

ruralEnterprizer

Improving Performance of Rural Diversification Developments



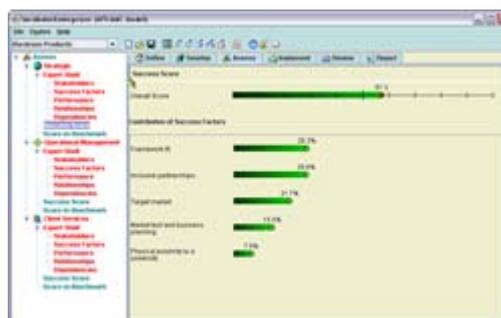
ENTERPRIZER®

Successful farms and rural exploitation units are a core component of sustainable economic growth for many regions. A growing number of local developers, local professional unions, and communities of municipalities are realising the need to function far beyond the administrative/technical arrangement of traditional models. Moreover, successful and sustainable rural development requires careful client selection, astute ongoing management, synergetic community optimisation and the provision of key knowledge, networking, technology, regulation and innovation to fledgling rural activities at the right time.

Our research has identified in-use “farm and agro-business (best) practices” from around Europe that have lead to repeated superior performance. The **first module** of the **ruralEnterprizer** toolkit focuses on **dairy farms and rural activities in difficult areas**. It has been road tested with several European dairy regions in remote, mountain or deprived regions.

This expert know-how has been encapsulated in a systematic method to help local intermediary actors to better accompany farmers, local industries managers and agro-business entrepreneurs in their diversification or new activity development. The framework provided by the software-based knowledge system also contains comprehensive support materials from the **e-Dairy Farm project**.

The e-Dairy Farm **ruralEnterprizer** toolkit is addressed to intermediaries who want to provide a range of services to their Farmers, Industry Mangers and Rural services Providers, including training, coaching and consulting services. It enables you to assess the strengths and weaknesses of the various diversification projects of your environment/portfolio over time, to benchmark them and to cluster and optimise synergies in your region/sector.



Each toolkit module comes complete with a comprehensive learning and support system that includes methodological advice and reference material plus the ability to create separate models. Initial and advanced technical and methodological training can be provided.

ruralEnterprizer is an Enterprizer® intelligent toolkit. Enterprizer® toolkits are pre-configured applications that represent best practice and incorporate latest research findings. It can be easily adapted to meet specific needs. All toolkits require a licence for the Enterprizer® platform plus a subscription for each toolkit module.

ruralEnterprizer was developed during the e-Dairy Farm project which is supported by the European Leonardo da Vinci Programme. For more information on the project, visit the website of the e-Dairy Farm at www.dairy-farm.eu.

Developed in collaboration with:



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ENTERPRIZER®

Intelligent Solutions for Enterprise Challenges!



Enterprizer® Toolkits:

- ❖ **alliance**Enterprizer: Formation and management of successful strategic alliances
- ❖ **incubator**Enterprizer: Improving performance of incubators and entrepreneurs
- ❖ **innovation**Enterprizer: Creating and sustaining enterprise innovation

Under development: Toolkits on intellectual property, knowledge management, change management and business networking developed during the EU-funded MAC-SSIIM project.

Enterprizer® Toolkit Pricing:

- ❖ Licence for Enterprizer® platform – annual payment of € 995 per user per year. Only one licence per user is required to run multiple toolkits.
- ❖ Licence fee for separate toolkit modules - € 495 per user per module
- ❖ Training courses range from € 350 per person per day at an off-site training centre to € 2,000 per day for groups of up to 10 people delivered on-site. Online training is also available.

Minimum system requirements for Enterprizer®:

- ❖ Microsoft® Windows (2000, XP or Vista) operating system
- ❖ Microsoft® Office (2000, XP, 2003 or 2007)
- ❖ 1 GB RAM and Pentium® CPU (Pentium 4 recommended)

Key benefits and outcomes of Enterprizer®:

- ❖ Speedy resolution of priority issues
- ❖ Accelerated focus on core issues
- ❖ Identification of key factors that influence success
- ❖ Management of diverse stakeholder interests
- ❖ Easily demonstrated, high quality analysis - current and future
- ❖ Prioritisation based on comparative scores
- ❖ Optimised strategies for improvement and implementation
- ❖ Avoids investments in "dead-ends"
- ❖ Improved communication and understanding leading to consensus

Professional features of Enterprizer®:

- ❖ Multi-dimensional modelling of the enterprise
- ❖ "Expert Shell" rule-based subsystem reflecting stakeholders, critical success factors, relationships
- ❖ Powerful engine for multi-parameter score generation
- ❖ Advanced algorithms for score optimisation and "what-if" analyses
- ❖ Drag and drop model structuring
- ❖ Context specific help (technical and methodological)
- ❖ Fully customisable report generation
- ❖ Internal communications via "E-Notes"
- ❖ Secure access restricted to authorised users

**For more information, please contact
info@enterprizer.com or visit www.enterprizer.com**

ENTERPRIZER *Technologies*

Applying Intelligence, Knowledge & Research