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NPCC Unveils The Enterprise Go Digital Platform

By *Staff*   May 2, 2023   👁 5

The Enterprise Go Digital platform, a virtual one stop shop for enterprises to manage their end-to-end processes with a view to increasing their productivity, was officially unveiled by the NPCC.

The Enterprise Go Digital platform helps businesses handle a number of activities digitally, through the following applications:

- **Sales automation**: This application allows users to create, manage leads, maintain customer database, send quotations and invoices amongst others;

- **Inventory management**: This feature helps to track and monitor stock;

- **Production management**: This application is based on best practices of lean manufacturing giving a flexibility and agility to enterprises to manage their production efficiently; and

- **Enterprise marketing management**: This module provides features such as developing a marketing plan, creation of marketing content and customer support.

The features of the platform have been duly tested in ten pilot enterprises, which took a proactive approach in incorporating digitalisation in their processes to improve productivity. The NPCC is now inviting enterprises in all economic sectors to join the platform and increase their productivity and competitiveness by implementing the digital applications in their business activities.

The platform's interface comprises functionalities that allow end-users have a better command over their tasks and activities and at the same time, help them save on time and resources. The Enterprise Go Digital platform was developed by Zapproach, a local Information and Communication Technology (ICT) solutions service provider.

"*At the level of NPCC, we look forward to accompany as many enterprises on their digital journey. We recognise that there is no one-size-fits-all solution for enterprises. Hence, we shall continue to empower companies to digitalise by raising awareness, mapping out how they can transform and shoring up their capabilities to onboard the platform. We also intend to add more modules to the platform to better equip our enterprises in their journey and improve their productivity,*" said the Executive Director of the NPCC, Mr. Ashit Gungah, in his opening remarks.

"*Preparing ourselves for tomorrow's economy and society means seizing the opportunities presented by digital technologies today. For some, this will mean continuing and building upon the digital transformations they have already started. For others it will mean embracing change,*" Honorable Soomilduth Bholah, Minister of Industrial Development, SMEs and Cooperatives said in his address.

It is to be recalled that the Enterprise Go Digital project was launched in March 2022 and aims at strengthening the resilience of SMEs with the implementation of digital solutions. The project addresses pressing issues to create a level of playing field for the SME ecosystem; bring the right information to aid decision making; and empower human resources to boost business velocity.

An awareness campaign through a series of webinars was held to sensitise Mauritian organisations about the importance of digitalisation.

The Enterprise Go Digital project has been developed keeping in mind that SMEs have a leading role to play in meeting the Sustainable Development Goal (SDG) to promote inclusive and sustainable economic growth, employment, and decent work for all (goal 8) as well as promoting sustainable industrialisation and fostering innovation (goal 9). Enterprise Go Digital is spearheaded by the NPCC with financial assistance from the United Nations Development Programme (UNDP) and the Government of Japan.