

Predlog teksta za prijavu na WBC-INCO.NET poziv za dostavljanje uspešnih priča

Title: Business Flexibility for Small and Medium Enterprises – the ReFLEX Story

- **The ReFLEX Story**



The ReFLEX Story started in 2009 when the idea arose to prepare an R&D project proposal which will focus on small and medium-sized enterprises by providing a business process management solution suitable for their specific needs, aiming at turning them into flexible, agile and responsive-to-changes entities. The project idea was based on the identified common problems of SMEs, dominantly in the Western Balkans countries, but also elsewhere in Europe, to survive in the market race with their larger competitors. Therefore, ReFLEX had a challenge to respond to: developing a system which will be suitable for SMEs, regardless of their size, affordable and cost-effective, and yet functional and value-adding. Ultimately, the ReFLEX proposal was submitted to the FP7-SME-2010 Call for Proposals.



The efforts put in realization of this idea were finally awarded in 2011, when CIM Group became the first private company from Serbia to win the coordination of an FP7 project. The project kick-off meeting took place in Niš, Serbia, in May 2011, when our company welcomed 20+ representatives of the Consortium partners to commence the ReFLEX journey. The ReFLEX Consortium is composed of the ICT companies, Universities, and technology end-users from Serbia, Slovenia, United Kingdom, Germany, Greece, and FYR Macedonia. Since then, the project realization went very well, gaining the excellent review evaluations in Brussels under the supervision of the European Commission's Research Executive Agency.

The ReFLEX project proposal success story was backed up by a shift in approach to innovation which the consortium has applied. The focus of the project was on achieving real benefits for its target groups – the SMEs, through innovation which is market-oriented and applicable in real environment. Following this approach, early verification of the system components was applied,

and ReFLEX is thus being continually evaluated by the end-users from the industrial sectors of logistics and construction, in real environment. The ReFLEX components were implemented in business processes of our end-user partners, helping them to better organize and manage the logistics processes of their companies, and helping the project consortium to continually obtain feedback on the system functioning and improvement opportunities. Up to now, the ReFLEX system has shown very good results in real environment and has added real value to its end-users by improving the performances of their business, the organization and planning of work, decreased unnecessary losses and wastes in the processes, and paved their way towards excellence.

- **The Silent Partner - WBC-INCO.NET**

The process of learning about the call for proposals, gathering the consortium members and designing the project proposal was supported by the results of the operation of the WBC-INCO.NET portal. IT has been one of the important reference points for us in searching for information on the Research for the benefits of SMEs FP7 Call for proposals, possible consortium members and news on S&T. We have been using the portal information and services ever since the Coordination of Research Policies with the Western Balkans Countries initiative started in 2008 and believe that the portal has been a good source of information and inspiration for us, giving us the insight into the most important details and helping us create best quality results. The background of the ReFLEX story leans on the efforts of CIM Group, as the Coordinator, the ReFLEX consortium members and our silent partners on our journey towards success. WBC-INCO.NET is one of our silent partners.

- **The follow up of the ReFLEX Story**

The success of the ReFLEX project proposal is an important moments for CIM Group's software department development. Being present in the field of ICT research and development from our foundation in 1991 and actively participating as project partner in many R&D project proposals co-funded by the European Commission as of 2005. CIM Group was recognized in the official report of the European Commission (ICT RTD Technological audit) as the Centre of Excellence of the Serbian ICT RTD. The recognition has crowned our efforts, and inspired us to move forward. We are continually working on turning our ideas into innovative products and services.

The manifestation of the ReFLEX success story on company's development has motivated us even harder to fulfil our mission and be the inspiration for our partners and clients and help them achieve progress towards excellence. In order to maximise our efforts and results we will continue to use the help offered by our silent partners and communicate our success story in order to inspire others. We are determined in our intention to sustain the achieved success and build upon them. The epilogue of the ReFLEX story is yet to be discovered...

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