



Pilot activity final report

Template for project partners

Activity 3.1, pilot actions implementation and monitoring.

Project identification

Project	Danube Digital transformation Network of Active SMEs training and knowledge transfer centres (Danube DNA)
Programme	Interreg Danube Region Programme 2021–2027
Activity	3.1 Pilot actions implementation and monitoring
Activity Leader	SERDA, Sarajevo Economic Region Development Agency
Lead Partner	University of Novi Sad, Faculty of Technical Sciences

Reporting partner

Project partner	STRIA
Country	Hungary
Pilot coordinator (name, email)	Mónika Alíz Mészáros, meszarosmonika@ddriu.hu
Pilot activity title	DANUBE ADR
Digital solution validated	<i>Select one (keep the option that applies, delete the others):</i> Market Puls WeldWise (smart energy and production monitoring for spot welding machines) InvestPlaner AI-Powered Funding Call Matcher DANUBE ADR (assessment of the digital readiness of SMEs) EM4 System Condition <i>Not listed (please specify):</i>
Pilot implementation period	Until 15 th June 2026
Date of submission	15.06.2026.

Participating SME(s)

For the size breakdown, enter the number of SMEs in each category. A blank counts as zero, and micro, small and medium should add up to the total.

Number of participating SMEs	
Of which micro	3
Of which small	1

Of which medium	1
Sector(s)	Manufacturing, agriculture, service, communication

1. Description of the implemented solution

Describe the digital solution validated and which of the six jointly developed solutions it corresponds to. Outline the SME context, the scope of the pilot, and how the solution was deployed in the real SME environment.

Pilot Action Title: DANUBE ADR – Digital Readiness Assessment for SMEs

The pilot action implemented by STRIA focused on assessing the digital maturity and transformation readiness of Hungarian SMEs through the Danube DNA ADR methodology. The assessment covered the complete business value chain of participating enterprises, including IT infrastructure, cybersecurity, sales and customer management, workflow management, production planning, logistics, technology management, and organizational processes.

Participating companies completed structured assessments supported by expert interviews and document reviews. Based on the collected information, individual Digital Readiness Assessment (DRA) reports were prepared for each SME. The reports identified current digital maturity levels, key bottlenecks, strengths, weaknesses, and prioritized digital transformation opportunities. The pilot also provided tailored recommendations and roadmaps supporting future investments and digital development initiatives.

2. Results achieved

Complete each field below. Keep this narrative; report numeric indicators in the KPI table in Section 3 rather than repeating them here.

Expected result	Improved understanding of the SME's digital maturity level and identification of digital transformation opportunities.
Achieved result	A comprehensive Digital Readiness Assessment (DRA) was completed, including analysis of IT infrastructure, business processes, digital tools, cybersecurity practices and organizational readiness. A tailored digital maturity report and recommendations were delivered to the SME.
Evidence supporting the achievement	Completed DRA questionnaire and the result as digital maturity assessment report, including company-specific recommendations and digital transformation roadmap prepared within the DanubeDNA ADR pilot.
Benefits for the participating SME(s)	The SME gained a structured overview of its current digital capabilities, identified priority areas for improvement, received practical recommendations for future investments, and obtained a reference document that can support future development projects, funding applications and strategic planning.

3. KPI values

Report the key performance indicators for your pilot. Add rows as needed. Complete the achievement rate where applicable (achieved / target × 100); leave it blank for binary or qualitative indicators. Ensure values are consistent with the narrative above and supported by source of verification.

Indicator (KPI)	Baseline	Target	Achieved	Achievement rate (%)	Source of verification	Comment
SMEs participating in ADR pilot	1	5	5	100	reports	-
Digital readiness assessment reports completed	1	5	5	100	reports	-
SMEs receiving personalized recommendations	1	5	5	100	reports	-

4. SME feedback

Summarise the feedback provided by the participating SME(s), based on the responses submitted through the mandatory SME survey completed by the participating SME(s). Continuation and sustainability aspects are covered in Section 7.

Main strengths identified by SMEs	• Comprehensive assessment of the company's digital maturity across multiple business areas. • Identification of strengths, weaknesses and digitalisation opportunities in a structured manner. • Tailor-made recommendations adapted to the specific needs of the company. • Easy-to-understand final report providing practical guidance for future development. • Increased awareness of digital transformation opportunities and risks.
Main weaknesses identified by SMEs	• The assessment provides recommendations but does not include direct implementation support. • Some digital transformation actions may require additional financial and human resources. • Certain recommendations may need further technical evaluation before implementation. • Limited benchmarking possibilities against other SMEs or sector averages.
Suggestions for improvement	• Introduce follow-up mentoring and implementation support after the assessment. • Develop sector-specific digital readiness benchmarks. • Include more detailed guidance on available funding opportunities for digital investments. • Provide periodic reassessments to monitor progress over time. • Expand AI and cybersecurity assessment modules.
Would the SME(s) recommend the solution to another SME?	YES.
Reason for the answer above	Participating SMEs considered the Digital Readiness Assessment a useful and practical tool for understanding their current digital maturity level and identifying priority areas for improvement. The assessment provided valuable insights, company-

	specific recommendations and a structured roadmap that can support future digital transformation initiatives, investment planning and business development activities. The methodology was perceived as easy to follow and relevant for SMEs operating at different levels of digital maturity.
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5. Challenges during implementation

List the main challenges encountered across the pilot phases (preparation, tender, contracting, implementation and monitoring). For Impact select Low, Medium or High; for Resolved enter Yes or No. Add rows as needed.

Challenge	Impact (Low / Medium / High)	Mitigation measure	Resolved (Yes / No)
The first version of document was not fully clear in Hungarian in all the details	low	SOVA was working on it and finalised	yes

6. Lessons learned

Provide up to three prioritised lessons from your pilot, using the structure below. A lesson is more than a challenge: it states what you would keep or change, and whether it transfers to other partners. Complete Lesson 1 as a minimum; Lessons 2 and 3 are optional.

Lesson 1 (required)

Lesson title	Importance of personalised digital readiness assessments for SMEs
Thematic area	Digitalisation / SME Support / Digital Transformation
Priority	High
Situation	Five Hungarian SMEs participated in the DanubeDNA Digital Readiness Assessment (ADR) pilot. The companies represented different sectors and levels of digital maturity.
What happened	The assessment process revealed that most SMEs were already using digital tools, but these were often fragmented and not integrated into a coherent digital ecosystem. The structured assessment and expert discussions helped identify digitalisation gaps, bottlenecks, and development opportunities that had not previously been systematically evaluated.
What worked or what you would do differently	The combination of expert interviews and the AI-supported assessment methodology worked well and provided valuable insights. In future implementations, it would be beneficial to complement the assessment with follow-up mentoring and implementation support to help SMEs translate recommendations into concrete actions.

Transferability	The methodology can be easily transferred to other SMEs, sectors and regions. The assessment framework provides a structured and scalable approach for evaluating digital maturity and identifying digital transformation opportunities, making it suitable for future regional, national and European SME support initiatives.
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Lesson 2 *(optional, complete only if applicable)*

Lesson title	<i>A short headline capturing the lesson in one line.</i>
Thematic area	<i>Select one: Partnership and coordination / Technical and digital solution / Procurement / Stakeholder and SME engagement / Sustainability and scale-up / Data collection and monitoring.</i>
Priority	<i>Select one: High / Medium / Low importance for future pilots and upscaling.</i>
Situation	<i>What was the context or starting point that gave rise to this lesson?</i>
What happened	<i>What was the outcome, result or effect that you observed?</i>
What worked or what you would do differently	<i>The actionable insight: the practice to keep, or the change to make next time.</i>
Transferability	<i>Rate as High / Medium / Low, then note whether it is pilot-specific or transferable, and who could reuse it and how.</i>

Lesson 3 *(optional, complete only if applicable)*

Lesson title	<i>A short headline capturing the lesson in one line.</i>
Thematic area	<i>Select one: Partnership and coordination / Technical and digital solution / Procurement / Stakeholder and SME engagement / Sustainability and scale-up / Data collection and monitoring.</i>
Priority	<i>Select one: High / Medium / Low importance for future pilots and upscaling.</i>
Situation	<i>What was the context or starting point that gave rise to this lesson?</i>
What happened	<i>What was the outcome, result or effect that you observed?</i>
What worked or what you would do differently	<i>The actionable insight: the practice to keep, or the change to make next time.</i>
Transferability	<i>Rate as High / Medium / Low, then note whether it is pilot-specific or transferable, and who could reuse it and how.</i>

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7. Sustainability and future use

Set out whether and how the solution will continue to be used beyond the project. This is a key consideration for Interreg and for the consolidated lessons learned.

Will the SME(s) continue using the solution after project completion?	Yes, partially. The participating SMEs are expected to continue using the Digital Readiness Assessment results and recommendations as a reference for future digitalisation activities and strategic planning.
Reason for the answer above	The assessment reports provide company-specific recommendations and development roadmaps that remain relevant beyond the project duration. SMEs can use the findings to guide future investments, digital transformation initiatives, organisational development and funding applications.
Resources required for continuation	Management commitment, staff time for implementation activities, financial resources for digital investments, and where necessary, external technical or advisory support.
Main barriers to long-term adoption	Limited financial resources, competing business priorities, shortage of internal digital skills, and the need for additional expertise during implementation of more complex digital solutions.
Overall sustainability outlook	Medium. The Digital Readiness Assessment methodology and the resulting reports provide long-term value for participating SMEs. While the implementation of recommendations will depend on the resources available to each company, the assessment results can continue to support decision-making, business development and future digital transformation efforts after project completion.

8. Recommendations for future projects

Set out forward-looking recommendations for upscaling the solution and for other partners planning similar pilots. Focus on what would improve feasibility, sustainability and transferability across the Danube Region.

- Combine digital readiness assessments with implementation support and mentoring activities.
- Develop sector-specific assessment modules reflecting industry-specific challenges.
- Strengthen AI-readiness and cybersecurity assessment components.
- Introduce benchmarking capabilities allowing SMEs to compare their digital maturity against regional and sectoral averages.
- Establish follow-up assessments to measure digital transformation progress over time.

Completed by

Name and position	Mónika Alíz Mészáros
Organisation	STRIA

Date	15 June 2026
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