

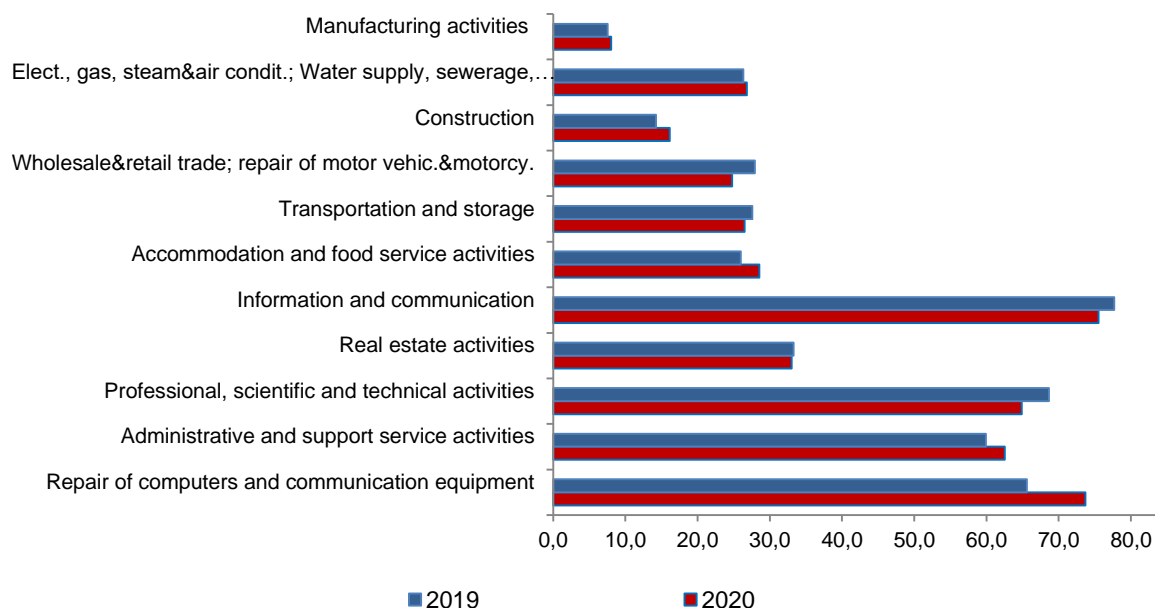
Usage of Information and Communication Technologies in Enterprises

Tirana, 25 February 2021: Enterprises that used the computer for work purposes, during 2020, represent 98.3 % of economic enterprises with 10 or more employed, from 97.5% in 2019.

During 2020, the percentage of enterprises that have specialist in the field of information and communication technology is 28.2%, from 23.4% in 2019.

Share of employed using the computer for work purposes is 27.2 % from 26.8 % that was in 2019. The lowest share of employed using the computer is in manufacturing activities with 8.0 % and construction activity with 16.2 %. Computers are used to a greater extent by employed of enterprises that perform in information and communication sectors by 75.5 %, repair of computers and communication equipment by 73.7 % and professional, scientific and technical activities by 64.9 %.

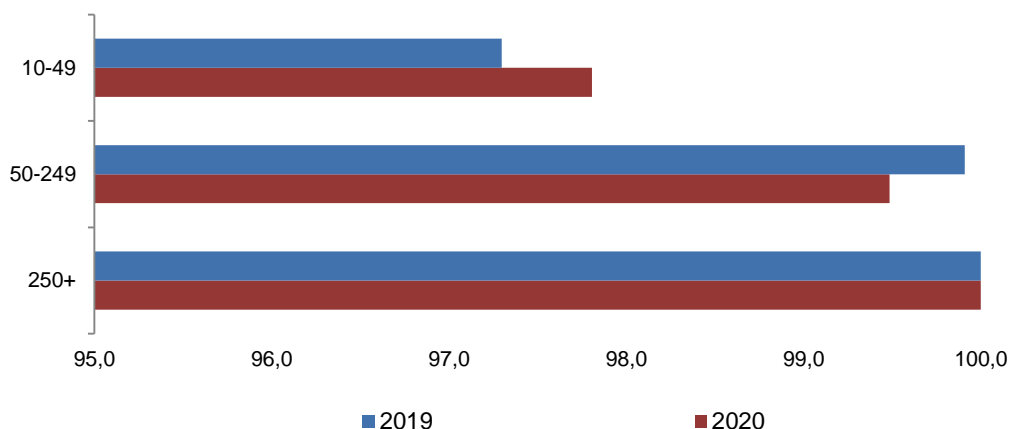
Fig.1 Employed using computers at their work, by economic activity (%), 2020



In 2020, the percentage of enterprises that use computer for work purposes with internet access is 98.2 % of the total enterprises.

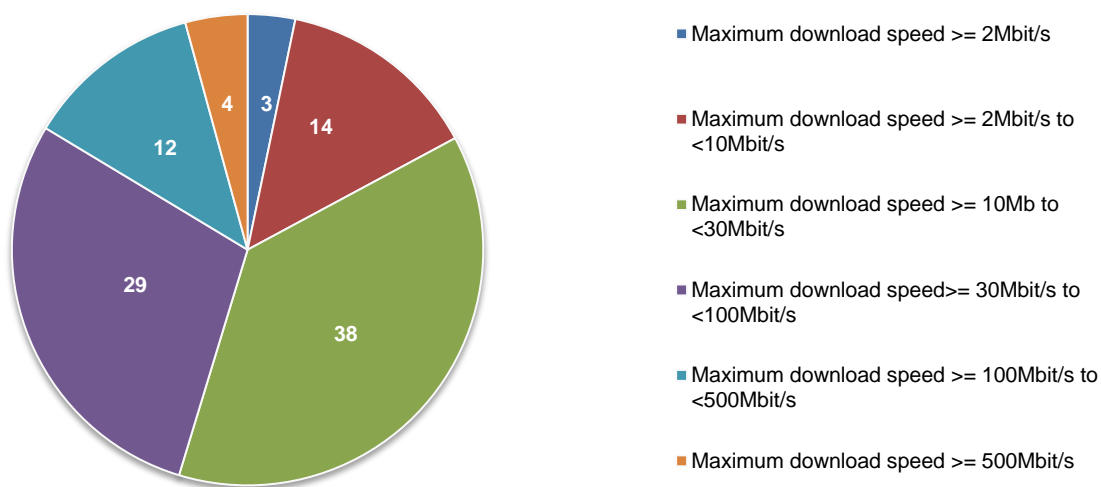
In 2020, 100% of the enterprises with 250+ employed have internet access.

Fig.2 Access to the internet in enterprises, by size class (%), 2020



In 2020, 96.3 % of enterprises use fixed line connection to the internet for business purposes which includes ADSL, SDSL, VDSL, fiber optics technology (FTTP), cable technology, etc.

Fig. 3 The maximum downloads speeds (%), 2020



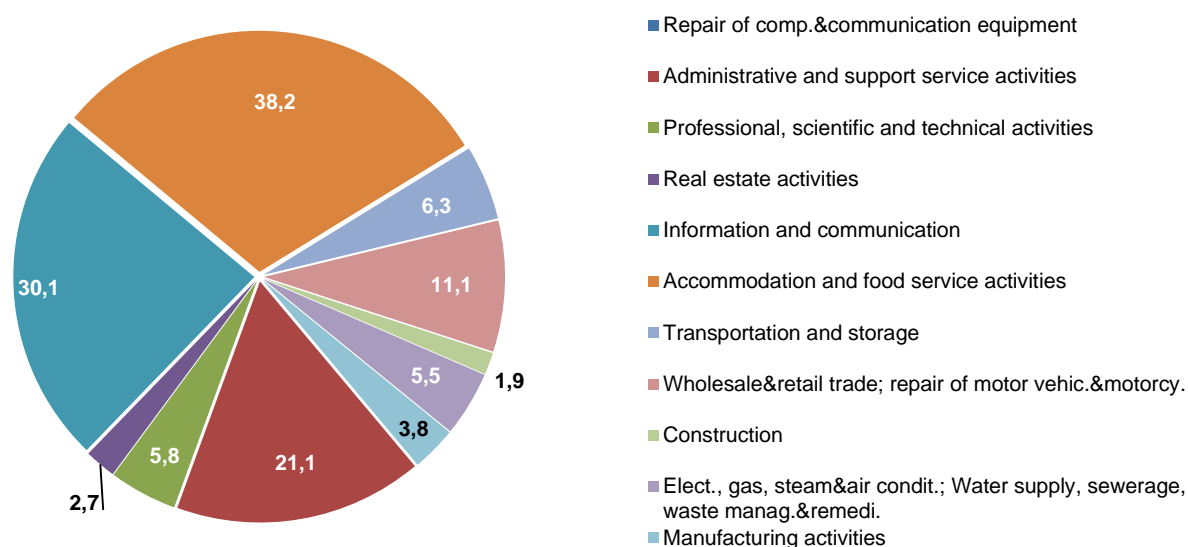
In 2020, the number of enterprises with download speed higher than 10 Mbit / s is 79.8 %, from 63.2 % in 2019.

In 2020, the enterprises that had a website were 44.6 % of the enterprises using computers with internet access from 44.5 % in 2019.

For 88.9 % of enterprises, the website is mainly used to publish product catalogues or prices list from 87.8 % that was in 2019.

In 2020, 12.8 % of enterprises have sold products / services via their website or dedicated applications, e-commerce marketplace websites and apps used by several enterprises for trading goods or services. The highest share of electronic commerce is carried out by enterprises operating in the accommodation and food service activities by 38.2 %, information and communication activities by 30.1 % and administrative and support service activities by 21.1 %.

Fig.4 E-commerce sales from enterprises, by economic activity (%), 2020



The cloud services that refer to services used on the Internet to access computer programs, storage capacities, etc. are used by 18.2 % of enterprises in 2020 from 11.4 % in 2019.

In 2020, the automatic sharing of information within the enterprise, which is used for planning and managing enterprise resources, by sharing information between different functional areas is used by 35.1 % of enterprises from 38.5 % in 2019.

The application of customer relationship management (CRM) software is used by 22.5 % of enterprises from 22.1 % in 2019.

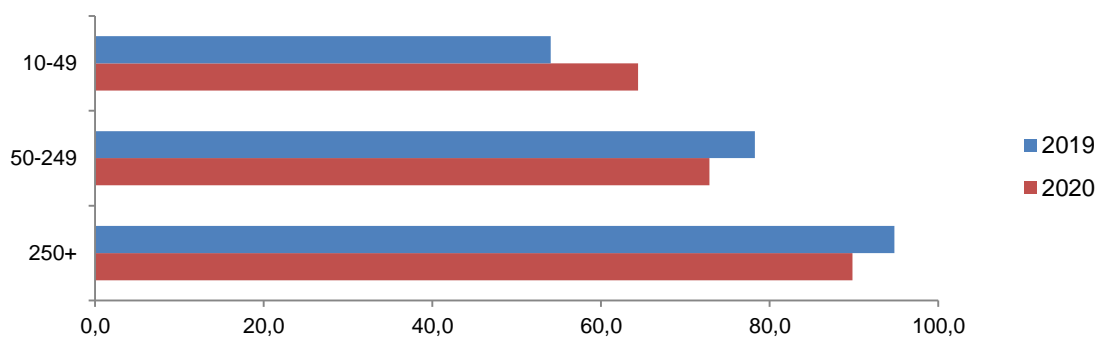
Electronic information for information chains which refers to the delivery / receipt of all information on the supply chain (e.g. inventory levels, production plans, forecasts, delivery performance) through computer networks or websites, are used by 19.7 % of enterprises in 2020 from 15.8 % in 2019.

In 2020, 5.5 % of enterprises have been using 3D printing, which refers to the use of special printers by enterprises or the use of 3D printing services provided by other enterprises for the purpose of creating three-dimensional physical objects using digital technology from 6.1 % in 2019.

In 2020, 4.2 % of enterprises used industrial robots (e.g. robotic welding, laser cutting, spray painting, etc.) and service robots (e.g. used for surveillance, cleaning, transportation, etc.).

In 2020, about 66.6 % of enterprises have used social media, such as Facebook, LinkedIn, Twitter, YouTube, etc. from 59.5 % of enterprises in 2019.

Fig. 5 Usage of social media in enterprises, by size class (%) 2020



During 2020, in 89.7 % of enterprises, social media has been used to improve the image of the enterprise or the labour market of products (e.g. for advertising, marketing of a new product, etc.) from 82.2 % in 2019. Only 25.8 % of enterprises have used social media to share opinions, opinions, or knowledge within the enterprise by 26.7 % in 2019.

Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2020 the survey on "Information and Communication Technology" in economic enterprises with 10 and more employed.

The term "Information and Communication Technology (ICT)" refers to technologies that provide access to information through telecommunications. The term ICT is similar to the term Information Technology (IT), but focuses on communication technologies that include the Internet, the network, mobile phones and other communication media.

The purpose of the Survey on "Information and Communication Technology" is to collect and disseminate harmonized and comparable information on the usage of Information and Communication Technology (ICT) in the enterprise. For measuring the use of ICT, INSTAT interviewed 1,752 enterprises of all legal forms and property types with 10 and more employed.

Observation units

The observation units are enterprises with 10 and more employed that have been active in the Statistical Business Register.

Coverage

The survey covers units in the Statistical Business Register performing activities by NACE classification (NACE Rev. 2).

Section	Description
C	Manufacturing activities
D, E	Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities
F	Construction
G	Wholesale and retail trade; repair of motor vehicles and motorcycles
H	Transportation and storage
I	Accommodation and food service activities
J	Information and communication
L	Real estate activities
M (Sessions 69-74)	Professional, scientific and technical activities
N	Administrative and support service activities
S (Sessions 95.1)	Repair of computers and communication equipment

Methods of data collection

Data are collected by using CAPI method with face to face interviews using tablets.

The reference period for the main variables was the time of data collection. For the questions about ICT specialists and skills, Internet/EDI sales and Internet/EDI orders the reference period is the previous year.

Definitions

Computers: Including Personal Computers, portable computers, tablets, other portable devices such as Smartphone.

Internet access: The term "internet access" means having an external connection to the internet through an "internet service provider" (ISP).

Broadband are technologies or connections which enable rapid transmission of data respectively films, games, video-conferences over an Internet network (for example: ADSL, cable connection, UMTS, optical connection, VDSL, leased lines).

Website: Website is a document with hypertext, as it is shown by a web browser. Websites can have text, hypertext links, images, videos and sound

Public authority: The term public authority refers to public services and administration activities as: taxes, register of businesses, social security, etc. Public authorities can be national, regional or local.

Social media: Social media as: Facebook, Google+, Twitter, YouTube etc. are used by enterprises for connecting, creating or exchanging information via the Internet with customers, partners or among employees within the enterprise. Enterprises are using social media if they have a user profile, an account or a user license depending on the requirements and the type of social media.

EDI, EDI-type: 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.

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 exclude orders made by manually typed e-mail messages.

EDI e-commerce: 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.

Cloud services: Refers to information and communication technology services that are used on the Internet to access computer programs, storage capacities, etc.

Automatic information sharing within the enterprise: A software package that is used for enterprise resource planning and management by sharing information between different functional areas (eg accounting, planning, production, marketing, etc.).

CRM Software: Refers to any client information management software application.

Allocation of electronic information for supply chains: Sending / receiving of all information on supply chain (e.g. inventory levels, production plans, forecasts, delivery performance) through computer networks or websites, but it excludes manually written email messages.

3D printing: Refers to the use of special printers either by the enterprise itself or the use of 3D printing services provided by other enterprises for the creation of three-dimensional physical objects using digital technology.

Robots – Robotics: According to their intended application, robots may be industrial or service robots. An industrial robot is an automatically controlled, reprogrammable, multipurpose manipulator programmable in three or more axes, which may be either fixed in place or mobile for use in industrial automation applications. A service robot is a machine that has a degree of autonomy and is able to operate in complex and dynamic environment that may require interaction with persons, objects or other devices, excluding its use in industrial automation applications.