



**HELLENIC REPUBLIC**

**HELLENIC STATISTICAL AUTHORITY**

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## **PRESS RELEASE**

### **SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND E-COMMERCE IN ENTERPRISES: 2014**

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, is launching the yearly publication of data deriving from the Survey on the Use of Information and Communication Technologies and E-commerce in Enterprises, with first reference year the year 2014. For comparability reasons, data for 2013 are also made available.

#### **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 859/2013 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.

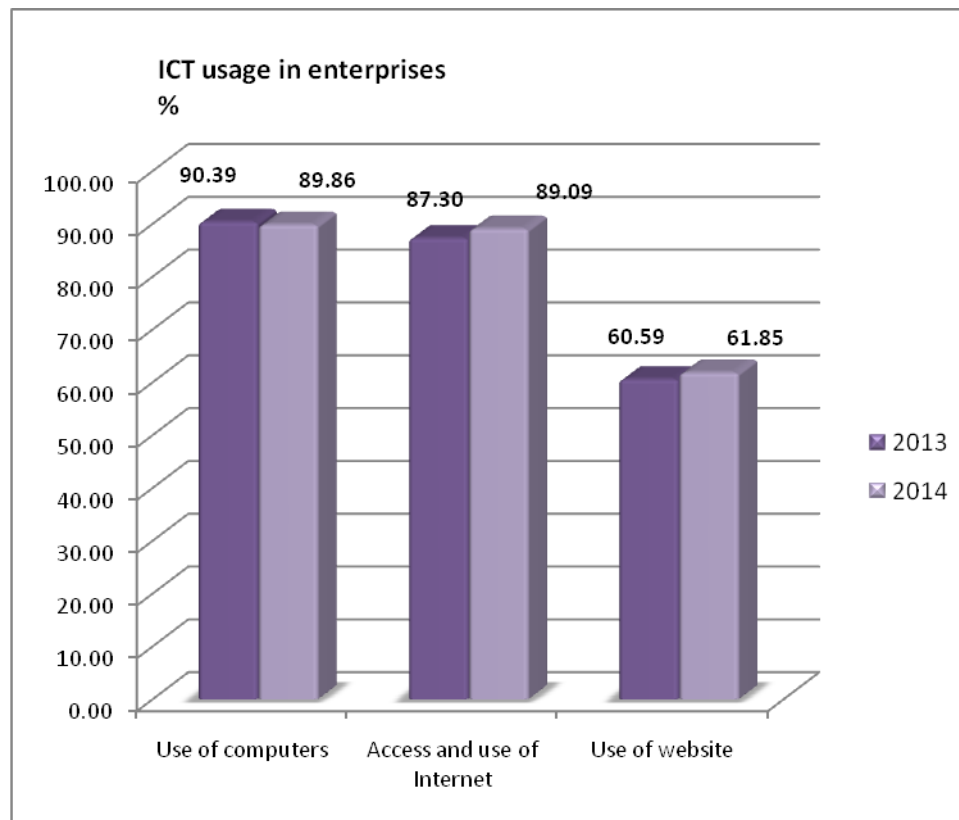
In 2014, the survey was conducted on a final sample of 3,295 enterprises, employing ten persons or more, throughout Greece.

#### **USE OF COMMUNICATION AND INFORMATION TECHNOLOGIES (ICT) IN ENTERPRISES**

Available survey data indicate that in 2014, 20,756 out of 23,098 enterprises, or 89.86%, used computers. Computers include personal computers, portable computers, tablets, other small portable devices (PDA) and smartphones.

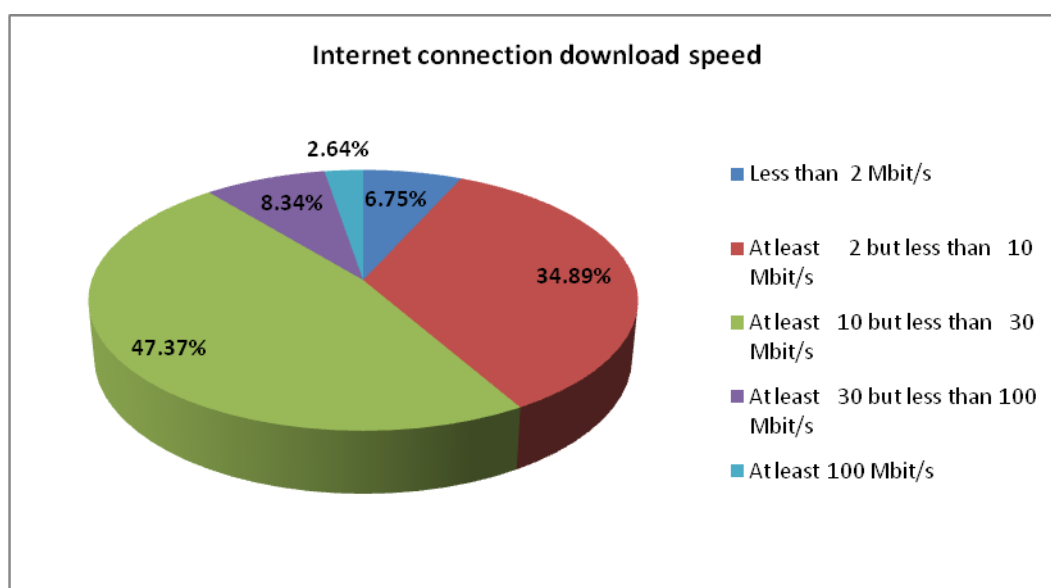
Out of a total of 20,756 enterprises that used computers, 20,578 enterprises, 89.09%, had access to the Internet. Moreover, 14,287 of them had their own website, representing 61.85% of the total of enterprises.

The following graph depicts the above data for the year 2014, compared with the corresponding data for the year 2013.



Out of a total of 20,578 enterprises that had access to the Internet in 2014, 20,022 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.)

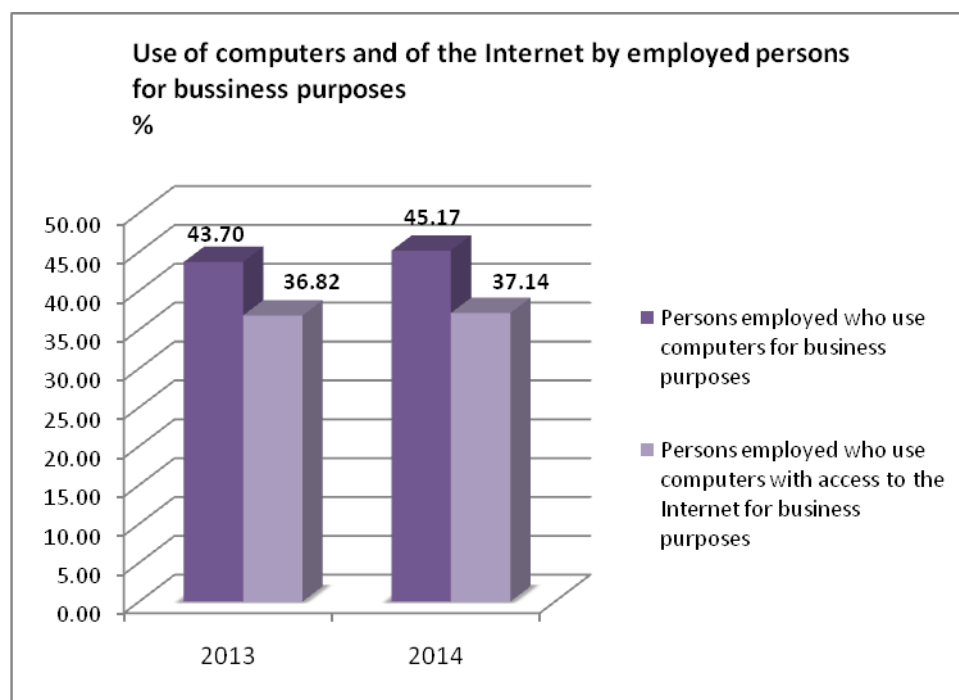
As regards the maximum contracted download speed used by the enterprises for their fixed broadband connection to the Internet, the relevant data are presented in the following graph.



## EMPLOYED PERSONS USING COMPUTERS AND THE INTERNET FOR BUSINESS PURPOSES

In 2014, out of a total of 872,098 employed persons, 393,893 of them (45.17%) used computers for business purposes and 323,864 employed persons (37.14%) had access to the Internet for business purposes.

The above data and the corresponding data for 2013 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).

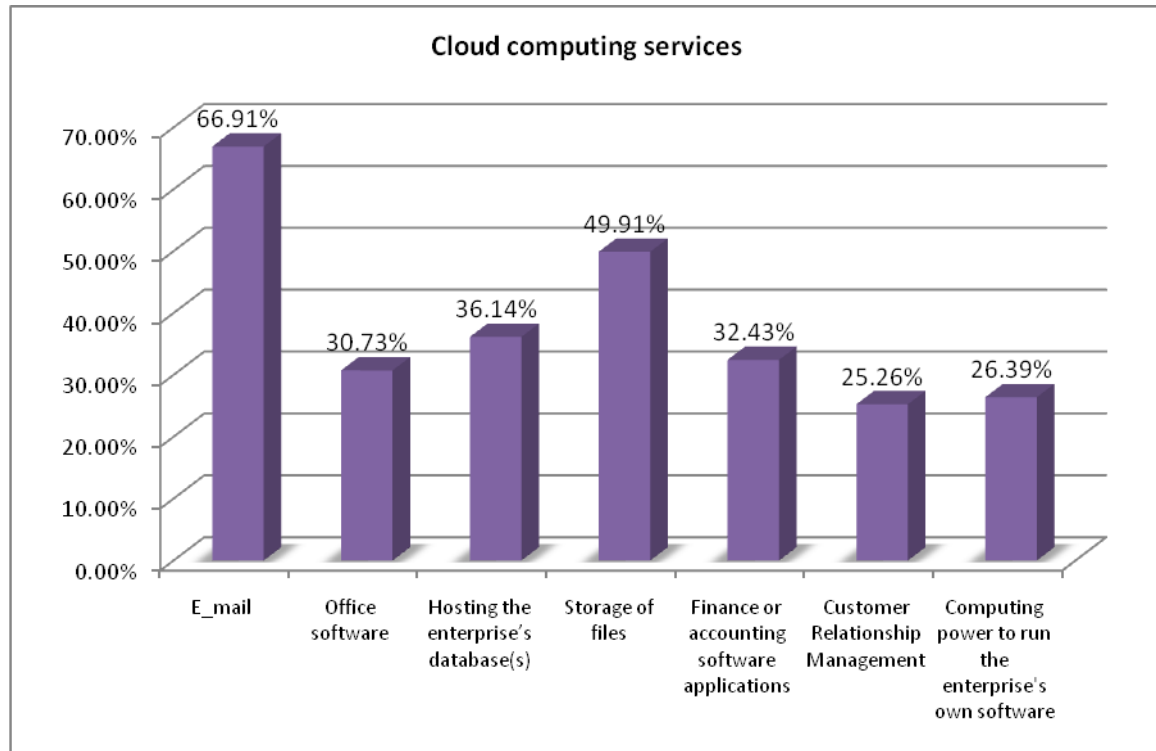
Questions referring to the use of cloud computing services were included for the **first time** in the survey questionnaire in 2014.

Out of 20,578 enterprises reporting having access to the Internet, 1,756 enterprises, or 8.54%, 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 66.91% and storage of files with 49.91%, while Customer Relationship Management (CRM, software application for managing information about customers) is the cloud computing service less used by the enterprises, with 25.26%.

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



### Satisfaction from using cloud computing services

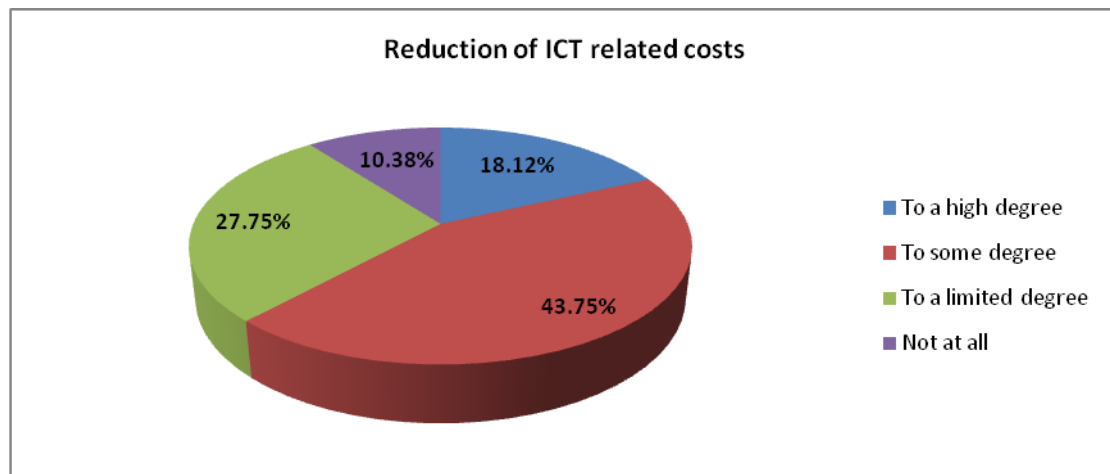
The benefits of using cloud computing services can be classified into the following three categories:

1. Reduction of ICT related costs
2. Flexibility due to scaling cloud computing services up or down
3. Easy and quick deployment of solutions based on cloud computing

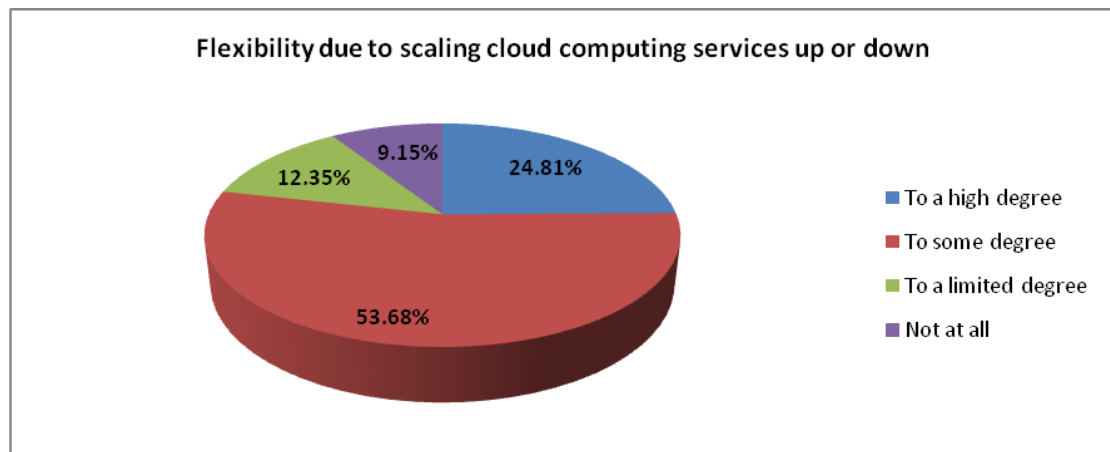
The surveyed enterprises were asked to report to what degree (to a high degree / to some degree / to a limited degree / not at all) any of the above benefits were realised from using cloud computing services.

The answers reported by the enterprises for every category of the above benefits are illustrated in the following graphs.

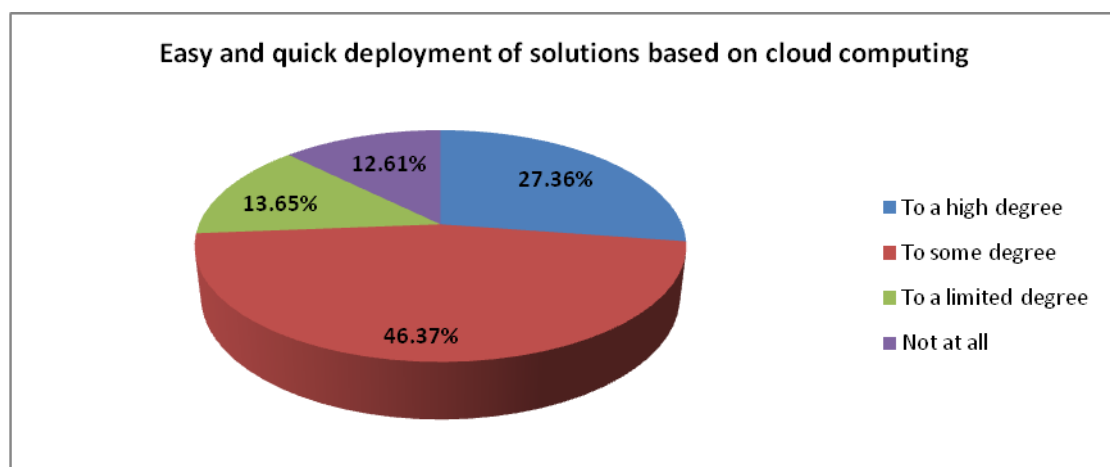
### 1<sup>st</sup> category



### 2<sup>nd</sup> category



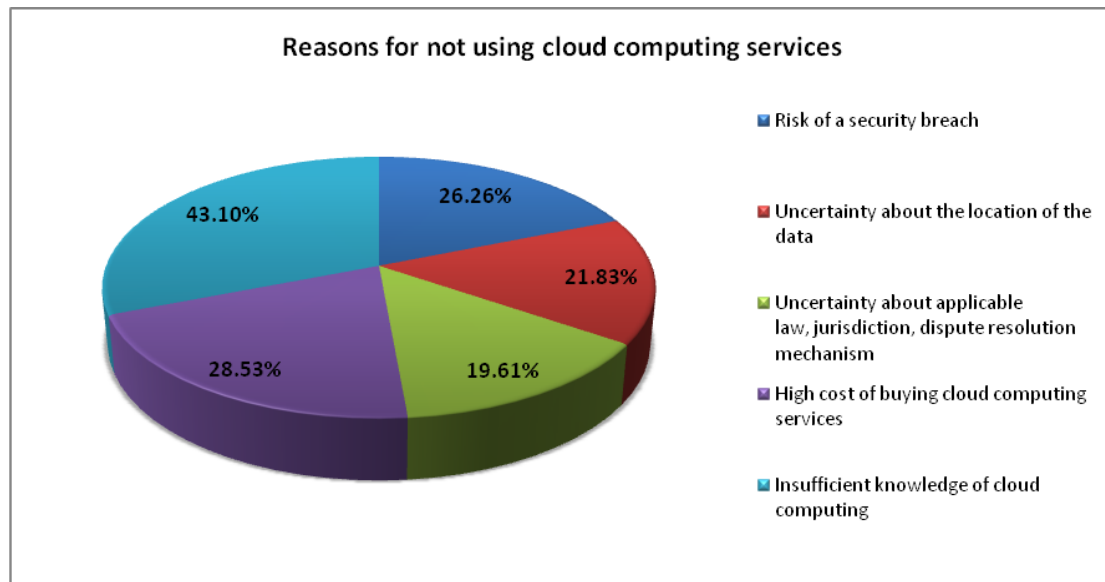
### 3<sup>rd</sup> category



### Reasons for not using cloud computing services

Out of 20,578 enterprises reporting having access to the Internet, 18,822 enterprises, or 91.45%, have not bought any cloud computing services.

When asked which factors prevented them from using cloud computing services, 43.1% of the enterprises reported insufficient knowledge of cloud computing.



## 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 23,098 enterprises surveyed in 2014, with a total turnover of 219,830,219,941 euros, 2,132 enterprises, or 9.23%, reported having received orders via a website and the turnover for these sales amounted to 3,504,355,491 euros, representing 1.59% of total turnover. The corresponding percentage shares for 2013 are 9.12% and 1.21%, 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 23,098 enterprises surveyed in 2014, 3,154 enterprises, or 13.66%, reported having purchased via a website, while the corresponding share for 2013 was 18.14%.

## EXPLANATORY NOTES

<b>Survey on the Use of Information and Communication Technologies and e-Commerce in Enterprises</b>	<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 (<a href="http://www.statistics.gr">www.statistics.gr</a>) for the electronic submission of data.</p>
<b>Legal basis</b>	<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 859/2013 implementing the above Regulation.</p>
<b>Reference period</b>	<p>01/01/2014 to 15/09/2014.</p>
<b>Coverage</b>	<p>The survey covered all the enterprises in Greece, employing 10 persons and over.</p>
<b>Methodology</b>	<p>The one-stage stratified sampling was adopted for the ICT 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"><li>– The Region (NUTS 2),</li><li>– NACE Rev.2 classes,</li><li>– Size class of the enterprise (1, 2, 3, 4 and 5).</li></ul>
<b>Variables of the survey</b>	<p>The main variables of the survey are:</p> <ul style="list-style-type: none"><li>– Use of computers,</li><li>– ICT specialists employed by the enterprise,</li><li>– Access and use of the Internet,</li><li>– Enterprise website and use of this website,</li><li>– Cloud computing services,</li><li>– Web sales,</li><li>– E-commerce purchases.</li></ul>
<b>References</b>	<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, <a href="http://www.statistics.gr">www.statistics.gr</a>, Section: Statistical Themes &gt; Technology – Information Society.</p>