. It is worth entering words that are discriminative and specific of the companies of interest and entering words with low(er) level of ambiguity is also a good way to go. In general, it is likely to see diminishing results when entering more than 3-5 keywords.





## E. Contact



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