Platform for assessing the ROI and strategic value of digital initiatives in public and private organizations

Summary

Profile type	Company's country	POD reference
Technology offer	**Sweden**	**TOSE20250530011**

Profile status	Type of partnership	Targeted countries
PUBLISHED	**Investment agreement**	**• World**
	Commercial agreement with technical assistance	
	Research and development cooperation agreement	

Contact Person	Term of validity	Last update
Enrico FRANZIN	**30 May 2025**	**30 May 2025**
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General Information

Short summary

A Swedish SME offers a SaaS platform for documenting, calculating, and visualizing the business value of digital initiatives. The solution simplifies ROI tracking and decision-making for municipalities and companies. It features fast onboarding, no system integration requirements, and AI-enhanced reporting. Preferred cooperation types include commercial and investment agreements.

Full description

This Technology Offer comes from a Swedish SME that specializes in digital transformation tools. The company has developed a cloud-based business value tracking platform designed to help municipalities and companies document, monitor, and communicate the value of their digital initiatives.

Organizations often face difficulties in quantifying the return on investment (ROI) and broader benefits of digital projects. Existing tools are often expensive, complex, and fail to capture subjective or strategic value. This platform addresses these challenges by offering a user-friendly, structured framework that simplifies the documentation of multiple use cases and enables consistent, side-by-side analysis.

Unlike traditional solutions such as SAP Signavio or ValueOps, this platform is system-agnostic, requires no data integration, and can be used immediately after a short onboarding session. It includes built-in templates for ROI

calculations (e.g., Value Capture, Cost-Benefit, ESG value) and uses Generative AI to automatically generate Word, Excel, and PowerPoint summaries. This reduces reliance on consultants and accelerates the creation of high-quality business cases.

Use Case Example: A mid-sized municipality in Sweden used the platform to evaluate its digital citizen service portal. By documenting time savings for both citizens and staff, the municipality identified a 20% reduction in administrative workload and improved service satisfaction. The platform helped them present a clear ROI and secure funding for further digital initiatives.

The platform is ideal for organizations at the early stages of digital transformation, as it does not require a mature IT environment or a fully developed KPI framework. It supports internal communication, investment planning, and transparent decision-making.

The company seeks international cooperation through:
- Commercial agreements with technical assistance: to support implementation and integration.
- Investment agreements: to scale the platform and expand into new markets.
- Research and development cooperation: to enhance features and adapt to new sectors.

The desired outcome is to be listed on major digital marketplaces (e.g., Snowflake, Databricks, Azure, Alteryx) and to reach partners with access to municipalities and public sector organizations undergoing digital transformation.

Advantages and innovations

- Works independently of existing IT systems (no SAP or data integration required)
- Fast onboarding and low learning curve
- Captures subjective business value through question-based input
- Supports strategic and process-level decisions, not just IT development
- Lightweight and easy to implement—no need for consultants or complex project management
- Suitable for early-stage digital transformation efforts
- Automatically generates professional documentation using Generative AI
- Enables real-time insights and easy sharing of results
- Covers ROI, ESG, and cost-benefit analysis in one platform

Technical specification or expertise sought

Stage of development

Available for demonstration

Sustainable Development goals

• **Goal 4: Quality Education**

• **Goal 9: Industry, Innovation and Infrastructure**

• **Goal 12: Responsible Consumption and Production**

IPR Status

No IPR applied

IPR Notes

Partner Sought

Expected role of the partner

The ideal partner operates in one of the following fields:
1. Resellers/agents with access to digital marketplaces or public sector clients.
2. Investors or grant providers interested in scaling innovative SaaS platforms.
3. Consultants who support digital transformation in municipalities or enterprises.

Partners are expected to:
- Facilitate listing and visibility on platforms like Snowflake, Databricks, Azure, and Alteryx.
- Provide technical assistance and market support.
- Promote the platform to municipalities and public sector organizations.
- Help integrate the platform into broader digital transformation strategies.

Two primary roles are envisioned:
- Public sector partners: to use the platform for aggregating and visualizing digital initiatives.
- Marketplace partners: to offer the platform as a value-driven tool for clients seeking ROI clarity.

Type of partnership	Type and size of the partner
Investment agreement	**• R&D Institution**
Commercial agreement with technical assistance	**• Big company**
Research and development cooperation agreement	**• University**
	• SME 50 - 249

Dissemination

Technology keywords

- **01004010 - Quality Management System**
- **01004009 - CRM - Customer relationship Management**
- **01004004 - ASP Application Service Providing**
- **01004016 - Analysis Risk Management**

Market keywords

- **02007007 - Applications software**

Targeted countries

- **World**

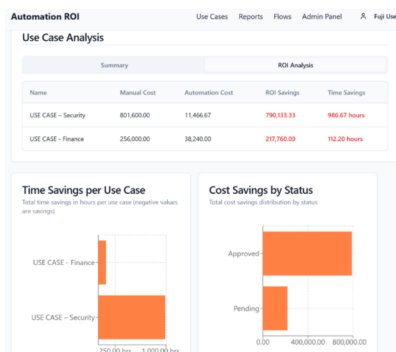## Sector groups involved

- **Digital**

Media

Images

[Capture and communicate the value of digitalisation](#)