CASE STUDY

Digital Transformation of SMEs

Schronisko Bukowina – E-commerce Automation Using BaseLinker

Analysis in the Context of DigComp 2.2 Competences and Digital Resilience (DigiSecureSMS)

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1. Organisational Profile and Strategic Context

Schronisko Bukowina is an SME that underwent a transformation from a traditional business model (gastronomy and regional retail sales) to a scalable e-commerce model. The dynamic growth of online sales (reaching approximately 1,500 orders per day) required a comprehensive restructuring of operational, logistics, and management processes.

2. Diagnosis of the Operational Problem

The increase in order volume revealed process bottlenecks typical of rapidly growing SMEs:

- Lack of a centralised order management system.
- Manual generation of documents and data processing.
- Risk of picking and accounting errors.
- Limited control over inventory and product expiration dates.
- Risk of linear growth in labour costs.

3. Technological Intervention – Implementation of the BaseLinker System

- The implementation included gradual integration of sales channels and automation of back-office and logistics processes. The system became a central operational hub.
- Automatic generation of sales documents.
- Integration of marketplaces and online store.
- Automation of order workflow.
- Inventory and expiration date management.
- Optimisation of picking and packing processes.

4. Analysis of Outcomes (Operational and Financial)

The system implementation delivered measurable results:

- Significant acceleration of order fulfilment.
- Reduction in operational errors.
- Decrease in inventory losses.
- Ability to scale sales without proportional growth in employment.
- Increased operational stability and process predictability.
- These effects can be interpreted as improvements in ROI indicators, operating margin, and reduction of hidden costs associated with complaints and logistical errors.

5. Risk Analysis Before and After Automation

Before Implementation:

- High risk of human errors.
- Low process scalability.
- Data fragmentation.
- Limited auditability of operations.
- After Implementation:
- Increased control over data flow.

Standardisation of processes.

- Higher operational resilience.
- Improved access control and operational transparency.

6. Alignment with the DigComp 2.2 Framework

The transformation of Schronisko Bukowina aligns with the following DigComp 2.2 competence areas:

- Information and Data Literacy – management and analysis of sales data.
- Digital Content Creation – automated document generation and operational content automation.
- Safety – operational security and access control.
- Problem Solving – process optimisation and system integration.

7. Value for the DigiSecureSMS Project

This case study constitutes practical teaching material for DigiSecureSMS modules, particularly in the areas of process automation, operational security, and building digital resilience in SMEs.

It may be used as:

- A scenario-based analysis of operational risks.
- An exercise in mapping processes before and after transformation.
- An example of ROI from automation investment.
- A model case of scalable e-commerce development in SMEsSource

This material was developed based on:

a) Primary Case Study Article

BaseLinker – Schronisko Bukowina

https://base.com/pl-PL/blog/schronisko-bukowina-oszczedza-miliony-z-jednym-systemem-baselinker-w-twojej-firmie/

Primary source of information regarding:

scale of growth (approx. 1,500 orders per day),

scope of implementation,

operational outcomes,

experience related to switching systems.

b) Digital Competence Framework

DigComp 2.2 – The Digital Competence Framework for Citizens (European Commission, JRC)

https://joint-research-centre.ec.europa.eu/digcomp/digcomp-22_en

Used for:

competence mapping (Information & Data Literacy, Safety, Problem Solving, etc.),

positioning the analysis within the educational context of the DigiSecureSMS project.