INSTAT
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Usage of Information and Communication Technologies in Enterprises

Tirana, 29 October 2021: Enterprises that used the computer for work purposes, during 2021, represent 98.5 % of economic enterprises with 10 or more employed, from 98.3 % in 2020.

The share of employees using the computer for work purposes is 27.8 % from 27.2 % that was in 2020. Computers are used to a greater extent by employed of enterprises that perform in information and communication sectors by 75.2 %, followed by professional, scientific and technical activities with 62.7 %.

**Fig.1 Share of employees using computers at their work, by economic activity (%), 2021**

In 2021, the percentage of enterprises that use computers for work purposes with internet access is 98.4 % of the total enterprises. The share of employees who have used computers for work purposes with internet access is 26.2 % of the total employed.

In 2021, 100 % of the enterprises with 250+ employees have internet access. In enterprises with 250+ of employees, 29.9 % use computers with internet access.

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**Fig.2 Access to the internet in enterprises, by size class (%), 2021**
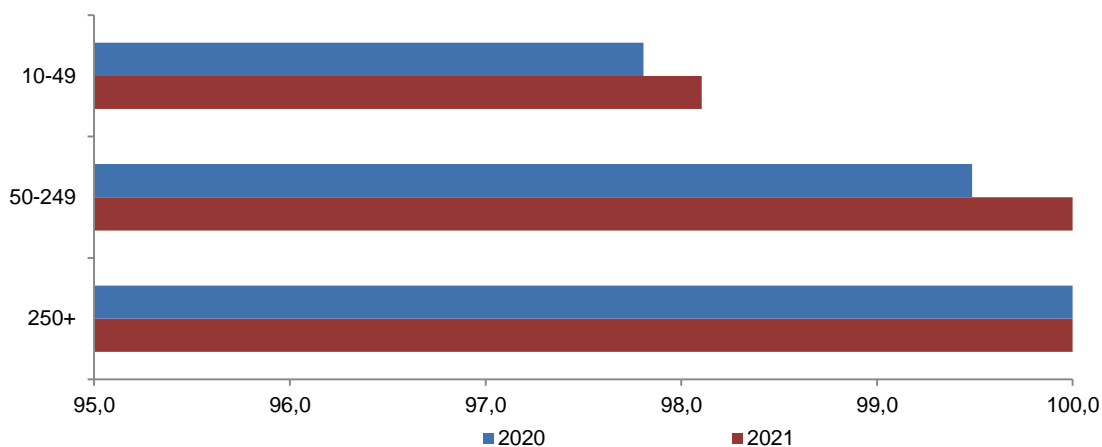
In 2021, 98.1 % of enterprises use fixed-line connection to the internet for business purposes which includes ADSL, SDSL, VDSL, fibre optics technology (FTTP), cable technology, etc. The percentage of enterprises that have had download speeds higher than 10 Mbit / s is 90.5 % from 79.8 % in 2020.

Fig. 3 The maximum downloads speeds (%), 2021
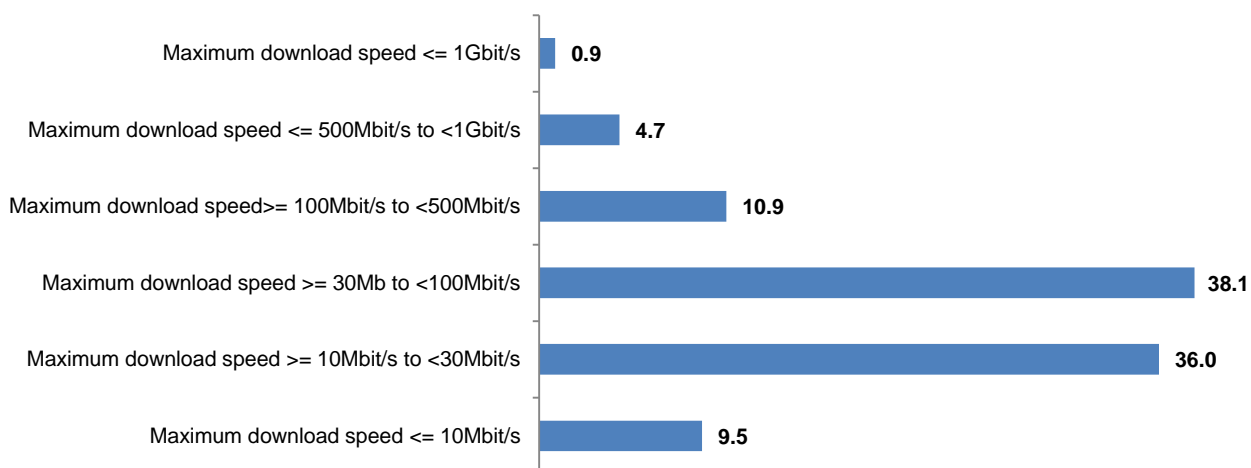
In 2021, the enterprises that had a website were 45.0 % of the enterprises using computers with internet access from 44.6 % in 2020. From 92.8 % of enterprises, the website is mainly used to publish product catalogs or prices list, 38.3 % have used it to receive orders, reservations, or online bookings and 42.2 % of enterprises have used it for reference in their social media profiles.

Fig.4 Share of enterprises having a website by economic activity (%), 2021
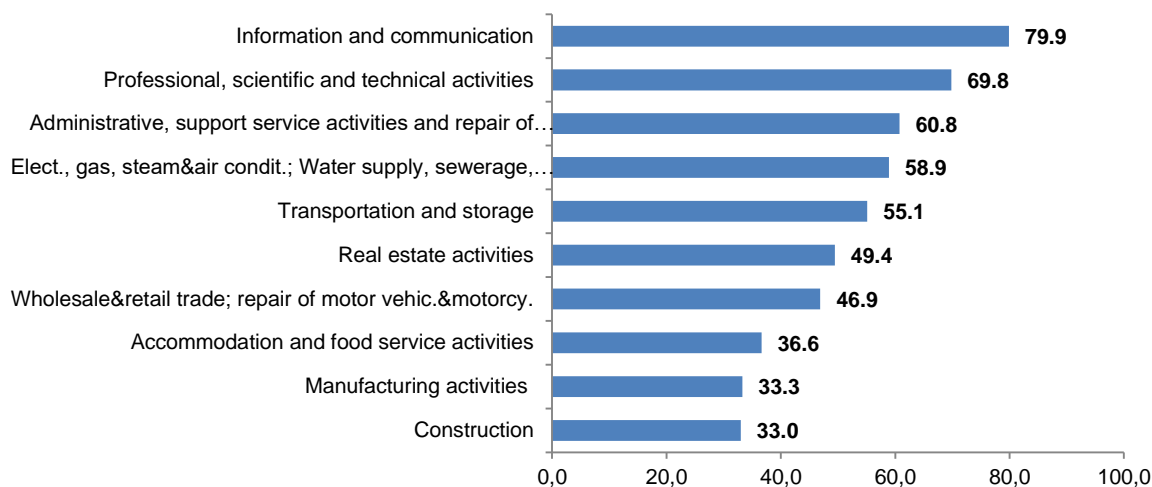
In 2021, 13.3 % of enterprises have sold products/services via their website or dedicated applications, e-commerce marketplace websites, and apps used by several enterprises for trading goods or services. The highest share of electronic commerce is carried out by enterprises operating in the information and communication activities 32.2 %, accommodation, and food service activities by 29.0 %, and administrative and support service activities by 26.1 %.

Fig.5 Online sales through websites/applications by economic activity (%), 2021
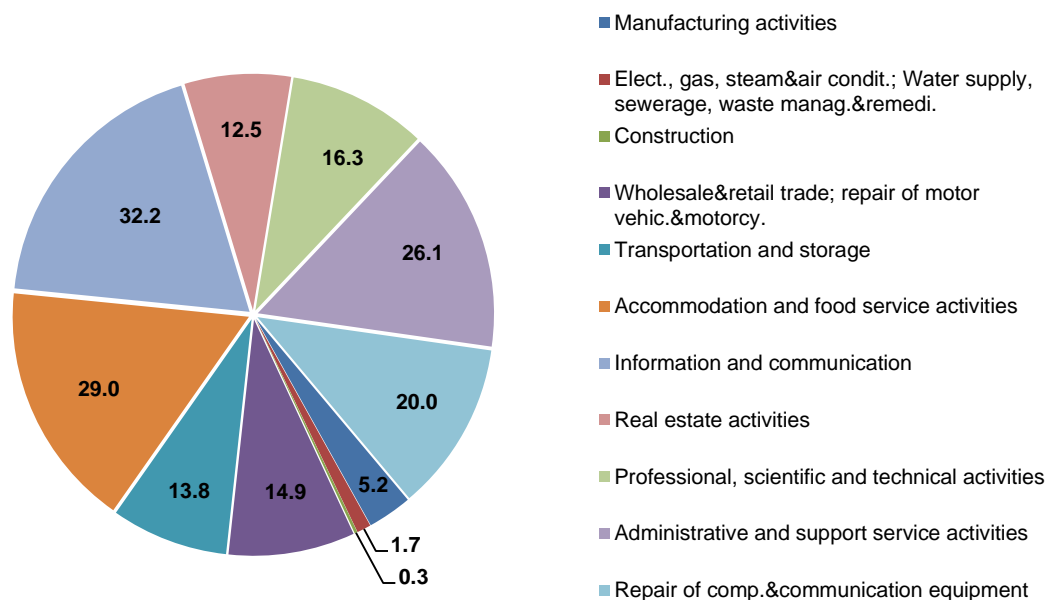
In 2021, automatic sharing of information within the enterprise, which is used for planning and management of enterprise resources, dividing information between different functional areas is used by 35.8 % of enterprises from 35.1 % that resulted in 2020.

The application of customer relationship management (CRM) software is used by 24.8 % of enterprises from 22.5 % in 2020.

The cloud services that refer to services used on the Internet to access computer programs, storage capacities, etc. are used by 20.7 % of enterprises in 2020 from 18.2 % in 2020.

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 is used by 6,0 % from 5.5 % in 2020.

Social media, such as Facebook, LinkedIn, Twitter, YouTube, etc. is used by 69.0 % of enterprises from 66.6 % in 2020.

Fig. 6 Usage of social media in enterprises, by size class (%) 2021
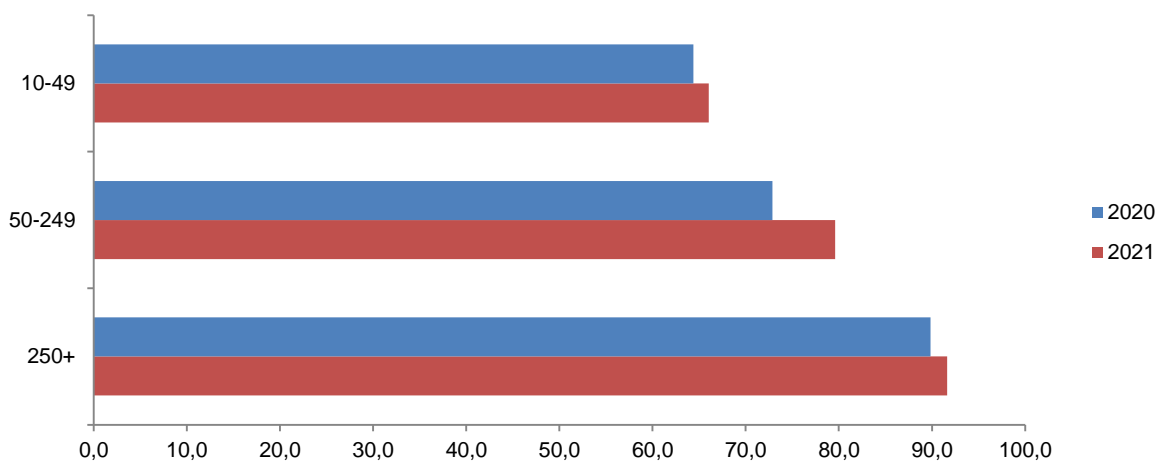
The Internet of Things (interconnected devices or systems, often referred to as "smart" devices or systems) is used by 36.4 % of enterprises.

In 2020, as a result of the COVID-19 pandemic:
- 27.6 % of enterprises increased the number of remote meetings conducted via Skype, Zoom, and MS Teams, etc.
- 19.2 % of enterprises increased the number of employed having remote access to the e-mail system of the enterprise.
- 13.5 % of enterprises increased the number of employed having remote access to the ICT systems of the enterprise, e.g. documents, software.

For more information visit INSTAT website: http://www.instat.gov.al/en/themes/science-technology-and-inovation/information-and-communication-technologies/

Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2021 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 1,947 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

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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, the first quarter of 2021. 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).

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.

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 employed 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.

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.

Extranet: 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.

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

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 (e.g. accounting, planning, production, marketing, etc.).

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

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.

The Internet of Things (IoT): Refers to interconnected devices or systems, often called "smart" devices or systems. They collect and exchange data and can be monitored or remotely controlled via the internet. Internet of Things may include various types of network connections via WAN, WiFi, LAN, Bluetooth, ZigBee,Virtual Privat Networks (VPN) etc.