

COMMUNITY SURVEY ON ICT USAGE AND E-COMMERCE IN ENTERPRISES

2017

General outline of the survey

Sampling unit:	Enterprise.
Scope / Target Population:	<p>Economic activity:</p> <p>Enterprises classified in the following categories of NACE Rev. 2:</p> <ul style="list-style-type: none"> - Section C – <i>“Manufacturing”</i>; - Section D, E – <i>“Electricity, gas, steam and air conditioning supply”</i> <i>“Water supply, sewerage, waste management and remediation activities”</i>; - Section F – <i>“Construction”</i>; - Section G – <i>“Wholesale and retail trade; repair of motor vehicles and motorcycles”</i>; - Section H – <i>“Transportation and storage”</i>; - Section I – <i>“Accommodation and food service activities”</i>; - Section J – <i>“Information and communication”</i>; - Section L – <i>“Real estate activities”</i>; - Division 69 - 74 – <i>“Professional, scientific and technical activities”</i>; - Section N – <i>“Administrative and support service activities”</i>; - Group 95.1 – <i>“Repair of computers and communication equipment”</i> <p>Enterprise size: Enterprises with 10 or more persons employed.</p> <p><u>Optional:</u> enterprises with number of persons employed between 0 and 9.</p> <p>Geographic scope: Enterprises located in any part of the territory of the country.</p>
Reference period:	Year 2016 for the value or % of sales/orders data and where specified. Where not specified respondents should consider as reference their current situation (survey period in 2017).
Recommended survey period:	First quarter 2017.
Questionnaire:	The layout of the national questionnaire should be defined by the country. However, countries should follow the order of the list of variables enclosed, if possible. The background information (Module X) should be placed at the end of the questionnaire. This information can be obtained in 3 different ways: from national registers, from Structural Business Statistics or collected directly with the ICT usage survey. Every effort should be made to obtain them from the most recent SBS survey. Countries can include additional questions.
Target respondent:	A decision maker with major responsibility for ICT-related issues in the enterprise (the ICT manager or a senior professional in the ICT department). In smaller enterprises, the respondent should be someone at the level of managing director or the owner. In any case the respondent should not be someone with responsibilities only in accounting.
Sample size, stratification:	The sampling design and the resulting sample size should be appropriate for obtaining accurate, reliable and representative results on the variables and items in the model questionnaire. This objective should be achieved for the overall proportions as well as for the proportions for the different breakdowns of the population defined below:

	<p>NACE and size class. NACE breakdown and enterprise size class breakdown are not required to be cross-tabulated.</p> <p>This requirement aims at ensuring the collection of a complete dataset – without empty, confidential or unreliable cells – for these indicators – with an exception for those broken down by economic activity for the calculation of European NACE aggregates.</p>
<p>NACE breakdown:</p>	<p>(To be applied to: all variables; enterprises with 10 or more persons employed; whole territory of the country.)</p> <p>Data should be broken down by the following NACE Rev. 2 aggregates for possible calculation of national NACE Rev. 2 aggregates:</p> <ul style="list-style-type: none"> 1 10 - 18 2 19 - 23 3 24 - 25 4 26 - 33 5 35 - 39 6 41 - 43 7 45 - 47 8 47 9 49 - 53 10 55 11 58 - 63 12 68 13 69 - 74 14 77 - 82 15 26.1 - 26.4, 26.8, 46.5, 58.2, 61, 62, 63.1, 95.1 <p><u>Breakdowns for which national data should be provided with the purpose of possible calculation of European NACE aggregates.</u></p> <p>The production and transmission of these aggregates with an accuracy that allows the release at national level is <u>optional</u>. The production and transmission of these aggregates with an accuracy that may not allow the release at national level (use of flag u: unreliable) but are accurate enough to be combined with other countries' aggregates to be released at European level is <u>mandatory</u>.)</p> <ul style="list-style-type: none"> 1a 10 - 12 1b 13 - 15 1c 16 - 18 4a 26 4b 27 - 28 4c 29 - 30 4d 31 - 33 7a 45 7b 46 10a 55 - 56 11a 58 - 60 11b 61 11c 62 - 63 14a 77 - 78 + 80 - 82 14b 79 15a 95.1
<p>Size class breakdown:</p>	<p>(To be applied to: all variables; aggregate of all mandatory NACE aggregates [1 to 15 defined above]; whole territory of the country.)</p> <p>Data should be broken down by the following size classes according to the number of persons employed:</p> <ul style="list-style-type: none"> 1 10 or more 2 10 - 49 (small enterprises) 3 50 - 249 (medium enterprises) 4 250 or more (large enterprises)

	<p>Optional:</p> <p>5 0 – 9</p> <p>6 0 – 1</p> <p>7 2 – 9</p>
Weighting of results:	<p>Results should in general be weighted by number of enterprises. <u>Turnover weighting</u> should be used for sales related questions. Quantitative variables in the e-Commerce module related to sales should be weighted by total turnover.</p> <p><u>Weighting by the number of Persons Employed</u> should be applied for variables related to questions A2, C2, C7, H1a) (RFID) and for other variables e.g. % using the internet, % having broadband, % sending orders via a website or EDI-type messages, etc., as specified in the transmission format document.</p>
Treatment of non-response/'Do not know':	<p>Unit non-response: The non-respondent units should be assumed to resemble those who have responded to the survey and be treated as non-selected units. For this, the weighting or the grossing up factors should be adjusted: the design weight N_h / n_h is replaced by N_h / m_h where N_h is the size of stratum h, n_h is the sample size in stratum h and m_h is the number of respondents in stratum h.</p> <p>Item non-response: Logical corrections should be made, when information can be deduced from other variables, and priority given to further contacts with enterprises to collect the missing information. For the categorical variables (e.g. the YES/NO questions), respondents with item non response or 'do not know' should not be imputed with values from respondents who answered the question. Numerical variables shouldn't be imputed (see also Methodological Manual).</p>
Tabulation of results:	<p>For the categorical variables, estimates should be made for the total number of enterprises for each response category, tabulated using the breakdowns specified above.</p> <p>For the quantitative variables (turnover, sales and number of persons employed), when collected in absolute or percentage terms (and not in percentage classes), estimates should be made for the total values in absolute terms, tabulated using breakdowns as specified in the transmission format document.</p>
Data transmission:	<p>Results are to be sent to Eurostat following the transmission format described in a forthcoming Eurostat document.</p>

Disclaimer: References to third-party brands, products and trademarks are for the sake of clarification and are not intended to promote the use of such products.

ICT-Entr 2017 - Model Questionnaire V 0.9.Docx – Response burden

Module	Description	Mandatory questions	Optional questions
A	Use of computers	1	1
B	ICT specialists and skills	5	7
C	Access and use of the internet	14	0
	<i>Use of Social media</i>	10	0
D	Use of cloud computing services	0	10
E	Sharing of information electronically within the enterprise	3	0
F	Sharing Supply Chain Management Information electronically	3	0
G	Invoicing	0	8
H	Use of Radio Frequency Identification (RFID) technologies	3	0
I	e-Commerce	21	10
X	Background characteristics	(3)	(0)
Total		63 (60)	36

In parenthesis the number of questions without Module X: Background characteristics

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2017
Model Questionnaire version 0.9

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

Module A: Use of computers						
(Scope: all enterprises)						
<p>A1. Does your enterprise use computers? (Filter question)</p> <p>Computers include Personal Computers, portable computers, tablets, other portable devices such as Smartphones.</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Yes <input type="checkbox"/></td> <td style="width: 50%;">No <input type="checkbox"/> ->go to X1</td> </tr> </table>	Yes <input type="checkbox"/>	No <input type="checkbox"/> ->go to X1			
Yes <input type="checkbox"/>	No <input type="checkbox"/> ->go to X1					
<p>A2. How many persons employed use computers for business purposes? <i>- Optional</i></p> <p>If you can't provide this value,</p> <p>Please indicate an estimate of the percentage of the total number of persons employed who use computers for business purposes. <i>- Optional</i></p>	<table border="0" style="width: 100%;"> <tr> <td style="border: 1px solid black; padding: 5px; width: 150px;">(Number)</td> </tr> <tr> <td style="border: 1px solid black; padding: 5px; width: 150px;"> <table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table> % </td> </tr> </table>	(Number)	<table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table> %			
(Number)						
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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 <input type="checkbox"/>	No <input type="checkbox"/>	
B2.	Did your enterprise provide any type of training to develop ICT related skills of the persons employed, during 2016?	Yes	No	
	a) Training for ICT specialists <i>Tick "No" if your enterprise didn't employ ICT specialists during 2016.</i>	<input type="checkbox"/>	<input type="checkbox"/>	
	b) Training for other persons employed	<input type="checkbox"/>	<input type="checkbox"/>	
B3.	Did your enterprise recruit or try to recruit ICT specialists, during 2016? (Filter question)	Yes <input type="checkbox"/>	No <input type="checkbox"/> ->go to B5¹	
B4.	During 2016, did your enterprise have vacancies for ICT specialists that were difficult to fill?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
B5.	Please indicate who mainly performed the following ICT functions of your enterprise in 2016: <i>- Optional</i>	Mainly own employees incl. those employed in parent or affiliate enterprises	Mainly external supplier	Not applicable
	a) Maintenance of ICT infrastructure (servers, computers, printers, networks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	b) Support for office software (e.g. word processors, spreadsheets, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	c) Development of business management software/systems (e.g. ERP - Enterprise Resource planning used to manage resources by sharing information among different functional areas such as accounting, planning, production, marketing; CRM software application for managing information about customers; Human Resources information management, databases)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	d) Support for business management software/systems (e.g. ERP, CRM, HR, databases)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	e) Development of web solutions (e.g. websites, e-commerce solutions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	f) Support for web solutions (e.g. websites, e-commerce solutions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	g) Security and data protection (e.g. security testing, security software)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹ Question **B5** is optional. Therefore, if **B5** is included in the national questionnaire routing should be to question **B5**. If question **B5** is not included in the national questionnaire routing should be to **C1**.

Module C: Access and use of the internet (Scope: enterprises with computers)		
C1. Does your enterprise have access to the internet? (Filter question)	Yes <input type="checkbox"/>	No <input type="checkbox"/> ->go to E1 ²
C2. ^{*3} How many persons employed use computers with access to the internet for business purposes? 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 such as Smartphones.	<div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">(Number)</div> <div style="display: flex; justify-content: center; align-items: center;"> <div style="border: 1px solid black; width: 40px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 40px; height: 20px; margin-right: 5px;"></div> <div style="margin-left: 5px;">%</div> </div>	
Use of a fixed broadband connection to the internet for business purposes		
C3. ^{*4} Does your enterprise use DSL or any other type of fixed broadband connection to the internet? (e.g. ADSL, SDSL, VDSL, fiber optics technology (FTTP), cable technology, etc.) (add national examples for public Wi-Fi, WiMax, etc) (Filter question)	Yes <input type="checkbox"/>	No <input type="checkbox"/> ->go to C6
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	<input type="checkbox"/>	
b) at least 2 but less than 10 Mbit/s	<input type="checkbox"/>	
c) at least 10 but less than 30 Mbit/s	<input type="checkbox"/>	
d) at least 30 but less than 100 Mbit/s	<input type="checkbox"/>	
e) at least 100 Mbit/s	<input type="checkbox"/>	
C5. Is the speed of your fixed connection(s) to the internet usually sufficient for the actual needs of the enterprise? (Tick only one)		
a) Yes	<input type="checkbox"/>	
b) No	<input type="checkbox"/>	

² Routing to **E1**. Module D: Use of cloud computing services is only for enterprises with C1=Yes i.e. enterprises with access to the internet. **Module D is optional.**

³ For indicator B10 of the benchmarking framework – annual

⁴ For indicator B11 of the benchmarking framework - annual

Use of a mobile connection to the internet for business purposes		
<p>A mobile connection to the internet means the usage of portable devices connecting to the internet through mobile telephone networks for business purposes. Enterprises provide portable devices and pay for all or at least up to a limit, the subscription and the use costs.</p>		
<p>C6. *5</p> <p>Does your enterprise use a <u>mobile broadband</u> connection to the internet <u>via a portable device</u> using mobile telephone networks (at least 3G)?</p> <p>e.g. via portable computers or other portable devices such as Smartphones</p>	<p>Yes <input type="checkbox"/></p>	<p>No <input type="checkbox"/></p>
<p>C7. *6*7</p> <p>How many persons employed use a <u>portable device</u> provided by the enterprise, that allows internet connection via mobile telephone networks, for business purposes?</p> <p>(e.g. portable computers, tablets or other portable devices such as Smartphones) (Please enter a value, field cannot be left blank)</p> <p>If you can't provide this value,</p> <p>Please indicate an estimate of the percentage of the total number of persons employed who use a <u>portable device</u> provided by the enterprise, that allows internet connection via mobile telephone networks, for business purposes?</p> <p>(e.g. portable computers, tablets or other portable devices such as Smartphones) (Please enter a value, field cannot be left blank)</p>	<p>(Number)</p> <p><input type="text"/></p> <p><input type="text"/><input type="text"/><input type="text"/> %</p>	

Use of a Website		
<p>C8.</p> <p>Does your enterprise have a Website? (Filter question)</p>	<p>Yes <input type="checkbox"/></p>	<p>No <input type="checkbox"/> ->go to C10</p>
<p>C9.</p> <p>Does the Website have any of the following?</p>	<p>Yes</p>	<p>No</p>
a) Description of goods or services, price lists	<input type="checkbox"/>	<input type="checkbox"/>
*8 b) Online ordering or reservation or booking, e.g. shopping cart	<input type="checkbox"/>	<input type="checkbox"/>
c) Possibility for visitors to customise or design online goods or services	<input type="checkbox"/>	<input type="checkbox"/>
d) Tracking or status of orders placed	<input type="checkbox"/>	<input type="checkbox"/>
e) Personalised content in the website for regular/recurrent visitors	<input type="checkbox"/>	<input type="checkbox"/>
f) Links or references to the enterprise's social media profiles	<input type="checkbox"/>	<input type="checkbox"/>

⁵ For indicator B11 of the benchmarking framework - annual

⁶ For indicator B12 of the benchmarking framework - annual

⁷ For indicator B13 of the benchmarking framework - annual

⁸ For indicator D7 of the benchmarking framework - annual

Use of Social Media

Enterprises **using** social media are considered those that have a user profile, an account or a user licence depending on the requirements and the type of the social media.

C10. Does your enterprise use any of the following social media? (not solely used for paid adverts) <i>(add national examples; replace existing examples if necessary)</i>	Yes	No
a) Social networks (e.g. Facebook, LinkedIn, Xing, Viadeo, Yammer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
b) Enterprise's blog or microblogs (e.g. Twitter, Present.ly, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
c) Multimedia content sharing websites (e.g. YouTube, Flickr, Picasa, SlideShare, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
d) Wiki based knowledge sharing tools	<input type="checkbox"/>	<input type="checkbox"/>

The following question (C11) should only be answered if any of the above social media is used (i.e. C10 has at least one "Yes"), otherwise go to D1.

C11. Does your enterprise use any of the above mentioned social media to:	Yes	No
a) Develop the enterprise's image or market products (e.g. advertising or launching products, etc)	<input type="checkbox"/>	<input type="checkbox"/>
b) Obtain or respond to <u>customer</u> opinions, reviews, questions	<input type="checkbox"/>	<input type="checkbox"/>
c) Involve <u>customers</u> in development or innovation of goods or services	<input type="checkbox"/>	<input type="checkbox"/>
d) Collaborate with <u>business partners</u> (e.g. suppliers, etc.) or <u>other organisations</u> (e.g. public authorities, non governmental organisations, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
e) Recruit employees	<input type="checkbox"/>	<input type="checkbox"/>
f) Exchange views, opinions or knowledge <u>within</u> the enterprise	<input type="checkbox"/>	<input type="checkbox"/>

Module D: Use of cloud computing services

(Scope: enterprises with access to the internet)

- Optional

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).

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

Module E: Sharing of information electronically within the enterprise

(Scope: enterprises with computers)

An ERP (Enterprise Resource Planning) is a software package used to manage resources by sharing information among different functional areas (e.g. accounting, planning, production, marketing, etc.)

E1. *9 Does your enterprise use an ERP software package?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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CRM (Customer Relationship Management) refers to any software application for managing information about customers

E2. *10 Does your enterprise use CRM software to manage:	Yes	No
a) the collection, storing and making available information on customers to various business functions	<input type="checkbox"/>	<input type="checkbox"/>
(*) b) the analysis of information on customers for marketing purposes. (e.g. setting prices, sales promotion, choosing distribution channels, etc.)	<input type="checkbox"/>	<input type="checkbox"/>

Module F: Sharing Supply Chain Management Information electronically

(Scope: enterprises with computers)

Sharing information electronically on Supply Chain Management means exchanging all types of information with enterprises either suppliers 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, excluding e-mails not suitable for automated processing or manually typed.

F1.*11 Does your enterprise share supply chain management information electronically with <u>other enterprises</u> , either 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)	Yes <input type="checkbox"/>	No <input type="checkbox"/> ->go to G1
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F2. How does your enterprise share supply chain management information electronically with other enterprises?	Yes	No
a) via websites (yours, those of your business partners) or web portals	<input type="checkbox"/>	<input type="checkbox"/>
b) via electronic transmission suitable for automated processing (e.g. EDI-type systems, XML, EDIFACT, etc.)	<input type="checkbox"/>	<input type="checkbox"/>

⁹ For indicator D1 of the benchmarking framework (last included in 2015)

¹⁰ For indicator D8 of the benchmarking framework (last included in 2015)

¹¹ For indicator D4 benchmarking framework (annual)

Module G: Invoicing

(Scope: enterprises with computers)

– **Optional**

There are invoices in **paper form** and **electronic form**. Invoices in **electronic form** are of two types:

- **eInvoices** in a standard structure **suitable for automated processing**.

(EDI (e.g. EDIFACT), XML (e.g. UBL), *[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.

G1. During 2016, did your enterprise issue/send any type of invoices, whether in electronic or in paper form, to: (Filter question) – Optional	Yes	No
a) other enterprises	<input type="checkbox"/>	<input type="checkbox"/>
b) public authorities	<input type="checkbox"/>	<input type="checkbox"/>
c) private consumers	<input type="checkbox"/>	<input type="checkbox"/>

If G1 has a) or b) answered with "Yes" then continue, otherwise go to G3.

G2 ^{12.*} Of all invoices your enterprise issued/sent to <u>other enterprises or public authorities</u> during 2016, what percentage was <u>issued/sent</u> as: – Optional	(%)			
a) Invoices in electronic form , in a standard structure <u>suitable</u> for automated processing (eInvoices)? (EDI (e.g. EDIFACT), XML (e.g. UBL), <i>[please add national examples]</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	%
b) Invoices in electronic form , <u>not suitable</u> for automated processing? (e.g. e-mails, e-mail attachment as pdf, images in TIF, JPEG or other format)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	%
c) Invoices only in paper form?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	%
TOTAL	1	0	0	%
G3.* Of all invoices your enterprise <u>received</u> during 2016, what percentage was <u>received</u> as: – Optional	(%)			
a) Invoices in electronic form , in a standard structure <u>suitable</u> for automated processing (eInvoices)? (EDI (e.g. EDIFACT), XML (e.g. UBL), <i>[please add national examples]</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	%
b) Invoices in paper form or in electronic form <u>not suitable</u> for automated processing? (e.g. e-mails, e-mail attachment as pdf, images in TIF, JPEG or other format)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	%
TOTAL	1	0	0	%

¹² For indicator D5 of the benchmarking framework – annual (based on G2(a), G3(a))

Module H: Use of Radio Frequency Identification (RFID) technologies

(Scope: enterprises with Computers)

The use of Radio Frequency identification technologies (RFID)

- refers to an automated identification method to store and remotely retrieve data using RFID tags or transponders,

- includes the use of Near Field Communication (NFC) connectivity standard

An RFID tag is a device that can be applied to or incorporated into a product or an object and transmits data via radiowaves. NFC enables communication between devices within short distance (approx. 10 cm or less).

[please add national examples]

H1.* ¹³	Does your enterprise make use of Radio Frequency Identification instruments for the following purposes?	Yes	No
	a) Person identification or access control	<input type="checkbox"/>	<input type="checkbox"/>
	b) As part of the production and service delivery process (e.g. monitoring and control of industrial production, supply chain and inventory tracking; service, maintenance or asset management, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
	c) For product identification after the production process (e.g. theft control, counterfeiting, allergen information, etc.)	<input type="checkbox"/>	<input type="checkbox"/>

Module I: 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 conducted online.

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

e-Commerce Sales

In the following questions please report separately for web sales and EDI-type sales.

Web sales

Web sales are sales made via an online store (web shop, e-commerce marketplace), via web forms on a website or extranet, or via "apps".

I1.* ¹⁴	<p>During 2016, did your enterprise <u>receive</u> orders for goods or services placed via a website or "apps"? (excluding manually typed e-mails) (Filter question)</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/> -> go to I9
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I2.* ¹⁵	<p>Please state the value of the turnover resulting from orders <u>received</u> that were placed via a website or "apps" (in monetary terms, excluding VAT), in 2016.</p> <p>If you can't provide this value,</p> <p>Please indicate an estimate of the percentage of the total turnover resulting from orders <u>received</u> that were placed via a website or "apps", in 2016.</p>	<p>(National currency)</p> <p>_____</p> <p>___ ___ ___ %</p>
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¹³ For indicator D6 of the benchmarking framework (biennial - 2014)

¹⁴ For indicators D10, D11 of the benchmarking framework

¹⁵ For indicator D9 of the benchmarking framework

13.	What was the percentage breakdown of the turnover from orders received that were placed via a website or "apps" in 2016 by type of customer?	
	(estimates in percentage of the monetary values, excluding VAT)	
	a) B2C (Sales to private consumers)	□ □ □ %
	b) B2B (Sales to other enterprises) and B2G (Sales to public authorities)	□ □ □ %
TOTAL		1 0 0 %

14.	During 2016, via which websites or "apps" did your enterprise receive orders for goods or services:	Yes	No
	a) via your enterprise's website or "apps"? (including those of parent or affiliate enterprises, extranets)	<input type="checkbox"/>	<input type="checkbox"/>
	b) via an e-commerce marketplace website or "apps" used by several enterprises for trading products? (e.g. Booking, eBay, Amazon, Amazon Business, Alibaba, Rakuten, etc.) <i>[Please add national examples of e-commerce marketplaces incl. government marketplaces]</i>	<input type="checkbox"/>	<input type="checkbox"/>

The following question (I5) should only be answered if both I4 a) and I4 b) = "Yes" otherwise go to I6

15.	What was the percentage breakdown of the turnover from orders received via a website or "apps" in 2016 for the following:	
	(estimates in percentage of the monetary values, excluding VAT)	
	<i>If you cannot provide the exact percentages an approximation will suffice.</i>	
	a) via your enterprise's website or "apps"? (including those of parent or affiliate enterprises, extranets)	□ □ □ %
b) via an e-commerce marketplace website or "apps" used by several enterprises for trading products? (e.g. Booking, eBay, Amazon, Amazon Business, Alibaba, Rakuten, etc.) <i>[Please add national examples of e-commerce marketplaces incl. government marketplaces]</i>		□ □ □ %
TOTAL		1 0 0 %

I6. *16	During 2016, did your enterprise <u>receive</u> orders placed via a website or “apps” by customers located in the following geographic areas?	Yes	No
	a) Own country	<input type="checkbox"/>	<input type="checkbox"/>
	b) Other EU countries	<input type="checkbox"/>	<input type="checkbox"/>
	c) Rest of the world	<input type="checkbox"/>	<input type="checkbox"/>

The following question (17) should only be answered if at least two of the above possible responses in question I6, a) , b) or c) are answered with "Yes", otherwise check next filter instruction before question I8

I7.	What was the percentage breakdown of the turnover from orders <u>received</u> that were placed via a website or “apps” in 2016 by customers located in the following geographic areas? (estimates in percentage of the monetary values, excluding VAT) <i>If you cannot provide the exact percentages an approximation will suffice.</i> -Optional	
	a) Own country	□ □ □ %
	b) Other EU countries	□ □ □ %
	c) Rest of the world	□ □ □ %
	TOTAL	1 0 0 %

The following question (I8) should only be answered if I6 b) = "Yes" otherwise go to I9

I8.	During 2016, did your enterprise experience any of the following <u>difficulties</u> when selling to other EU countries via a website or “apps”?	Yes	No
	a) High costs of delivering or returning products when selling to other EU countries	<input type="checkbox"/>	<input type="checkbox"/>
	b) Difficulties related to resolving complaints and disputes when selling to other EU countries	<input type="checkbox"/>	<input type="checkbox"/>
	c) Adapting product labelling for sales to other EU countries	<input type="checkbox"/>	<input type="checkbox"/>
	d) Lack of knowledge of foreign languages for communicating with customers in other EU countries	<input type="checkbox"/>	<input type="checkbox"/>
	e) Restrictions from your business partners to sell to certain EU countries	<input type="checkbox"/>	<input type="checkbox"/>

¹⁶ For indicator D12 of the benchmarking framework (biennial - 2015)

EDI-type sales

EDI-type sales are sales made via EDI-type messages (EDI: Electronic Data interchange) meaning:

- in an agreed or standard format suitable for automated processing (e.g. (EDI (e.g. EDIFACT), XML (e.g. UBL), *[please add national examples]*)
- without the individual messages being typed manually

I9. <small>*17</small>	During 2016, did your enterprise <u>receive</u> orders for goods or services placed via EDI-type messages? (Filter question)	Yes <input type="checkbox"/>	No <input type="checkbox"/> -> go to I12
I10. <small>*18</small>	Please state the value of the turnover resulting from orders <u>received</u> that were placed via EDI-type messages (in monetary terms, excluding VAT), in 2016. If you can't provide this value, Please indicate an estimate of the percentage of the total turnover resulting from orders <u>received</u> that were placed via EDI-type messages, in 2016.	(National currency) _____ ____ _ %	
I11. <small>*19</small>	In 2016, did your enterprise <u>receive</u> orders placed via EDI-type messages by customers located in the following geographic areas?	Yes	No
	a) Own country	<input type="checkbox"/>	<input type="checkbox"/>
	b) Other EU countries	<input type="checkbox"/>	<input type="checkbox"/>
	c) Rest of the world	<input type="checkbox"/>	<input type="checkbox"/>

¹⁷ For indicator D10, D11, D3 of the benchmarking framework

¹⁸ For indicator D9 of the benchmarking framework

¹⁹ For indicator D12 of the benchmarking framework (biennial - 2015)

e-Commerce purchases <i>-Optional</i>		
<p>e-Commerce purchases are purchases made via any of the following ways:</p> <ul style="list-style-type: none"> - via an online store (web shop) or via web forms on a website or an extranet of another enterprise, via “apps”, or - via EDI-type messages (EDI: Electronic Data Interchange) which means messages in an agreed or standard format suitable for automated processing (e.g. (EDI (e.g. EDIFACT), XML (e.g. UBL), [please add national examples]), - without the individual messages being typed manually. <p><i>[Purchases of goods or services include the value of all goods and services purchased during the accounting period for resale or consumption in the production process, <u>excluding</u> capital goods the consumption of which is registered as consumption of fixed capital.]</i></p>		
I12. *20	<p>During 2016, did your enterprise place orders for goods or services via a website, “apps”, or EDI-type messages? (Excluding manually typed e-mails) <i>-Optional</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> -> go to X1</p>
I13.	<p>During 2016, did your enterprise place orders for goods or services via a website or “apps”? <i>-Optional</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
I14. *21	<p>During 2016, did your enterprise place orders for goods or services via EDI-type messages? <i>-Optional</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
I15 *22	<p>During 2016, was the value of the orders that your enterprise placed electronically equal or more than 1% of the total purchases' value? (in monetary terms, excluding VAT) <i>-Optional</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> -> go to X1</p>
I16. *23	<p>In 2016, did your enterprise place orders via a website, “apps” or EDI-type messages to suppliers located in the following geographic areas? <i>-Optional</i></p>	<p>Yes No</p>
	a) Own country	<p><input type="checkbox"/> <input type="checkbox"/></p>
	b) Other EU countries	<p><input type="checkbox"/> <input type="checkbox"/></p>
	c) Rest of the world	<p><input type="checkbox"/> <input type="checkbox"/></p>

Module X: Background information ^{*24}		
<p>(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</p>		
X1.	Main economic activity of the enterprise, during 2016	...
X2.	Average number of persons employed, during 2016	...
X3.	Total turnover (in monetary terms, excluding VAT), for 2016	...

²⁰ For indicator D11 of the benchmarking framework

²¹ For indicators D3 and D4 of the benchmarking framework

²² For indicator D11 of the benchmarking framework

²³ For indicator D12 of the benchmarking framework (optional biennial - 2015)

²⁴ For background information of the benchmarking framework

COMMUNITY SURVEY ON ICT USAGE AND E-COMMERCE IN ENTERPRISES
2017
Glossary

- 3G,**
3rd Generation
4G,
4th Generation
- 3G or 3rd Generation, is a family of standards for mobile telecommunications (W-CDMA, CDMA2000, etc) defined by the International Telecommunication Union (ITU). 3G devices allow simultaneous use of speech and data services and higher data transmission rates. Cellular mobile services were initially offered using analogue radio technologies and these were considered as the first generation systems (1G). 2G technology replaced analogue radio networks with digital ones (2G networks) in the 1990's.
- 4G is the fourth generation of cellular wireless standards. It is a successor of the 3G and 2G families of standards. The ITU-R organization specified the International Mobile Telecommunications Advanced requirements for 4G standards, setting peak speed requirements for 4G service at 100 Mbit/s for high mobility communication (such as from trains and cars) and 1 Gbit/s for low mobility communication (such as pedestrians and stationary users).
- Source: <http://en.wikipedia.org/wiki/>; <http://www.itu.int>
- App(s)**
- A mobile app, short for mobile application or just app, is application software designed for a specific purpose (e.g. entertainment, shopping, etc.), downloaded and used on computers depending on their operating system. (e.g. portable devices such as tablets, Smartphones, etc.)
- Further information: http://en.wikipedia.org/wiki/Mobile_app;
<http://www.techopedia.com/definition/2953/mobile-application-mobile-app>
- Business process**
- A business process or business method is a collection of related, structured activities or tasks that produce a specific service or product (serve a particular goal) for a particular customer or customers. Business processes can be of three types: *Management processes* (e.g. corporate governance, strategic management), *Operational processes* (e.g. purchasing, manufacturing, marketing and sales etc) and *Supporting processes* (e.g. accounting, recruitment, technical support etc).
- Source: http://en.wikipedia.org/wiki/Business_process
- Counterfeiting**
- A counterfeit is an imitation, usually one that is made with the intent of fraudulently passing it off as genuine. Counterfeit products are often produced with the intent to take advantage of the established worth of the imitated product. The word counterfeit frequently describes both the forgeries of currency and documents, as well as the imitations of products or goods (e.g. clothing, software, pharmaceuticals, jeans, watches, electronics, etc.).
- Source: <http://en.wikipedia.org/wiki/Counterfeiting>
- CRM**
- Customer Relationship Management (CRM) is a management methodology which places the customer at the centre of the business activity, based in an intensive use of information technologies to collect, integrate, process and analyse information related to the customers.
- One can distinguish between:
1. Operational CRM – Integration of the front office business processes that are in contact with the customer.
 2. Analytical CRM – Analysis, through data mining, of the information available in the enterprise on its customers. This aims to gather in depth knowledge of the customer and how to answer to its needs.

Data	<p>Representation of facts, concepts, or instructions in a formalized manner suitable for communication, interpretation, or processing by humans or by automated means. Any representations such as characters or analogue quantities to which meaning is or might be assigned.</p> <p>Source: http://www.its.bldrdoc.gov/projects/devglossary/_data.html</p>
DSL	<p>Digital Subscriber Line (DSL) is a family of technologies that provides digital data transmission over the wires of a local telephone network. DSL is widely understood to mean Asymmetric Digital Subscriber Line (ADSL), the most commonly installed technical varieties of DSL. DSL service is delivered simultaneously with regular telephone on the same telephone line as it uses a higher frequency band that is separated by filtering.</p> <p>Source: http://en.wikipedia.org/wiki/DSL</p>
EDI, EDI-type	<p>Electronic Data Interchange (EDI) refers to the structured transmission of data or documents between organizations or enterprises by electronic means. It also refers specifically to a family of standards (EDI-type) and EDI-type messages suitable for automated processing.</p> <p>Source: http://en.wikipedia.org/wiki/Electronic_Data_Interchange</p>
EDI e-Commerce	<p>Orders initiated with EDI-type messages. EDI (electronic data interchange) is an e-business tool for exchanging different kinds of business messages. EDI is here used as a generic term for sending or receiving business information in an agreed format suitable for automated processing (e.g. EDIFACT, XML, etc.) and without the individual message being manually typed. "EDI e-Commerce" is limited to EDI messages placing an order.</p> <p>Source: OECD, DSTI/ICCP/IIS(2009)5/FINAL</p>
eInvoice	<p>Electronic invoices comprises payment information exchanged between business parties – enterprises, public authorities - involved in commercial transactions, transmitted via the internet or other electronic means.</p> <p>A structured eInvoice is an invoice where all data are in digital format suitable for automated processing. A distinctive feature of a structured eInvoice is automation: a structured eInvoice will be transferred automatically in inter-company invoicing from the invoice issuer's or service provider's system directly into the recipient's financial or other application.</p> <p>The eInvoice data could be structured according to the XML, EDI or other similar format.</p> <p>Unstructured invoices in an electronic form are not suitable for automated processing (e.g. emails, e-mail attachment as pdf, images in TIF, JPEG or other format)</p>
Electronic commerce (e-Commerce)	<p>An e-Commerce transaction 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 goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online. An e-Commerce transaction can be between enterprises, households, individuals, governments, and other public or private organisations. E-Commerce comprises orders made in Web pages or "apps", extranet or EDI and excludes orders made by telephone calls, facsimile, or manually typed e-mail. The type is defined by the method of making the order.</p> <p>Source: OECD, DSTI/ICCP/IIS(2009)5/FINAL</p>
E-mail	<p>Electronic transmission of messages, including text and attachments, from one computer to another located within or outside of the organisation. This includes electronic mail by internet or other computer networks.</p>

ERP	<p>Enterprise Resource Planning (ERP) consists of one or of a set of software applications that integrate information and processes across the several business functions of the enterprise. Typically ERP integrates planning, procurement, sales, marketing, customer relationship, finance and human resources.</p> <p>ERP software can be customised or package software. These latter are single-vendor, enterprise wide, software packages, but they are built in a modular way allowing enterprises to customise the system to their specific activity implementing only some of those modules.</p> <p>ERP systems typically have the following characteristics:</p> <ol style="list-style-type: none"> 1. are designed for client server environment (traditional or web-based); 2. integrate the majority of a business's processes; 3. process a large majority of an organization's transactions; 4. use enterprise-wide database that stores each piece of data only once; 5. allow access to the data in real time.
Extranet	<p>A closed network that uses internet protocols to securely share enterprise's information with suppliers, vendors, customers or other businesses partners. It can take the form of a secure extension of an Intranet that allows external users to access some parts of the enterprise's Intranet. It can also be a private part of the enterprise's website, where business partners can navigate after being authenticated in a login page.</p>
Information	<ol style="list-style-type: none"> 1) Facts, data, or instructions in any medium or form. 2) The meaning that a human assigns to data by means of the known conventions used in their representation. <p>Source: http://www.its.bldrdoc.gov/projects/devglossary/_information.html</p>
Internet	<p>The internet is a global system of interconnected computer networks that use the standard internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks of local to global scope that are linked by a broad array of electronic and optical networking technologies. The internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail.</p> <p>Source: http://en.wikipedia.org/wiki/internet</p> <p>Relates to internet Protocol based networks: www, Extranet over the internet, EDI over the internet, internet-enabled mobile phones.</p>
Marketplace(s) (e-commerce marketplaces)	<p>The term "e-commerce marketplaces" refers to websites or apps used by several enterprises for trading products e.g. Booking, eBay, Amazon, Amazon Business, Alibaba, Rakuten, etc.). E-commerce marketplaces are different from e-commerce platforms. The latter provide scalable, self-made online solutions for business that would like to set up their own e-commerce website.</p>
Message	<p>Any thought or idea expressed briefly in a plain or secret language, prepared in a form suitable for transmission by any means of communication.</p> <p>Source: http://www.its.bldrdoc.gov/projects/devglossary/_message.html</p>
Mobile broadband	<p>Mobile broadband (Mobile connection to the internet over telephone networks) is the name used to describe various types of wireless high-speed internet access through a portable modem, telephone or other device. (viz. 3G)</p> <p>Source: http://en.wikipedia.org/wiki/Mobile_broadband</p>

Office (automation) software Office (automation) software is a generic type of software comprising (grouped together) usually a word processing package, a spreadsheet, presentations' software etc.

Online payment An online payment is an integrated ordering-payment transaction

Sales via website (web sales) Web sales are sales made via an online store (web shop), via web forms on a website or extranet, or "apps". Web sales are distinguished from EDI sales. In particular, the type of e-Commerce transaction is defined by the method of making the order. This approach should mitigate the interpretation problems where both types, EDI and Web, are used in the process. An example is a situation where an order is made by the customer through a web application but the information is transmitted to the seller as an EDI-type message. Here the type of selling application is however web; EDI is only a business application to transmit information about the sale. Web sales can be done by mobile phones using an internet browser.

Source: OECD, DSTI/ICCP/IIS(2009)5/FINAL

Social media In the context of the ICT usage survey, the central point of the social media is to establish and maintain social relationships within and around the enterprise. From that aspect we refer to the use of social media (as applications based on internet technology or communication platforms) and the use of Web 2.0 technologies and tools for connecting, conversing and creating content online, with customers, suppliers, or other partners, or within the enterprise. It is not simply the use of Web 2.0 platform (although it is the enabling technology) but the use of social media implies the development of new forms of collaboration and information management within the enterprises as well as helping employees, customers and suppliers to collaborate, to innovate, to share, and to organize knowledge and experiences.

The following are the main social media communication platforms and tools for enterprises:

Social networks or websites are applications based on internet technologies that enable users to connect by creating personal information profiles, share interest and/or activities, share ideas, invite others to have access to their profile and create communities of people with common interests.

Blogs: A blog is a website or a part of a website, that is updated frequently, either owned by individuals, interest groups of individuals or corporate (in the current context it is the blog of the enterprise and not other blogs to which employees contribute). An update (called an entry or a post) is usually quite short and readers can respond, share, comment or link to the entry online. Blogs can be used either within an enterprise (corporate blog) or for communicating with customers, business partners or other organisations.

Content communities offer the possibility of sharing media content between users. Photo and video services / Podcasting: A podcast (or non-streamed webcast) is a series of digital media files (either audio or video in various file format e.g. .aiff, .wav, .midi etc for the former and .mov, .avi etc for the latter) that are released episodically. The mode of delivery differentiates podcasting from other means of accessing media files over the internet, such as direct download, or streamed webcasting. Presentation sharing websites offer the possibility to share presentations, documents and professional videos over the internet (share publicly or privately among colleagues, clients, intranets, networks etc). These websites offer the possibility to upload, update and access presentations and/or documents. Very often, presentation sharing websites are linked to blogs and other social networking services or websites.

Microblogging refers to the posting of very short updates about oneself. It is in contrast to long-form blogging, where there are usually at least a few hundred words. Microblog posts usually involve a few hundred characters or less. For example, in the context of microblogging services Tweets (Twitter)

are text-based posts of up to 140 characters displayed on the user's profile page.

Wiki: A wiki is a website that allows the creation and editing of any number of interlinked web pages via a web browser using a simplified markup language or a WYSIWYG text editor. Wikis are typically powered by wiki software and are often used collaboratively by multiple users. Examples include community websites, corporate intranets, and knowledge management systems.

UBL Universal Business Language (UBL) is a library of standard electronic XML business documents such as purchase orders and invoices. UBL was developed by an OASIS Technical Committee with participation from a variety of industry data standards organizations. UBL is designed to plug directly into existing business, legal, auditing, and records management practices. It is designed to eliminate the re-keying of data in existing fax- and paper-based business correspondence and provide an entry point into electronic commerce for small and medium-sized businesses.

Source: http://en.wikipedia.org/wiki/Universal_Business_Language

Web e-Commerce Web (e-commerce) sales are sales made via an online store (web shop), via web forms on a website or extranet, or "apps" regardless of how the web is accessed (computer, laptop, mobile phone etc.)

Source: OECD, DSTI/ICCP/IIS(2009)5/FINAL

Webform A webform on a web page allows a user to enter data that is sent to a server for processing. Webforms resemble paper forms because internet users fill out the forms using checkboxes, radio buttons, or text fields. For example, webforms can be used to enter shipping or credit card data to order a product or can be used to retrieve data.

Source: <http://en.wikipedia.org/wiki/Webform>

Website Location on the World Wide Web identified by a Web address. Collection of Web files on a particular subject that includes a beginning file called a home page. Information is encoded with specific languages (Hypertext mark-up language (HTML), XML, Java) readable with a Web browser, like Netscape's Navigator or Microsoft's internet Explorer.

Wireless access The use of wireless technologies such as radio-frequency, infrared, microwave, or other types of electromagnetic or acoustic waves, for the last internal link between users devices (such as computers, printers, etc) and a LAN backbone line(s) within the enterprise's working premises. It includes mainly Wi-fi and Bluetooth technologies.

xDSL Digital Subscriber Line. DSL technologies are designed to increase bandwidth available over standard copper telephone wires. Includes IDSL, HDSL, SDSL, ADSL, RADSL, VDSL, DSL-Lite.

XML The Extensible Markup Language is a markup language for documents containing structured information. Structured information contains both content (words, pictures, etc.) and some indication of what role that content plays (for example, content in a section heading has a different meaning from content in a footnote, which means something different than content in a figure caption or content in a database table, etc.). Almost all documents have some structure. A markup language is a mechanism to identify structures in a document. The XML specification defines a standard way to add markup to documents.

Source: <http://www.xml.com/>