COMMUNITY SURVEY ON ICT USAGE AND E-COMMERCE IN ENTERPRISES 2014

Questionnaire

(Questions relating to the Benchmarking Framework 2011-2015 are marked with an asterisk *)

	Module A: Use of computers		
	(Scope: all enterprises)		
A1.	Does your enterprise use computers? (Filter question)	V =	No □
	Computers include Personal Computers, portable computers, tablets, other portable devices like Smartphones.	Yes □	-> go to X1
A2.	How many persons employed use computers for business purposes?		, ,
	- Optional	(Number)	
	If you can't provide this value,		
	Please indicate an estimate of the percentage of the total number of persons employed who use computers for business purposes. - Optional		%

	Module B: ICT specialists and skills		
	(Scope: enterprises with computers)		
B1.	Does your enterprise employ ICT specialists? ICT specialists are employees for whom ICT is the main job. For example, to develop, operate or maintain ICT systems or applications.	Yes □	No □
B2.	Did your enterprise provide any type of training to develop ICT related skills of the persons employed, during 2013?	Yes	No
	a) Training for ICT specialists Tick No if your enterprise didn't employ ICT specialists during 2013		
	b) Training for other persons employed		
В3.	Did your enterprise recruit or try to recruit ICT specialists, during 2013? (Filter question)	Yes □	No □ ->go to C1
B4.	During 2013, did your enterprise have vacancies for ICT specialists that were difficult to fill?	Yes □	No □

	Module C: Access and use of the Internet			
	(Scope: enterprises with Computers)			
C1.	Does your enterprise have access to the Internet? (Filter question)	Yes □	No □ -> go to E1 ¹	
C2 .	How many persons employed use computers with access to the Internet for business purposes?	(Number)		
	If you can't provide this value,			
	Please indicate an estimate of the percentage of the total number of persons employed who use computers with access to the Internet for business purposes.	%		
	Computers include Personal Computers, portable computers, tablets, other portable devices like Smartphones.			
	Use of a fixed broadband connection to the Internet for bu	siness pu	rposes	
C3.	Does your enterprise use DSL or any other type of fixed broadband connection to the Internet? (e.g. ADSL, SDSL, VDSL, fiber optics technology (FTTH), cable technology, etc.) (add national examples for public Wi-Fi, WiMax, etc) (Filter question)	Yes □	No □ -> go to C5	
C4.	What is the maximum contracted download speed of the fastest fixed Internet connection of your enterprise? (Tick only one)			
	a) less than 2 Mbit/s			
	b) at least 2 but less than 10 Mbit/s			
	c) at least 10 but less than 30 Mbit/s			
	d) at least 30 but less than 100 Mbit/s			
	e) at least 100 Mbit/s			
	Use of a mobile connection to the Internet for business pu	•		
	A mobile connection to the Internet means the usage of portable devices of through mobile telephone networks for business purposes. Enterprises proving pay for all or at least up to a limit, the subscription and the use costs.			
C5.	Does your enterprise use any of the following types of mobile connection (via mobile telephone networks) to the Internet?	.,		
*		Yes	No	
	a) (⁵) Mobile broadband connection via a portable device using mobile telephone networks (so called 3G or 4G) e.g. via portable computers or other portable devices like Smartphones			
	a1) via portable computer using mobile telephone networks (so called 3G or 4G) e.g. notebook, netbook, laptop, tablet, etc Optional			
	 a2) via other portable devices like Smartphones, using mobile telephone networks (so called 3G or 4G) Optional 			
	b) Other mobile connection using e.g. GSM, GPRS, EDGE			

Routing to E1. Module D is only for enterprises with C1=Yes i.e. enterprises with access to the Internet For indicator B10 of the benchmarking framework – annual For indicator B11 of the benchmarking framework - annual For indicator B11 of the benchmarking framework - annual Optional questions C5 a1), C5 a2) should start with "Mobile connection via ..." when used without C5 a)

C6. *6*7	How many persons employed use a portable device provided by the enterprise, that allows Internet connection via mobile telephone networks, for business purposes? (e.g. portable computers, tablets or other portable devices like Smartphones) If you can't provide this value, Please indicate an estimate of the percentage of the total number of persons employed who use a portable device provided by the enterprise, that allows Internet connection via mobile telephone networks, for business purposes? (e.g. portable computers, tablets or other portable devices like Smartphones)	(Number)	
	Use of a Website		
C7.	Does your enterprise have a Website? (Filter question)	Yes □	No □ -> go to C9
C8.	Does the Website have any of the following?	Yes	No
	a) Description of goods or services, price lists Optional		
	*9 b) Online ordering or reservation or booking, e.g. shopping cart		
	c) Possibility for visitors to customise or design online goods or services - Optional		
	d) Tracking or status of orders placed - Optional		
	e) Personalised content in the website for regular/repeated visitors - Optional		
	f) Links or references to the enterprise's social media profiles - Optional		
	g) A privacy policy statement, a privacy seal or a website safety certificate - Optional		
	h) Advertisement of open job positions or online job application - Optional		
	i) Electronic submission of complaints (i.e. via e-mail, web form, etc.)		
	Use of Social Media		
	Enterprises <u>using</u> social media are considered those that have a user profile license depending on the requirements and the type of the social media.	, an accoun	t or a user
C9.	Does your enterprise use any of the following social media? (not solely used for paid adverts) (add national examples; replace existing examples if necessary) - Optional a)b)c)d)	Yes	No
	a) Social networks (e.g. Facebook, LinkedIn, Xing, Viadeo, Yammer, etc.)		
	b) Enterprise's blog or microblogs (e.g. Twitter, Present.ly, etc.)		
	c) Multimedia content sharing websites (e.g. YouTube, Flickr, Picasa, SlideShare, etc.)		
	d) Wiki based knowledge sharing tools		

For indicator B12 of the benchmarking framework - annual For indicator B13 of the benchmarking framework - annual Routing may need to change; C9, C10 and C11 are optional For indicator D7 of the benchmarking framework - annual

	Other use of the Internet		
C10.	Do any persons employed have remote access to the enterprise's e-mail system, documents or applications? - Optional	Yes	No □
C11.	Does your enterprise pay to advertise on the Internet? (e.g. adverts on search engines, on social media, on other websites, etc.) - Optional	Yes	No
Module D: Use of cloud computing services			
	(Scone: enterprises with access to the Internet)		

Cloud computing refers to ICT services that are used over the Internet to access software, computing power, storage capacity etc.;

where the services have all of the following characteristics:

- are delivered from **servers** of service providers
- can be easily **scaled** up or down (e.g. number of users or change of storage capacity)
- can be used on-demand by the user, at least after the initial set up (without human interaction with the service provider)
- are paid for, either per user, by capacity used, or they are pre-paid

Cloud computing may include connections via Virtual Private Networks (VPN)

D1.	Does your enterprise buy any cloud computing services used over the Internet? (Please refer to the definition of cloud computing above, exclude free of charge services) (Filter question)	Yes	No ->go to D6 or E1
D2.	Does your enterprise buy any of the following cloud computing services used over the Internet?	Yes	No
	(Please refer to the definition of cloud computing above, exclude free of charge services)		
	a) E-mail (as a cloud computing service)		
	b) Office software (e.g. word processors, spreadsheets, etc.) (as a cloud computing service)		
	c) Hosting the enterprise's database(s) (as a cloud computing service)		
	d) Storage of files (as a cloud computing service)		
	e) Finance or accounting software applications (as a cloud computing service)		
	f) Customer Relationship Management (CRM, software application for managing information about customers) (as a cloud computing service)		
	g) Computing power to run the enterprise's own software (as a cloud computing service)		
D3.	Does your enterprise buy any cloud computing services delivered from: (Please refer to the definition of cloud computing above, exclude free of charge services)	Yes	No
	a) shared servers of service providers		
	b) servers of service providers exclusively reserved for your enterprise		

D4.	Do any of the following factors limit your enterprise from using cloud computing services?					Yes No	
	(Please refer to the definition of cloud computing above, exclude free of c	harge servic	es)				
	a) Risk of a security breach						
	b) Problems accessing data or software						
	c) Difficulties in unsubscribing or changing service provider (included with data portability)	ling concer	ns				
	d) Uncertainty about the location of the data						
	e) Uncertainty about applicable law, jurisdiction, dispute resolution	mechanis	m				
	f) High cost of buying cloud computing services						
	g) Insufficient knowledge of cloud computing						
			ı		,		
D5.	To what degree were any of the following benefits realised from using cloud computing services? (Please refer to the definition of cloud computing above, exclude free of charge services) - Optional a) b) c)	To a high degree	-	some egree	lin	o a nited gree	Not at all
	a) Reduction of ICT related costs						
	b) Flexibility due to scaling cloud computing services up or down						
	c) Easy and quick deployment of solutions based on cloud computing						
	-> Go to E1						
D6.	(To be answered only if D1 = "No") Do any of the following factors prevent your enterprise from using cloud computing services? (Please refer to the definition of cloud computing above, exclude free of charge services) - Optional a) b) c) d) e)				Yes		No
	a) Risk of a security breach						
	b) Uncertainty about the location of the data						
	c) Uncertainty about applicable law, jurisdiction, dispute resolution	mechanis	m				
	d) High cost of buying cloud computing services						
	e) Insufficient knowledge of cloud computing						

	Module E: Sharing of information electronically within	the enter	prise	
	(Scope: enterprises with Computers)			
	An ERP (Enterprise Resource Planning) is a software package used to mana information among different functional areas (e.g. accounting, planning, produ			
E1. * ¹⁰	Does your enterprise use an ERP software package?	Yes □	No □	
	CRM (Customer Relationship Management) refers to any software ap information about customers	pplication for	managing	
E2. * ¹¹	Does your enterprise use CRM software to manage:	Yes	No	
	a) the collection, storing and making available information about customers to various business functions			
	(*) b) the analysis of information about customers for marketing purposes. (e.g. setting prices, sales promotion, choosing distribution channels, etc.)			
	Module F: Use of EDI-type messages suitable for autom (Scope: enterprises with Computers)	nated prod	cessing	
	Electronic transmission of data suitable for automated processing - often called Electronic Data Interchange (EDI) - means: - sending and/or receiving of messages (e.g. payment transactions, tax declarations, orders, etc.) - in an agreed or standard format suitable for automated processing, e.g. EDI, EDIFACT, XML, xCBL, cXML, ebXML, ODETTE, TRADACOMS, - without the individual message being typed manually [please add national examples]			
F1 * 12, 13	Does your enterprise send or receive EDI-type messages suitable for automated processing for?	Yes	No	
	a) Payment instructions to financial institutions			
	b) Data to/from public authorities (e.g. tax returns, statistical data, import or export declarations [please add national examples])			

For indicator D1 of the benchmarking framework

11 For indicator D8 of the benchmarking framework (biennial 2014)

12 For indicator D3 of the benchmarking framework

13 For indicator D3, D4 of the benchmarking framework

	Module G: Sharing Supply Chain Management Infor	mati	on	
	electronically (Scope: enterprises with Computers)			
	Sharing information electronically on Supply Chain Management means exchanging all types of information with suppliers and/or customers about the availability, production, development and distribution of goods or services. This information may be exchanged via websites, networks or other means of electronic data transfer, but it excludes manually typed e-mail messages.			
G1.* ¹⁴	Does your enterprise share supply chain management information electronically with its suppliers or customers? (e.g. information on inventory levels, production plans, planning or progress in the provision of services, demand forecasts or progress of deliveries, etc.). (Filter question)	Y	es □	No □ -> go to H1
G2.	How does your enterprise share supply chain management information electronically?		.,	
	•		Yes	No
	a) via websites (yours, those of your business partners) or web portals			
	b) via electronic transmission suitable for automated processing (e.g. EDI-type systems, XML, EDIFACT, etc.)			
	Module H: Use of Radio Frequency Identification (RFID) technologies (Scope: enterprises with Computers)			
	Radio Frequency identification technologies (RFID) means: - an automated identification method to store and remotely retrieve data us transponders, An RFID tag is a device that can be applied to or incorporated into a produtransmits data via radiowaves. [please add national examples]		_	d
H1.* ¹⁵	Does your enterprise make use of Radio Frequency Identification instruments for the following purposes?			
			Yes	No
	a) Person identification or access control			
	b) As part of the production and service delivery process (e.g. monitoring and control of industrial production, supply chain and invertracking; service, maintenance or asset management, etc.)	ntory		
	c) For product identification after the production process (e.g. theft control, counterfeiting, allergen information, etc.)			

For indicator D4 benchmarking framework (annual)

15 For indicator D6 of the benchmarking framework (biennial - 2014)

Module I: Electronic invoicing (Scope: enterprises with Computers) There are invoices in paper form and electronic form. Invoices in electronic form are of two types: - elnvoices in a standard structure suitable for automated processing. (e.g. EDI, UBL, XML, [please add national examples]). They are exchanged either directly or via service operators or via an electronic banking system. - Invoices in electronic form not suitable for automated processing. (e.g. e-mails, e-mail attachment as pdf, images in TIF, JPEG or other format) If you cannot provide the exact percentages an approximation will suffice. 11. Did your enterprise send invoices to other enterprises or public No □ authorities during 2013? Yes □ >-go to I3 (Filter question) 12. Of all invoices the enterprise sent to other enterprises or public (%) authorities during 2013, what percentage was sent as: a) elnvoices in a standard structure suitable for automated processing? % 11 1.1 1.1 (e.g. EDI, UBL, XML, please add national examples) b) Invoices in electronic form not suitable for automated processing? Ш ш % (e.g. emails, e-mail attachment as pdf, images in TIF, JPEG or other c) Invoices only in paper form? Ш % TOTAL 1 0 % 0 **I3**. Of all invoices the enterprise received during 2013, what percentage (%) was received as: a) elnvoices in a standard structure suitable for automated processing? % (e.g. EDI, UBL, XML, please add national examples) b) Invoices in paper form or in electronic form not suitable for automated processing? % (e.g. emails, e-mail attachment as pdf, images in TIF, JPEG or other

1

0

0

%

format)
TOTAL

	Module J: e-Commerce			
	(Scope: enterprises with Computers)			
	e-Commerce is the sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders.			
	The payment and the delivery of the goods or services do not have to be con-	ducted on	ine.	
	e-Commerce transactions exclude orders made by manually typed e-mail me	essages.		
	e-Commerce Sales In the following questions please report separately for web sales and EDI-type	e sales		
	Web sales Web sales are sales made via an online store (web shop) or via web forms of	on a webs	ite c	or extranet.
J1. * ¹⁶	During 2013, did your enterprise <i>receive</i> orders for goods or services placed via a website?	Yes □		No □
	(excluding manually typed e-mails)			-> go to J5
12	(Filter question)			
J2. * ¹⁷	Please state the value of the turnover resulting from orders <i>received</i> that were placed via a website (in monetary terms, excluding VAT), in 2013.	(Natio	onal	currency)
	If you can't provide this value,			
	Please indicate an estimate of the percentage of the total turnover resulting from orders <i>received</i> that were placed via a website, in 2013.			%
J3.	Please provide a percentage breakdown of the turnover from orders <i>received</i> that were placed via a website in 2013 by type of customer. (estimates in percentage of the monetary values, excluding VAT)			
	a) B2C (Sales to private consumers)		Ц	⊔ %
	b) B2B (Sales to other enterprises) and B2G (Sales to public authorities)		Ц	⊔ %
	c) TOTAL	1	0	0 %
J4.	Which of the following means of payment are accepted for sales via a website?	Yes		No
	a) Online payment, i.e. payment integrated in the ordering transaction (e.g. credit, debit card, direct debit authorisation, via 3rd party accounts)			
	b) Offline payment, i.e. payment process is not included in the ordering transaction (e.g. cash on delivery, bank transfer, cheque payment, other not online payment)			

For indicators D10, D11 of the benchmarking framework For indicator D9 of the benchmarking framework

	EDI-type sales			
	EDI-type sales are sales made via EDI-type messages (EDI: Electronic Data in	nterchange) r	neaning:	
	- in an agreed or standard format suitable for automated processing (e.g. EDI	FACT, UBL,	XML,)	
	 without the individual messages being typed manually 			
J5. * ¹⁸	During 2013, did your enterprise <i>receive</i> orders for goods or services placed via EDI-type messages? (Filter question)	Yes □	No □ -> go to J7	
J6. * ¹⁹	Please state the value of the turnover resulting from orders received that were placed via EDI-type messages (in monetary terms, excluding VAT), in 2013.	(National cu	rrency)	
	If you can't provide this value,			
	Please indicate an estimate of the percentage of the total turnover resulting from orders <i>received</i> that were placed via EDI-type messages, in 2013.		%	
	e-Commerce purchases			
	e-Commerce purchases are purchases made via any of the following ways:			
	 via an online store (web shop) or via web forms on a website or an extranet of another enterprise, 			
	 via EDI-type messages (EDI: Electronic Data Interchange) which means m 	via EDI-type messages (EDI: Electronic Data Interchange) which means messages in an agreed or standard format suitable for automated processing (e.g. EDIFACT, UBL, XML etc.) without the		
	[Purchases of goods or services include the value of all goods and services particles accounting period for resale or consumption in the production process, excluding consumption of which is registered as consumption of fixed capital.]	rocess, <u>excluding</u> capital goods the		
J7. * ²⁰	During 2013, did your enterprise place orders for goods or services via a website or EDI-type messages? (Excluding manually typed e-mails)	Yes □	No □ -> go to X1	
J8.	During 2013, did your enterprise <i>place</i> orders for goods or services via a website? -Optional	Yes □	No □	
J9. *21	During 2013, did your enterprise <i>place</i> orders for goods or services via EDI-type messages? -Optional	Yes □	No □	
J10 * ²²	During 2013, was the value of the orders that your enterprise placed electronically <u>equal or more than 1%</u> of the total purchases' value? (in monetary terms, excluding VAT)	Yes □	No □	
		•	1	

	Module X: Background information*23		
	(X1-X3) available in some countries from SBS, the business register or administrative data and thus not to be included; latest available information should be provided		
X1.	Main economic activity of the enterprise, during 2013		
X2.	Average number of persons employed, during 2013		
Х3.	Total turnover (in value terms, excluding VAT), for 2013		

For indicator D10, D11, D3 of the benchmarking framework For indicator D9 of the benchmarking framework For indicator D11 of the benchmarking framework For indicators D3 and D4 of the benchmarking framework For indicator D11 of the benchmarking framework For background information of the benchmarking framework