

# PRR Coaching 4.0

**STAR'\_PME**  
Start smart.



**PRR**  
Plano de Recuperação  
e Resiliência

### Intervention Areas

This initiative aims to:

- Encourage the integration of technology in companies;
- Support the development of organisational processes and skills that promote the digital transformation of organisations' business models.

### Geographical Area

Mainland Portugal and the autonomous regions of the Azores and Madeira.

### Maximum co-financing rate and minimum and maximum investment amounts

A voucher with a fixed value of 10,000 euros will be awarded to each beneficiary company, to be used for the intended purpose, based on the Digital Transition Services Catalogue.

- Companies may use services included in the Digital Transition Services Catalogue with a value greater than the voucher awarded, provided that they pay the remaining amount of the services directly to the service provider.

### Beneficiary Entities

Small and medium-sized enterprises (SMEs).

\* Legally incorporated by 31 December 2023.

### Accredited Services

- **Customer Relations** - Software and services aimed at promoting and enhancing customer relations, running campaigns, digital commerce and using technology to promote the customer experience;
- **ERP, Processes and Automation** - Software and services related to the automation and efficiency of companies' operational processes and integrated business management systems;
- **Business Security** - Software and services with cybersecurity solutions that increase the protection of the company's environment;
- **Data and Business Intelligence** - Software and digital services related to capturing, processing and presenting data for business improvement;

**Supply Chain Management** - Software and services for implementing digital technologies aimed at improving the efficiency of supply chain management and the logistics area of companies;

- **Advanced Technologies** - Software and services in artificial intelligence, internet-of-things, virtual or augmented reality, robotics, among other technologies, aimed at increasing the adoption of advanced technologies in companies' business models;

- **Industry 4.0** - Software and services in the digital area for the adoption of technology that facilitates industrial processes;

- **Building Information Modelling** - Software and services in the area of information modelling for the entire life cycle of building construction;

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