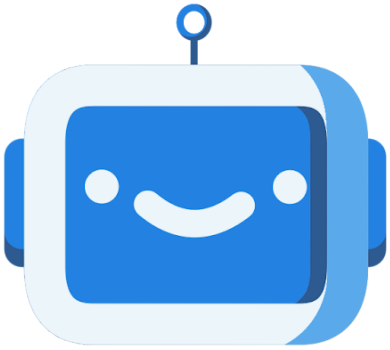
Co-funded by
the European Union



Bots4Business

INFINITIVITY DESIGN LABS

bfi

CALLIDUS

CONFIMI INDUSTRIA BASILICATA

fip Future In Perspective

POSTAL 3

Bots4Business

2024-1-AT01-KA220-VET-000245796

Work Package n°2

Spain Case Library

1. Spanish context

The integration of Artificial Intelligence (AI) in small and medium-sized enterprises (SMEs) in Spain is advancing slowly but steadily. Interest has increased notably in recent years, particularly with the rise of accessible generative AI tools, yet actual adoption remains limited and uneven. While some SMEs have begun to explore specific applications, for many the use of AI is still an emerging and experimental area rather than a strategic pillar.

The majority of AI adoption in Spanish SMEs occurs through third-party platforms with embedded AI features. These include CRM systems, marketing automation tools, design software, and productivity platforms. This indirect approach allows companies to benefit from AI without requiring in-house development or deep technical expertise. The most common uses are customer service automation via chatbots, AI-assisted content creation for digital marketing, document handling, and process automation in finance or administration. Sectors like digital services, ecommerce, education, and communications are among the most active in this early phase of AI integration.

Despite growing awareness, SMEs face several obstacles. One of the main barriers is the lack of internal knowledge or skilled personnel to evaluate, deploy, and scale AI solutions effectively. Many businesses rely on limited IT support and are cautious about investing in technologies whose return may seem uncertain. Cultural resistance also plays a role: AI is sometimes viewed as disruptive, potentially affecting roles and requiring unfamiliar workflows. Additionally, legal and ethical concerns—especially around data privacy and algorithm transparency—contribute to a conservative approach.

To address these gaps, Spain has launched several public initiatives aimed at boosting digital transformation among SMEs. The "Kit Digital" programme, for example, provides financial aid and advisory services to small businesses adopting digital tools, including AI-based systems. National and regional innovation hubs—particularly in cities like Madrid, Barcelona, Valencia, and Bilbao—are also promoting knowledge exchange, AI experimentation, and access to collaborative networks. On a

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

broader scale, European Union programmes such as Horizon Europe and Digital Europe offer funding, technical support, and innovation frameworks for SMEs across member states, including Spain.

Looking forward, AI use in Spanish SMEs is expected to expand considerably. The growing availability of user-friendly tools, combined with increasing market pressure to innovate, is creating a more favourable environment for adoption. In parallel, younger generations entering management roles tend to be more digitally literate and open to experimentation. However, to ensure widespread and responsible adoption, it will be essential to invest in training, promote success stories, and provide SMEs with clear, practical roadmaps. Without such support, there is a risk that only a small portion of SMEs will fully benefit from the AI transition, widening the gap between innovators and those left behind.

AI should not be seen as a distant or exclusive technology, but rather as an accessible ally that—when applied thoughtfully—can help small businesses increase productivity, improve decision-making, and offer more personalized and competitive services.

2. Case studies

SME #1	CASE TITLE:	AI-Enhanced Content Production and Development Ecosystem at Clictic		
	SME Name:	Clictic S.L.		
	Number of employees:	38	Years in operation:	18
	Sector:	Production of audio-visual content, websites and apps.		

1. Overview and contents

Clictic has implemented a wide-ranging AI strategy to transform its content production capabilities. This includes the creation of proprietary tools such as a modular AI dashboard and legal-content assistant, as well as the integration of leading-edge generative AI technologies to improve quality, flexibility, and scalability across its portfolio of digital products.

2. Background

Clictic is a digital services company specializing in the design and development of websites, mobile applications, and multimedia content. Founded with a strong creative and technological orientation, the company has grown in a market that has become increasingly

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

demanding, both in terms of delivery times and the level of personalization and interactivity expected from digital products. In Spain, as in much of Europe, SMEs and institutions are undergoing accelerated digital transformation, which has led to a sharp rise in the need for high-quality, adaptable, and responsive digital solutions. This shift has particularly impacted sectors such as education, public communication, ecommerce, and digital marketing—precisely the areas where Clictic operates.

In this evolving landscape, clients increasingly expect content that is not only technically sound but also visually engaging, up-to-date, and tailored to specific audiences. The traditional model of manual production and linear workflows has proven insufficient to meet these expectations at scale. As a result, Clictic faced the dual challenge of increasing its production capacity while maintaining—or even improving—the creative and technical quality of its deliverables. At the same time, the company was determined to avoid an unsustainable rise in costs or a dilution of its brand identity.

In response, Clictic initiated a strategic shift toward the integration of Artificial Intelligence (AI) into its core creative and production processes. The aim was not only to automate repetitive tasks, but to empower its teams with flexible, intelligent tools capable of enhancing ideation, content generation, and technical implementation. By doing so, the company sought to build a more agile, scalable, and competitive portfolio that could respond quickly to client needs while preserving a high standard of originality and technical excellence. This transition has allowed Clictic to position itself not just as a service provider, but as an innovation partner for its clients, capable of adapting to—and anticipating—the new demands of Spain's rapidly digitizing economy.

3. Approach and Implementation

Clictic's approach combined the use of leading third-party AI tools with the development of proprietary platforms to tailor the AI experience to its operational needs.

Their key AI developments and tools include:

1) DASHBOARD AI: An internal platform designed to generate reusable and flexible digital content modules adaptable to different AI-based products. It accepts Word documents as input, enabling users to guide AI output directly. The system also pre-formats inputs to improve prompt clarity and boost the quality and relevance of generated content.

2) Opogenia: A proprietary AI tool that delivers updated and specific legal content analysis, particularly for educational platforms aimed at training future public employees. Opogenia not only retrieves relevant legal updates but also recommends related content, making it a smart content assistant for educational product teams.

3) Internal tool using OpenAI API: The content department is currently developing a new internal system built on OpenAI's API to modernize and streamline their workflows. The system is being designed from scratch with modularity and scalability in mind. Each task is

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

being prototyped, tested, and documented to enable future independence and maintainability.

Third-party tools used across workflows:

- Text generation and revision: ChatGPT (OpenAI), Perplexity.
- Video and image generation: Pictory.AI, Adobe Creative Suite, HeyGen (AI avatar video generation).
- AI music generation for social media: Suno.

Implementation process:

The implementation process began with a thorough audit of existing workflows to identify time-intensive and repetitive tasks that could benefit from automation or AI support. Based on this analysis, the team selected suitable tools and initiated internal prototyping using agile iteration cycles, allowing for quick adjustments and learning. Custom dashboards and content pipelines were developed using a combination of APIs and no-code/low-code technologies, facilitating integration with existing systems while maintaining flexibility. Throughout the process, team members were gradually incorporated, creating a continuous internal feedback loop that informed refinements and encouraged adoption. Simultaneously, systematic documentation was produced to ensure the scalability, modularity, and long-term independence of the solutions being developed.

No major external partnerships were needed beyond the use of external APIs and platforms.

4. Results and Impact

Clictic's AI strategy has already produced measurable outcomes, which have resized both the variety and quality of their products, as well as the efficiency of the internal production process applied to their production:

- Production times have decreased by over 35%, especially in early-stage content creation and prototyping.
- Content diversity and personalization have increased significantly, allowing Clictic to deliver richer, more engaging client proposals.
- The quality of output from AI systems has improved thanks to structured prompt engineering and the DASHBOARD's input-formatting system.
- Opogenia has provided a strategic advantage in the legal-educational niche, allowing Clictic to meet regulatory and content-update demands more effectively than manual processes would allow.
- The development of a custom internal content tool has already improved agility and is laying the foundation for future independence from third-party platforms.

5. Lessons Learned

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

Several important insights emerged throughout the implementation process. One of the clearest was the importance of customization: while off-the-shelf AI tools can provide initial value, they often fall short when it comes to addressing the specific needs and workflows of a creative production environment. Developing internal systems tailored to well-defined use cases proved far more effective, unlocking greater flexibility and long-term value.

A second key lesson involved the structuring of inputs—careful prompt formatting and well-designed input flows were essential to obtaining consistent, high quality results from generative AI models. Equally important was the human factor: the integration of AI into creative teams required time and a thoughtful approach. Initial scepticism among staff was gradually overcome by clearly demonstrating the practical benefits of AI tools and involving team members directly in shaping how those tools evolved.

Lastly, the team recognized the strategic advantage of designing modular systems from the outset. Although building scalable, reusable tools demands both time and deep technical knowledge, especially when aiming to reduce dependency on third-party APIs or proprietary platforms, the long-term benefits in flexibility, independence, and sustainability were clear from the start.

6. Future Directions

Looking ahead, Clictic has laid out a clear roadmap for expanding and consolidating its AI strategy. One of its main priorities is the continued development of its modular internal content system, with the goal of launching a fully operational version that is reusable, scalable, and independent—capable of supporting diverse teams and products across the organization. In parallel, the company plans to extend the capabilities of Opogenia, its AI tool for interpreting and recommending content related to public-sector legislation. The aim is to broaden its knowledge coverage and begin integrating it into live e-learning platforms to better serve users preparing for public employment.

Further refinements are also planned for the AI DASHBOARD, which will be enhanced to support additional media formats and enable real-time, collaborative editing workflows. In a more experimental line, Clictic is beginning to explore the use of AI for dynamic user experience personalization and real-time content adaptation on websites and apps, opening new paths for interactive and audience-responsive design.

These ongoing efforts not only strengthen Clictic's internal capabilities but also position the company as a reference point for best practices in AI implementation within the creative and digital services sector—especially for agile teams aiming to grow without compromising on quality or adaptability.

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

SME #2	CASE TITLE:	AI for Optimizing Initial Contact in Advertising Campaigns		
	SME Name:	Bootcamp Formacion y Consultoria S.L.		
	Number of employees:	12	Years in operation:	3
	Sector:	Business services		

1. Overview and contents

This case describes how the company Bootcamp implemented an artificial intelligence solution to make automated initial calls to individuals interested in their advertising campaigns, classify them by interest level, and efficiently refer them to a Telemarketing team. The goal was to optimize sales workflow and response times.

2. Background

Bootcamp is a dynamic marketing and technology services company that specializes in providing digital and marketing solutions to support a wide range of commercial operations. With a team of 12 professionals plus a telemarketing and back office outsourced service, and three years of steady growth, Bootcamp has built a strong track record of delivering customized tools and applications that enhance business performance. The company focuses on optimizing marketing processes.

The company identified inefficiencies in managing and qualifying large volumes of inbound leads from marketing campaigns, causing delays and lost opportunities. The primary objective was to streamline the lead qualification process, reduce manual workload on telemarketing agents, and improve conversion rates.

3. Approach and Implementation

Bootcamp developed and implemented a specialized AI, including natural language, processing (NLP) and automatized voice recognition, to create an AI-powered calling system to apply in their business processes and marketing services offered to partners and customers.

This system initiates first-contact calls to potential customers, conducts a structured interaction to assess interest and needs, and classifies leads accordingly. Implementation followed these key steps:

- Design and training of AI models on historical lead interaction data.
- Integration with existing CRM and telemarketing platforms for seamless lead handoff.
- Pilot testing with selected campaigns to refine AI behavior and accuracy.

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

- Full deployment alongside continuous monitoring and iterative improvements.

When implementing on their usual marketing services, collaboration with their telemarketing teams was essential to align AI interaction scripts and classification criteria.
In this way, they have efficiently proceeded from what used to be a routine and systematic first contact to focus on purely commercial or back office work.

4. Results and Impact

The AI system handled initial lead qualification for over 80% of incoming leads, reducing telemarketing agents' workload by approximately 40%. Lead classification accuracy exceeded 85%, ensuring high-quality lead routing. This automation accelerated response times, leading to a 20% increase in conversion rates from qualified leads and a significant reduction in operational costs associated with manual calling.

5. Lessons Learned

Key insights included the importance of aligning AI call scripts closely with telemarketing workflows and continuously updating AI models with new interaction data. Challenges arose in managing diverse customer responses and ensuring AI adaptability, which were addressed through incremental training and human-in-the-loop feedback mechanisms. Early collaboration with sales teams proved critical to acceptance and effective use of the AI system.

6. Future Directions

Bootcamp plans to scale the AI solution by expanding its language capabilities and integrating predictive analytics to prioritize leads with higher conversion probability. Further development will focus on end-to-end automation of the customer engagement funnel, potentially transforming telemarketing operations industry-wide by setting a new standard for lead qualification efficiency and customer experience.

SME #3				
	CASE TITLE:	AI-Powered Innovation in the Spanish Textile Industry		
	SME Name:	Máquinas de Coser Salamanca S.L. (Entre máquinas de coser)		
	Number of employees:	5	Years in operation:	27
	Sector:	E-commerce / Specialty Retail		

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

1. Overview and contents

This case study explores how the Spanish SME "Entre Máquinas de Coser" has successfully integrated artificial intelligence (AI) technologies into its operations, transforming its approach to industrial sewing and setting a benchmark for innovation in the textile sector across Spain and Portugal.

2. Background

"Entre Máquinas de Coser" is a Salamanca-based SME established six years ago as an online store specializing in industrial sewing machines. Over time, the company has grown steadily and recently opened its first physical retail location to provide live demonstrations and personalized support. The Spanish textile sector is highly competitive and traditionally resistant to digital transformation.

However, growing demand for precision, speed, and adaptability in textile production has created new opportunities for innovation. To stay ahead, the company invested in smart technologies to increase the value of its offering without increasing operating costs. AI integration became a key strategy for maintaining quality while expanding production capabilities and customer satisfaction.

3. Approach and Implementation

The company's use of AI centers on embedding intelligent chips into industrial sewing machines. These chips analyze fabrics in real time and automatically adjust machine settings to optimize stitching quality and consistency. In partnership with leading Chinese manufacturer Jack Technology, the company distributes and showcases advanced AI-enabled models such as the Jack A5e-amh and the Porsche co-designed overlock machine Jack Urus C7.

These implementations were made possible through close collaboration and knowledge exchange between the companies. The process also included staff training and the adaptation of workflows to incorporate these new capabilities seamlessly into day-to-day operations.

4. Results and Impact

AI adoption has yielded tangible results. Machines now offer enhanced precision and reduced error rates, significantly improving the end product's quality. The time needed for adjustments and testing has also decreased, increasing overall productivity.

As a result, "Entre Máquinas de Coser" has been recognized as the top distributor of Jack products in the Iberian Peninsula for two consecutive years. This not only demonstrates successful technology adoption but also solidifies the company's leadership in its market niche, particularly among businesses seeking efficient and intelligent textile solutions.

INFINITIVITY DESIGN LABS · bfi · CALLIDUS · CONFIMI INDUSTRIA BASILICATA · fip Future In Perspective · POSTAL 3

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

5. Lessons Learned

Several important lessons emerged during this transition.
First, strategic partnerships were crucial: collaborating with experienced tech manufacturers accelerated the development and implementation of advanced tools.
Second, successful AI integration depends on staff readiness and ongoing training, as initial skepticism can be reduced with hands-on results and involvement in innovation.
Finally, adapting to modular systems from the beginning has proven wise, as it supports scalability and future-proofing, particularly in a rapidly evolving technological environment.

6. Future Directions

The company aims to further expand the use of AI in new machine models, increase its product range, and maintain its competitive edge through continuous innovation. Plans include enhancing chip intelligence to support a wider range of textiles and automating more aspects of the sewing process.
"Entre Máquinas de Coser" also intends to strengthen its strategic partnerships and explore opportunities in smart manufacturing ecosystems. These developments are expected to not only improve its operations but also inspire best practices in AI adoption for other SMEs in Spain's creative and manufacturing sectors.

SME #4	CASE TITLE:	How snapADDY Uses AI to Elevate CRM Data Quality and Sales Efficiency		
	SME Name:	snapADDY GmbH		
	Number of employees:	100	Years in operation:	10
	Sector:	B2B Sales Technology / Software-as-a-Service (SaaS)		

1. Overview and contents

This case study explores how the German software company snapADDY has successfully embedded AI into its suite of CRM automation tools, helping thousands of sales teams across Europe improve lead data quality, reduce manual work, and optimize commercial processes.

2. Background

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

snapADDY is a German SME based in Würzburg, founded in 2015, that focuses on providing intelligent software tools for sales teams. In recent years, companies across Europe—particularly in the B2B sector—have struggled with poor-quality CRM data and inefficient lead capture processes, which often result in missed opportunities and wasted time. Recognizing this widespread issue, snapADDY aimed to modernize sales workflows by automating data entry, enrichment, and reporting through AI-powered tools.

The company's vision was to empower lean sales teams to work faster and smarter, while maintaining control over data accuracy and compliance—an especially relevant challenge in the European business landscape, where SMEs dominate but often lack the capacity to implement complex tech solutions.

3. Approach and Implementation

To address these challenges, snapADDY integrated AI technologies into its core product ecosystem. Central to this effort is the AI-driven tool "snapADDY DataQuality," which intelligently captures, validates, and enriches contact data from various sources, ensuring that sales teams always work with up-to-date and accurate information. Another key product, "VisitReport," helps field representatives log their meetings and generate structured reports directly connected to their CRM systems, while "BusinessCards" uses computer vision and natural language processing to instantly digitize contact details from physical cards.

The implementation process was gradual and iterative. Rather than attempting a full transformation from the outset, snapADDY introduced AI in specific areas where clear efficiency gains were possible. Feedback from pilot customers was used to train and refine algorithms, particularly in parsing, deduplication, and enrichment tasks. The company's team ensured tight integration with widely used CRM platforms like Salesforce and Microsoft Dynamics, offering immediate usability and a low barrier to adoption. Alongside product development, snapADDY also prioritized data security and transparency, achieving ISO 27001 certification to assure customers of their commitment to compliance and safe data handling.

4. Results and Impact

The impact of these AI integrations has been substantial. Today, snapADDY supports over 3,800 companies, including major clients such as Siemens and Bosch. Customers report significant time savings in data entry and contact management, as well as improved campaign targeting and reduced administrative errors.

The automation of lead capture and enrichment not only enhances productivity but also contributes to a more reliable sales pipeline and better CRM health overall. The market has recognized this success—snapADDY was listed among Germany's top AI startups in sales by applied AI and included in Deloitte's Technology Fast 50 for innovation and growth.

INFINITIVITY DESIGN LABS · bfi · CALLIDUS · CONFIMI INDUSTRIA BASILICATA · fip Future In Perspective · POSTAL 3

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

5. Lessons Learned

Throughout its AI journey, snapADDY gained several valuable insights. First, tackling a well-defined and common pain point—low-quality CRM data—was essential for adoption and relevance. Second, the team learned that off-the-shelf AI components are rarely enough; careful customization and integration are required to make them deliver true business value.

Staff and clients were more likely to adopt new tools when the AI's purpose was clearly demonstrated and its limitations understood. The company also realized that building modular tools with interoperability in mind created long-term flexibility and scalability, which proved essential as client needs evolved.

6. Future Directions

Looking ahead, snapADDY is working on expanding the capabilities of its AI tools by incorporating more contextual data sources, such as social signals and behavioural intent, into lead profiles. They also aim to offer predictive features that help sales reps prioritize leads based on their likelihood to convert. The company is exploring further partnerships across Europe to increase reach and localize its tools for different markets. Its long-term vision includes developing a fully AI-augmented sales workflow that combines automation, insight generation, and human decision-making—an ambition that reflects broader trends in the digital transformation of European SMEs.

3. Conclusion

The analysis of AI implementation in Spanish SMEs reveals a growing but uneven adoption landscape, marked by high interest, but also by knowledge gaps, limited internal capabilities, and financial constraints. Despite these challenges, the examples examined demonstrate that strategic, well-scoped adoption of AI can deliver significant impact even for small organizations.

Clictic illustrates how a digital services company can enhance creative production and product competitiveness by integrating modular, customizable AI tools, especially when these tools are developed internally and iteratively. Bootcamp, on the other hand, showcases how AI can streamline lead management in marketing-intensive contexts, reducing human workload and increasing conversion potential through smart classification and routing systems. Entre Máquinas de Coser represents a micro-enterprise case where AI is used pragmatically to enrich user experience and personalize content, proving that even very small businesses can benefit from lightweight, cost-efficient AI integration when tied to a clear business objective. Finally, although snapADDY is

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

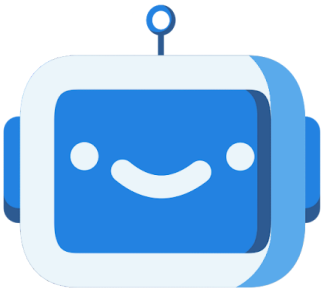
based in Germany, its relevance lies in showing how SMEs can become sectoral references in AI adoption through focused product development and strong alignment with client pain points.

Together, these cases confirm that the key to successful AI adoption is not scale, but clarity of purpose, flexibility, and a commitment to internal learning. They also reflect a broader trend in which modular, low-code/no-code tools and open APIs enable SMEs to take advantage of AI even without large technical teams. For Spain in particular, this points to the potential of fostering collaborative ecosystems, strengthening digital skills, and supporting experimentation to accelerate AI adoption among smaller enterprises, especially those with the agility to turn innovation into value quickly.

INFINITIVITY DESIGN LABS bfi CALLIDUS CONFIMI INDUSTRIA BASILICATA fip Future In Perspective POSTAL 3

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.



Bots4Business

POSTAL 3

INFINITIVITY DESIGN LABS

CONFIMI INDUSTRIA BASILICATA

bfi

CALLIDUS

fip Future In Perspective

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.