



PRESS RELEASE

SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND E-COMMERCE IN ENTERPRISES: 2015

In the framework of the policy implemented by ELSTAT in order to provide users with an increasingly larger part of the results of its statistical works and, more generally, broader and more comprehensive statistical information, ELSTAT, through this Press Release, has launched, since 2014, the yearly publication of data deriving from the survey on the use of information and communication technologies and e-commerce in enterprises.

BACKGROUND AND PURPOSE OF THE SURVEY

The survey is a yearly sample survey and is conducted in the framework of Regulation (EC) No 808/2004 of the European Parliament and of the Council concerning information society statistics and pursuant to Commission Regulation (EU) No 1196/2014 implementing the above Regulation.

The survey helps collecting data on the use of information and communication technologies by the enterprises and more specifically data on computer use, internet access and ubiquitous internet access, sharing of information electronically within the enterprise, e-commerce (receipt of orders and sales made over the internet), etc.

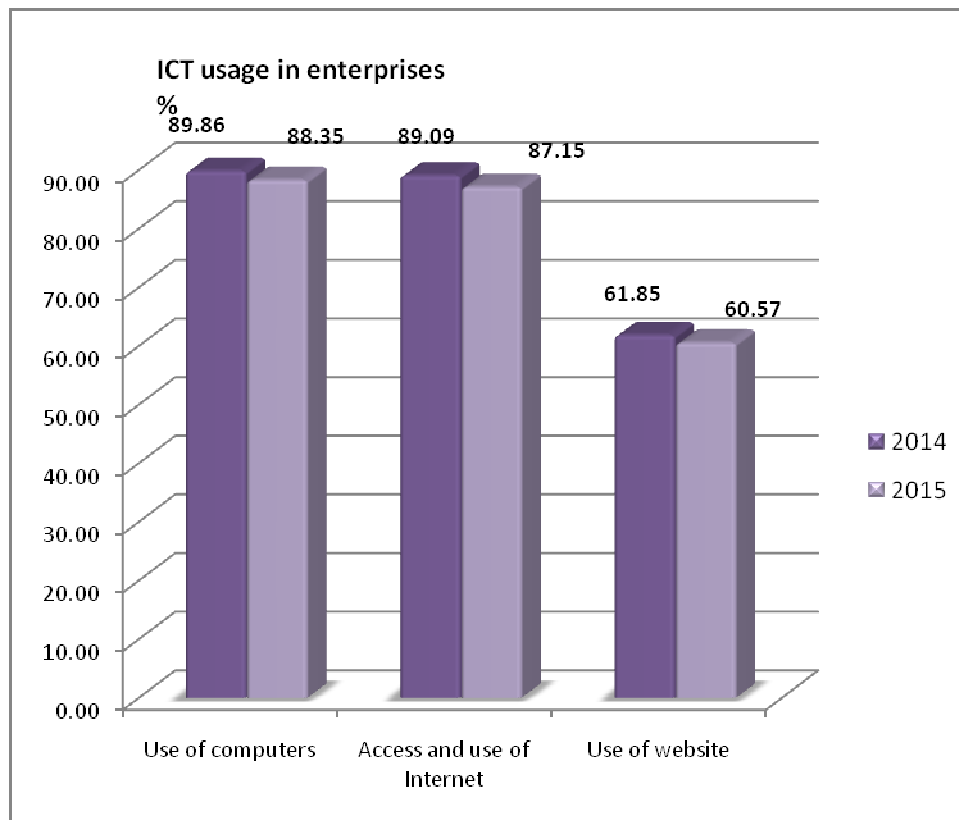
In 2015, the survey was conducted on a final sample of 3,115 enterprises, employing ten persons or more, throughout Greece.

USE OF COMMUNICATION AND INFORMATION TECHNOLOGIES (ICT) IN ENTERPRISES

Available survey data indicate that in 2015, 20,519 out of 23,225 enterprises, or 88.35%, used computers. Computers include personal computers, portable computers, tablets, other small portable devices (PDA) and smartphones.

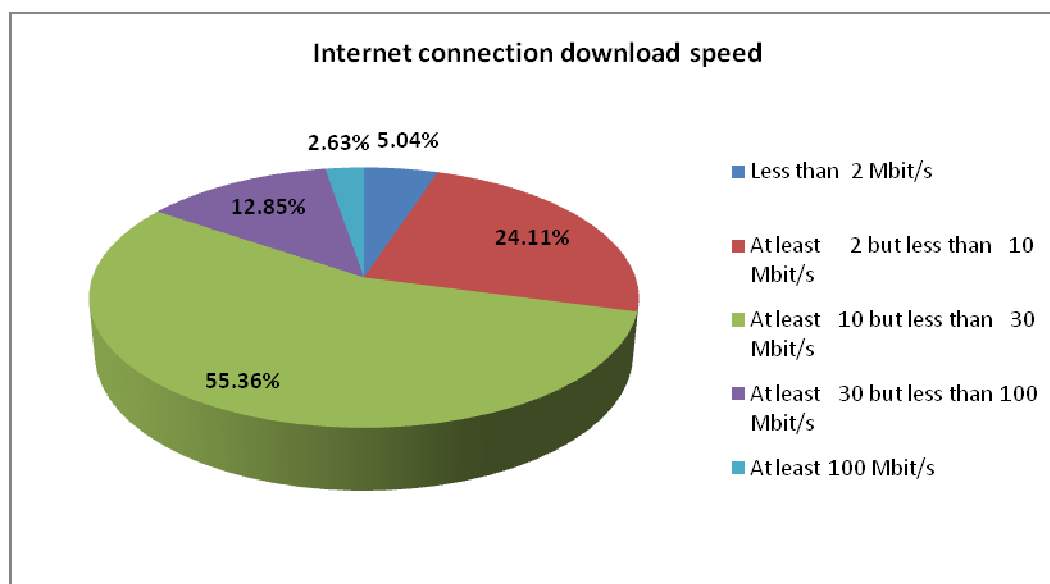
Out of a total of 20,519 enterprises that used computers, 20,240 enterprises, 87.15%, had access to the internet. Moreover, 14,067 of them had their own website, representing 60.57% of the total of enterprises.

The following graph depicts the above data for the year 2015, compared with the corresponding data for the year 2014.



Out of a total of 20,240 enterprises that had access to the internet in 2015, 19,528 enterprises used DSL or other type of fixed broadband connection to the Internet (e.g. ADSL, SDSL, VDSL, fiber optics technology -FTTH, cable technology, WiFi, etc.)

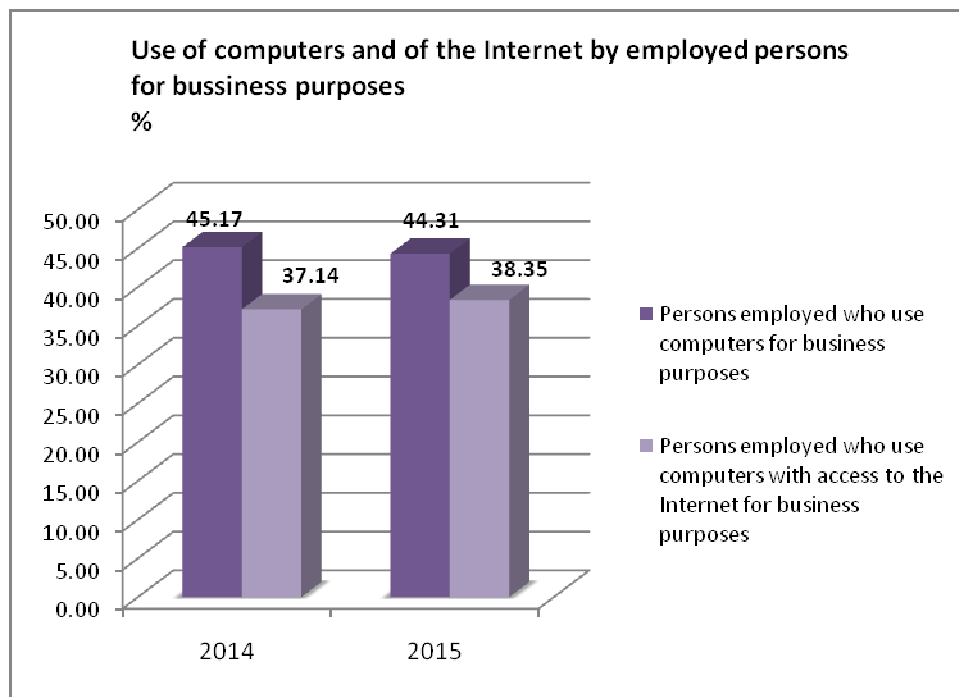
As regards the maximum contracted download speed used by the enterprises for their fixed broadband connection to the Internet, the relevant data are presented in the following graph.



EMPLOYED PERSONS USING COMPUTERS AND THE INTERNET FOR BUSINESS PURPOSES

In 2015, out of a total of 801,992 employed persons, 355,367 of them (44.31%) used computers for business purposes and 307,555 employed persons (38.35%) had access to the Internet for business purposes.

The above data and the corresponding data for 2014 figure in the following graph.



CLOUD COMPUTING SERVICES

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

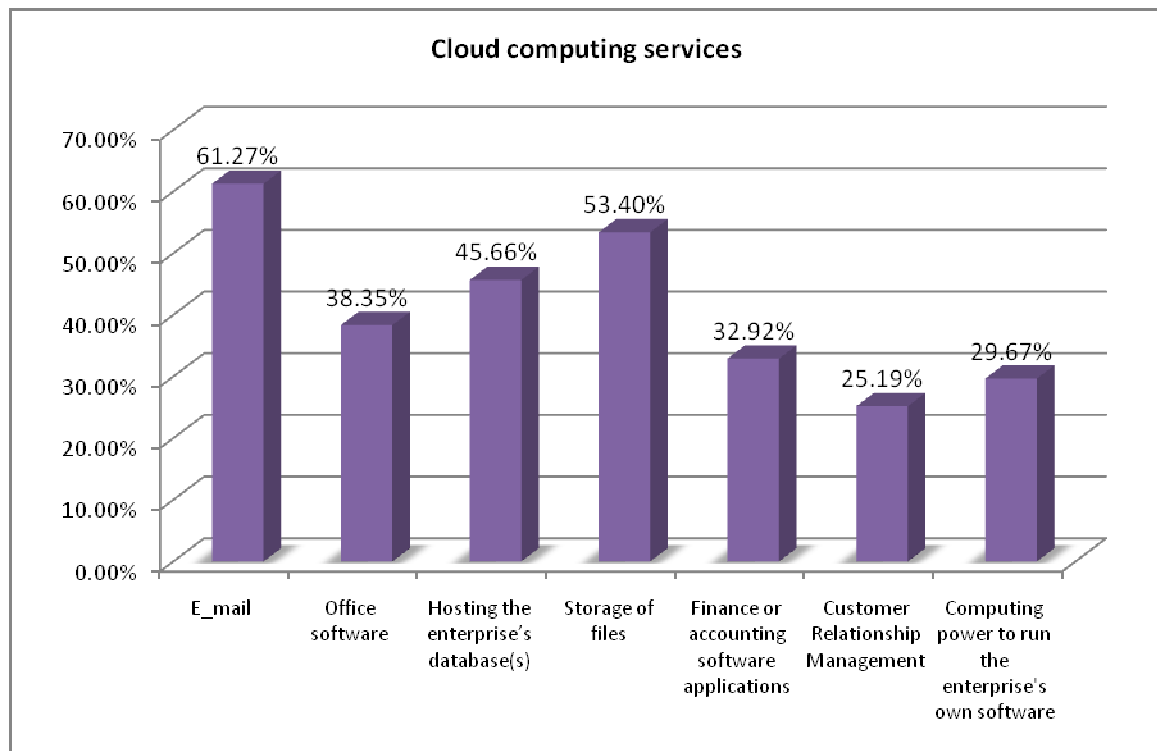
Cloud computing may include connections via Virtual Private Networks (VPN).

Out of 20,519 enterprises reporting having access to the Internet, 2,120 enterprises, or 10.33%, reported having bought cloud computing services.

As regards the distribution of cloud computing services bought by the enterprises (excluding services provided for free) by type of service, the following are observed: the cloud computing services mostly used by enterprises are e-mails with 61.27% and storage of files with 53.40%, while Customer Relationship Management (CRM, software application for

managing information about customers) is the cloud computing service less used by the enterprises, with 25.19%.

It should be noted that the enterprises could give more than one answers to this question.



E-COMMERCE

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 conducted online.

E-Commerce transactions may take place through a website or by means of sharing of information electronically within the enterprise.

E-Commerce transactions exclude orders made by manually typed e-mail messages.

The enterprises belonging to the financial sector are out of the scope of the survey as regards e-commerce.

1. Web sales

Web sales are sales made via a website (web shop)- irrespective the mode of internet access- or via EDI-type messages.

Out of 23,225 enterprises surveyed in 2015, with a total turnover of 214,119,004,480 euros, 1,555 enterprises, or 6.70%, reported having received orders via a website and the turnover for these sales amounted to 1,805,589,965 euros, representing 0.84% of total turnover.

For the enterprises surveyed in 2014, the corresponding percentages are 9.23% and 1.59%, respectively.

2. E-commerce purchases

E-commerce purchases are the purchases made via a website (web shop)- irrespective the mode of internet access- or via EDI-type messages.

Out of 23,225 enterprises surveyed in 2015, 2,597 enterprises, or 11.18%, reported having purchased via a website, while the corresponding share for 2014 was 13.66%.

EXPLANATORY NOTES

Survey on the Use of Information and Communication Technologies and e-Commerce in enterprises	<p>The Survey on the Use of Information and Communication Technologies and e-Commerce in enterprises is part of the European Statistical Programme, in which all EU-countries participate. The main purpose of this survey is to study, at European and national level, the degree of ICT usage in enterprises. The survey was conducted by means of sending by post the survey questionnaire to the enterprises and by personal visits paid by external statistical interviewers to the enterprises that had not responded. In addition, a relevant web application is available on the website of ELSTAT for the electronic submission of data.</p>
Legal basis	<p>The survey is conducted in the framework of Regulation (EC) No 808/2004 of the European Parliament and of the Council concerning statistics on the information society and pursuant to Commission Regulation (EU) No 1196/2014 implementing the above Regulation.</p>
Reference period	<p>The reference period is the year 2015.</p>
Coverage	<p>The survey covered all the enterprises in Greece, employing 10 persons and over.</p>
Methodology	<p>The one-stage stratified sampling was adopted for the survey. The primary sampling unit was the enterprise employing 10 persons and over.</p> <p>The main stratification criteria are the following :</p> <ul style="list-style-type: none">• The Region (NUTS 2)• NACE Rev.2 classes,• Size class of the enterprise (1, 2, 3, 4 and 5)
Variables of the survey	<p>The main variables of the survey are:</p> <ul style="list-style-type: none">• Use of computers• ICT specialists employed by the enterprise• Access and use of the Internet• Enterprise website and use of this website• Cloud computing services• Web sales• E-commerce purchases
References	<p>More information on the survey Use of Information and Communication Technologies and e-Commerce in enterprises (tables, graphs, methodology, etc) is available on the webpage of the Hellenic Statistical Authority, www.statistics.gr, Section: Industry, Commerce, Services, Transportations > Use of Information and Communication Technologies (ICT).</p>