

How to take advantage of the benefits of digital transformation



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Director General de Red.es

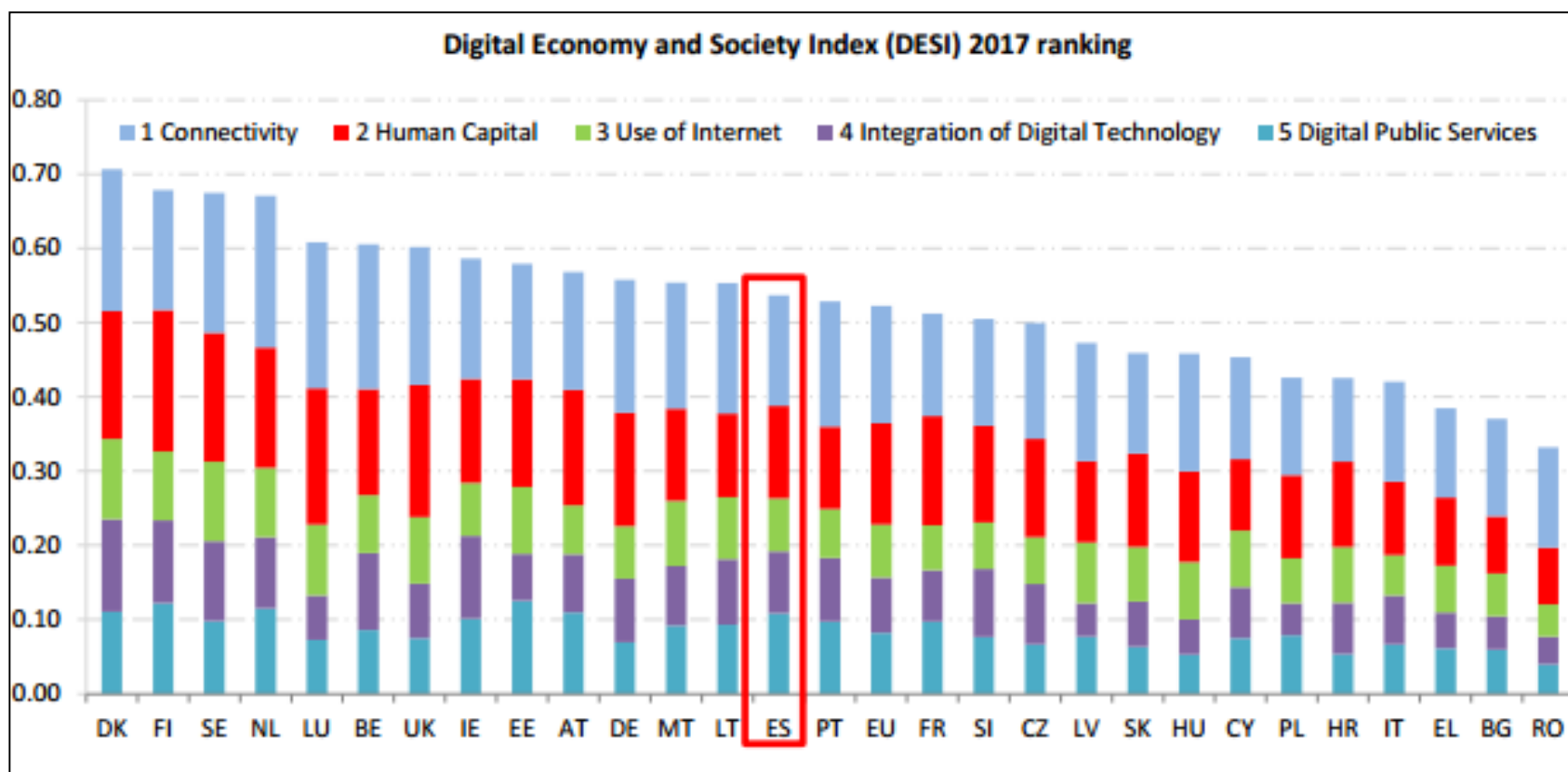
FUNDACIÓN RAMÓN ARECES

Spain's Global Position



red.es

- According to the **Networked Readiness Index (2016)**, Spain ranks **35th** (out of 139 countries). Spain **ranked 14th in DESI17**. We have increased one position since DESI16



Source: DESI 2017, European Commission

Spain's challenge

The Government is leading by example. Spanish business cannot miss the train of digital transformation!

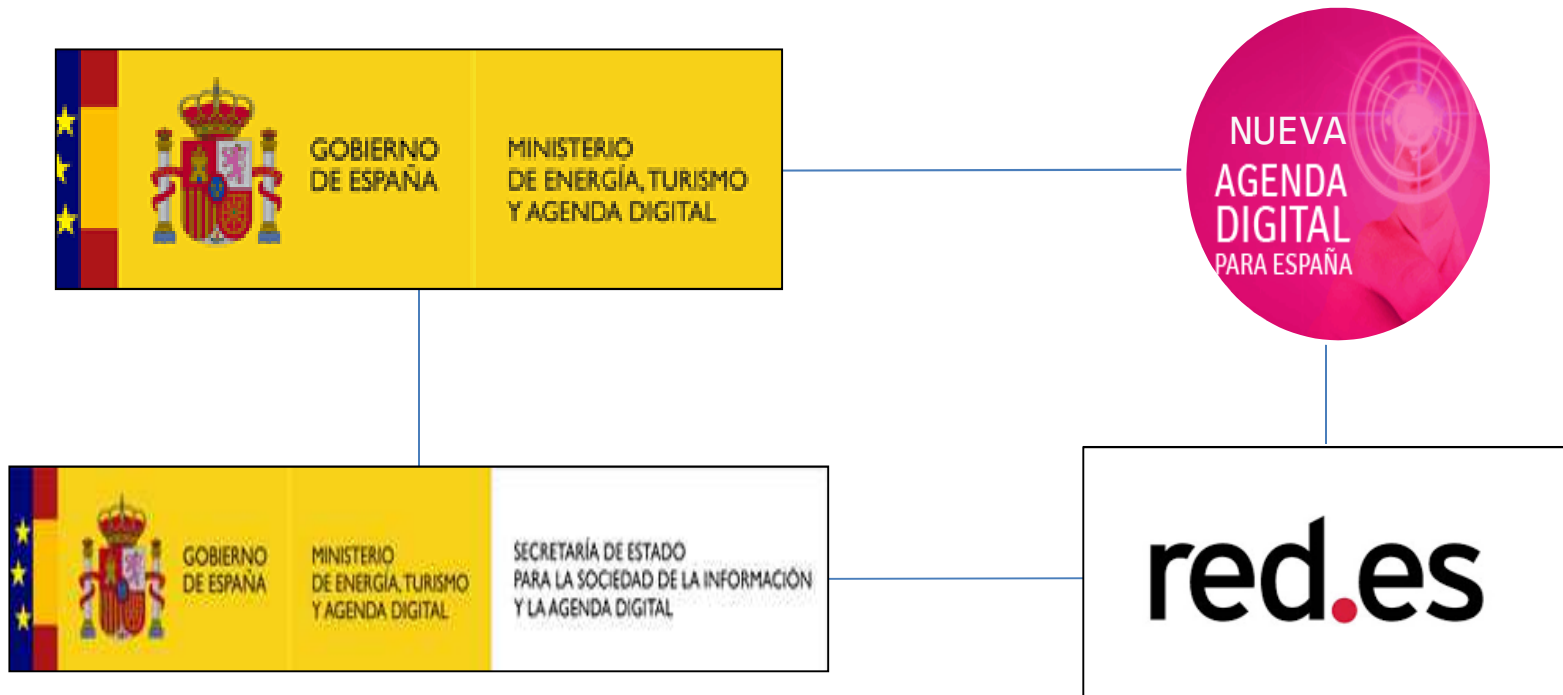


Digital Transformation business impact. By sectors

Source: Coleman Parkes Research. 2016

What is the role of Red.es?

- Red.es acts as the lever for the digitalization of the Spanish Public Services, Economy and Society. **We assist SESIAD designing and executing** MINETAD's vision for the **new Digital Agenda for Spain**.



15 years of Red.es

5 milestones

2002

Red.es is born

2007-2011

IS in Public Services consolidated

2002-2006

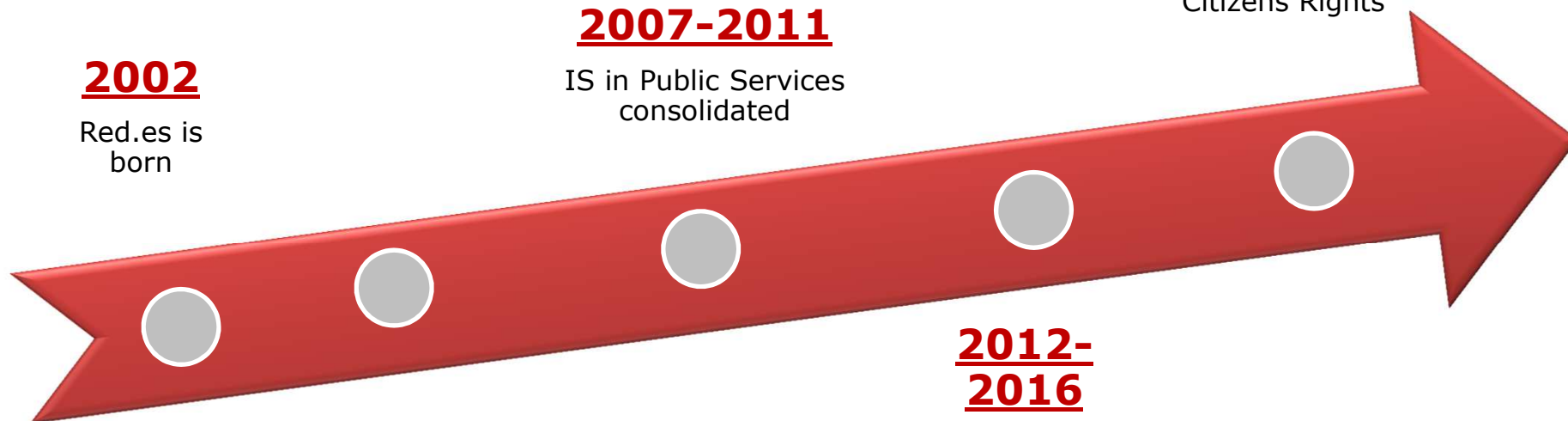
Promotion of IS, internet domain .es and RedIris

2012-2016

Execution and fostering of ADpE and Digital Economy

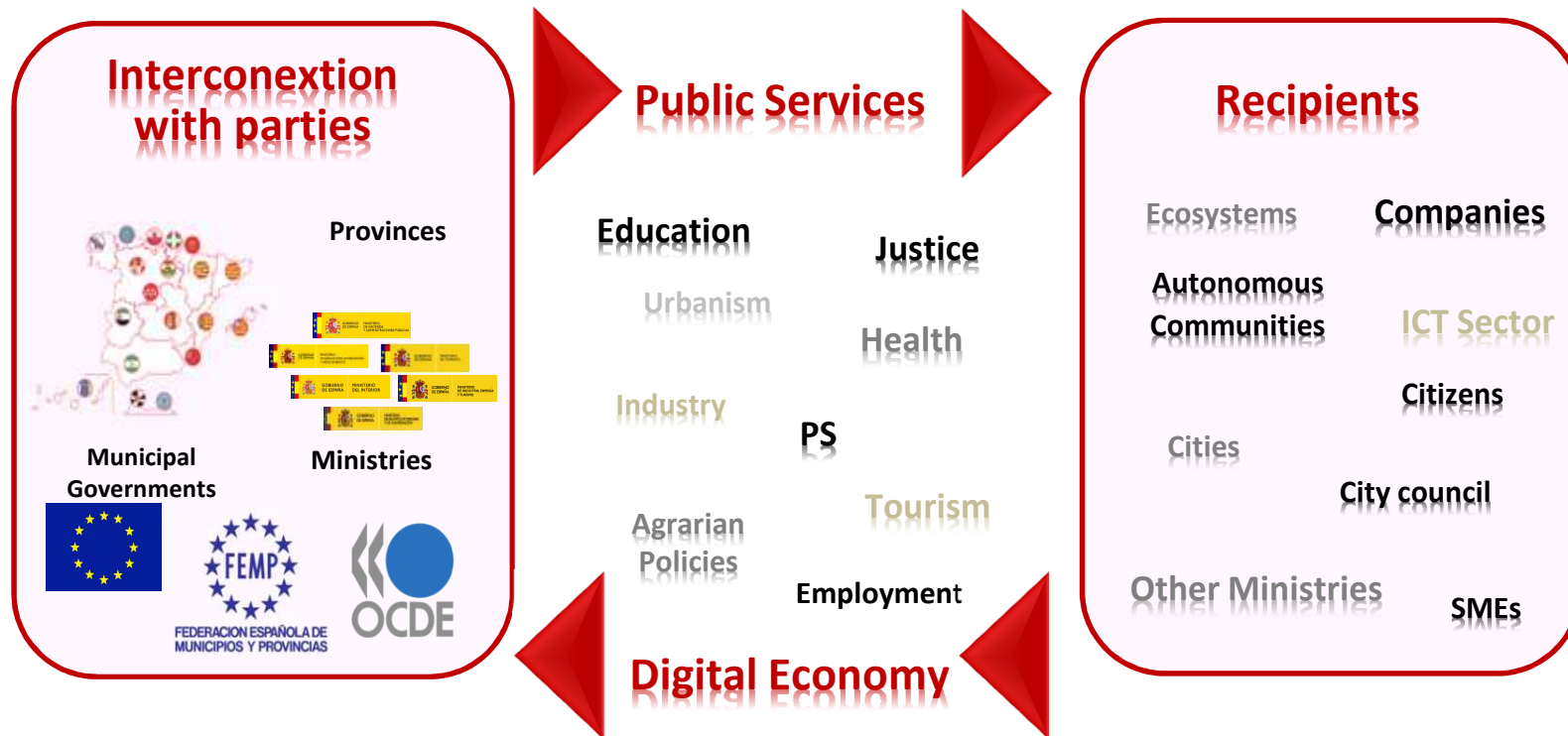
Today

Digital Transformation, Platforms, Citizens Rights



Red.es intervention logic

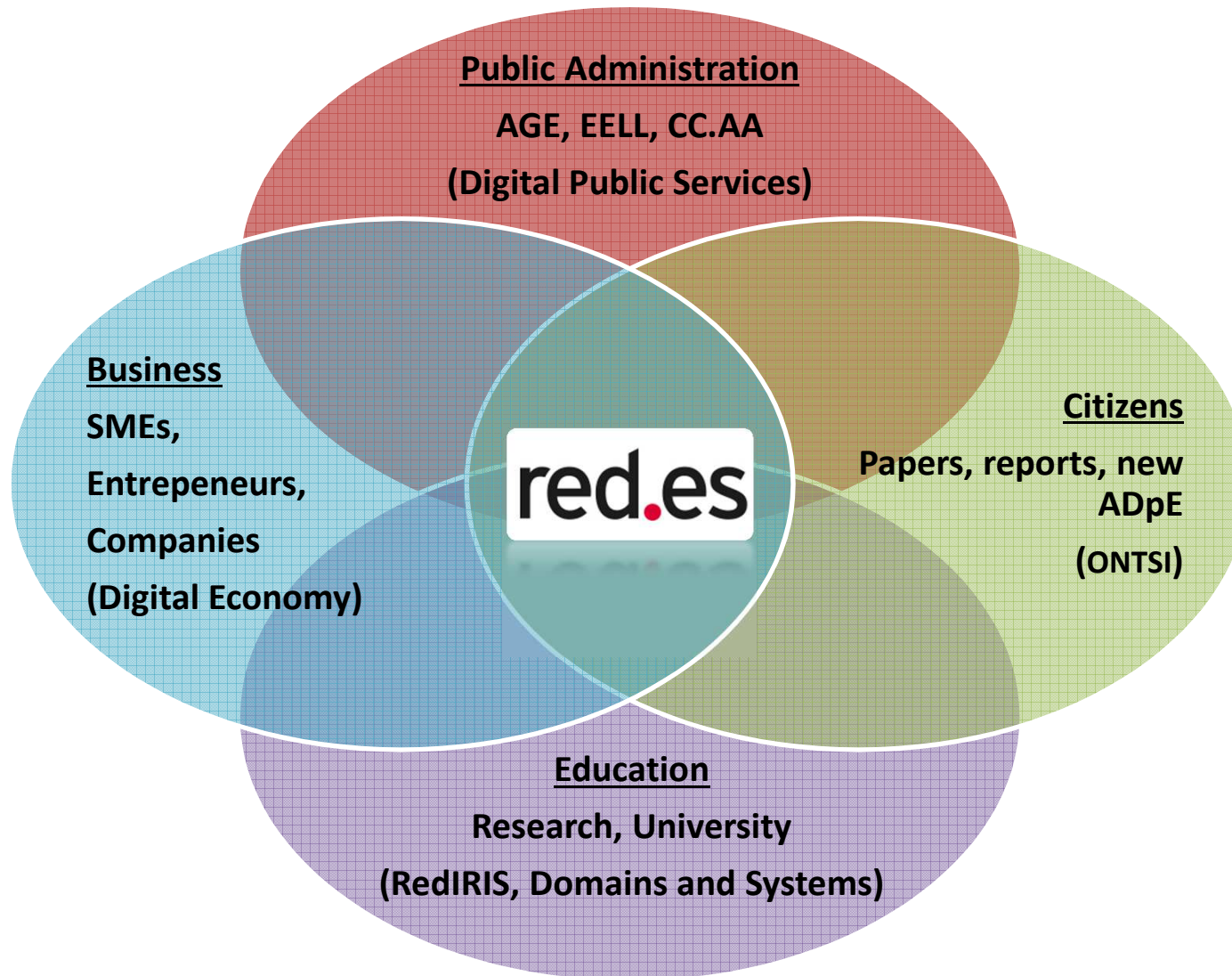
- We foster public-private collaboration (supplier-Red.es and Red.es-partner) resulting in two main action lines and Directorates: Digital Public Services and Digital Economy.



- Most of Red.es actions are co-financed by FSE and the European Regional Development Fund (FEDER).

What do we plan to do?

Our stakeholders



Public Digital Services

- Public Digital Services Plan: Education and Culture; Health and Justice
- Digital Connected Schools
- National Plan for Smart Cities



ESCUELAS
CONECTADAS



CIUDADES
INTELIGENTES

Agenda Digital para España

Budget: **330M€**

Impact: **16.500 schools**
6,5M students

- 1st Call Smart Cities: **14M€**
- 2nd Call Smart Cities : **63M€**
- 1st Call Smart Islands: **19M€**

Digital Economy

- Digital professionals
- Digital transformation for SMEs
- Technological entrepreneurship
- Digital Economy training

- **Digital professionals - Youth employment:** 20M€ to promote a digital society
- **Cloud Demand Program: 40M€.** Aids for SMEs to incorporate cloud based solutions. **+5.000 estimated beneficiaries.**
- **Cloud Offer Program: 18M€.** Aids for SMEs to support the development of cloud solutions. **363 beneficiaries.**
- **2nd call for Wi-Fi in Hotels program: 5M€. 338 beneficiaries.**

PROFESIONALES
DIGITALES | Empleo Joven



RedIRIS, Domains and Systems

- **RedIRIS NOVA:** 14.000 Km fiber optic for university and research centers.
- High capacity communication network for ITC services and end users.

- Management of the **".es" domain: 1,8M** domains under ".es" registered until feb. 2017.

domi
nios **es**

Services offered to other administrations:

- Operational office for "Dividendo Digital" aids.
- Support office for eFactura (SMEs)
- Administration of portals: www.marcaespaña.es



ONTSI

National Observatory for
Telecommunications and the Information
Society

- **ONTSI:** National center for monitoring and analysis of the Telecommunications and Information Society sector.
- Definition of ITC policies for the Spanish Government.

Main areas of research:

- **Studies** about SmatCities, e-Commerce, ITC within SMEs, ITC sector, Professional ITC and Cybersecurity. **Research** and **development** in new methodologies based on Big Data



Disrupt or be disrupted?

1st. Key: The bottom of the pyramid

Digital might be innovation made possible!



Transform existing
business

Create new
models

It is all about
People!

2nd Key: International ambition

Funding and Management

- International
- National
- **Local**



Knowledge and Markets

- **International**
- National
- Local



What policies?

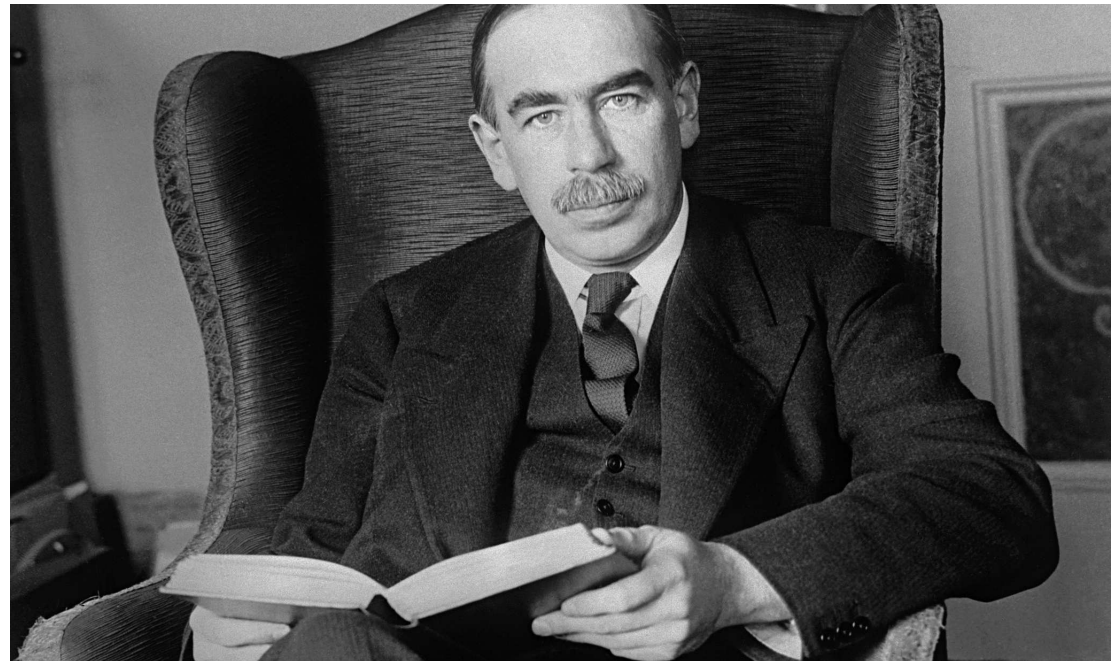
- Agglomeration
- Local incubation/clusters
- Strong ties (incremental innovation)

- Acceleration
- Global pipelines/chains
- Weak ties (radical innovation)

"The important thing for governments is not to do things which individuals are already doing, and to do them a bit better or a little worse; but to do things which at the present are not done at all"

John M. Keynes

*'The end of the
laissez-faire', 1926.*



Thank you very much!!

15 años
red.es
Y solo es el principio

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@Redpuntos

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