

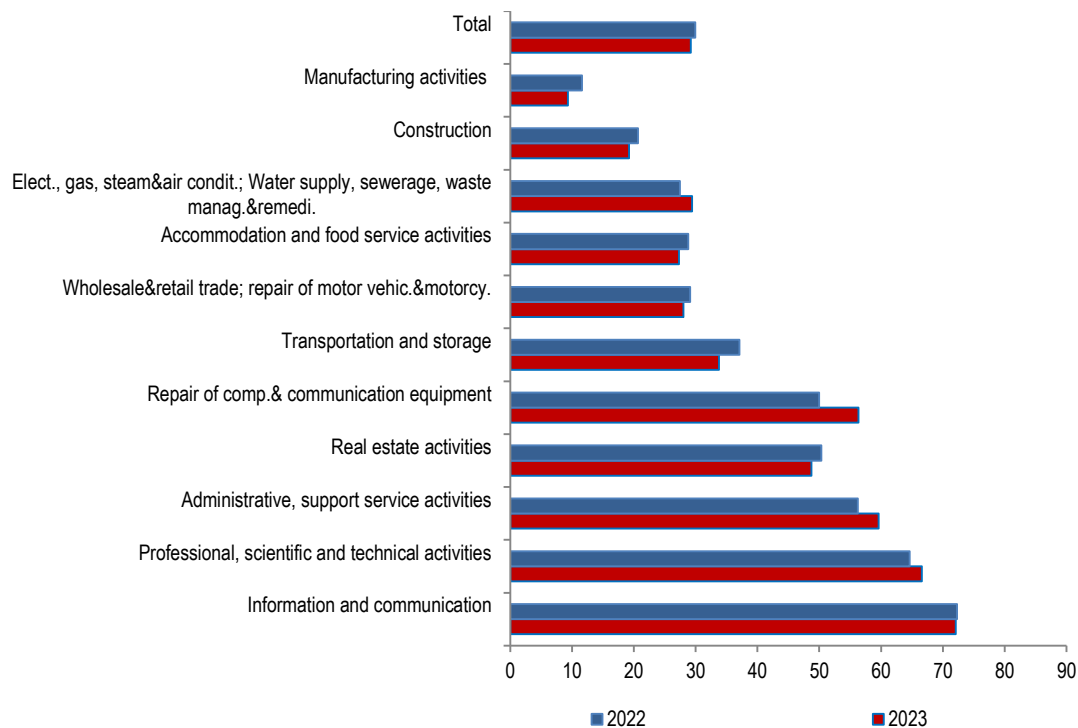
# Usage of Information and Communication Technologies in Enterprises

**Tirana, 19 September 2023:** Enterprises with more than 10 employees who have a computer with Internet access for work purposes during 2023 represent 99.1% of enterprises, from 98.7% that resulted in 2022.

During the year 2023, the percentage of enterprises that have specialists in the field of information and communication technology is 28.4%, from the 26.3% that resulted in 2022.

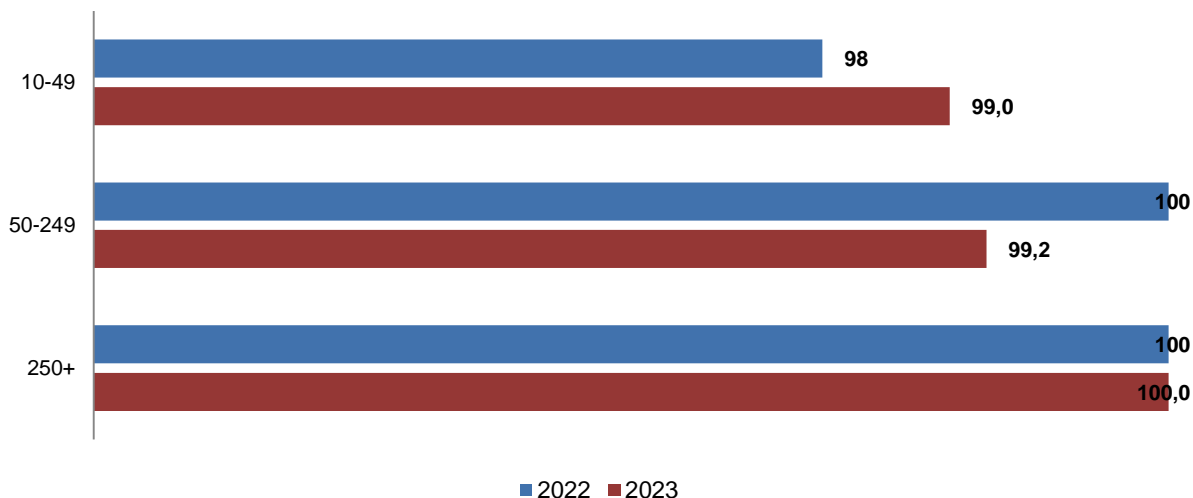
Employees who have a computer with Internet access for work purposes represent 29.9% of the total employees of enterprises, from 29.2% that resulted in 2022. The highest percentage of employees who use a computer with Internet access is observed in the information and communication activity with 72.3%, followed by professional, scientific and technical activities with 64.9% and administrative and support services with 56.3%.

**Fig. 1 Percentage of employees using computer with Internet access by economic activity, 2023**



In the year 2023, 100% of enterprises with 250+ employees use computers with internet access. In this group of enterprises, 31.6% of employees use a computer with Internet access.

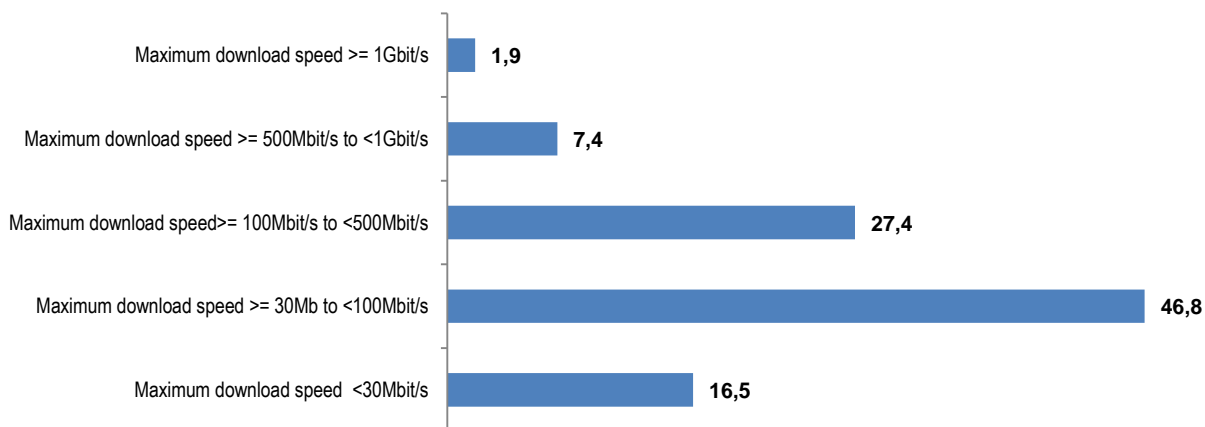
**Fig.2 Access to the internet in enterprises by size class (%), 2023**



In 2023, 99.1% of enterprises used fixed Internet connection, which includes ADSL, SDSL, VDSL, fiber optic (FTTP), cable technology, etc. from 99.0% that resulted in 2022.

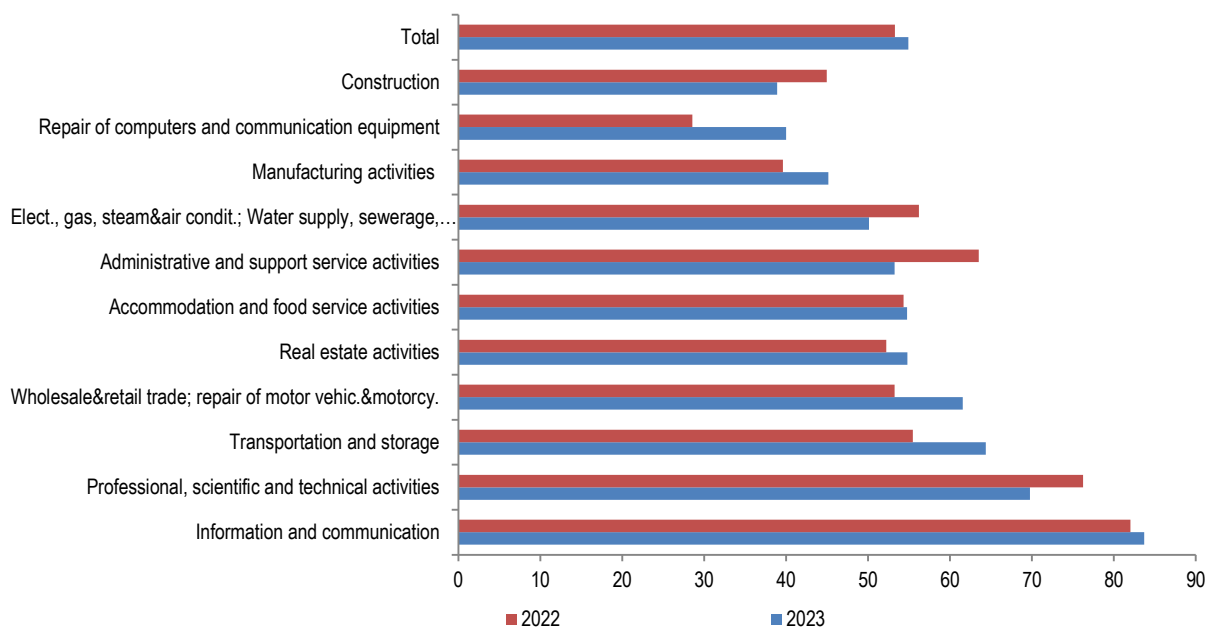
The percentage of enterprises that had a higher download speed than 30 Mbit/s is 83.5% from 63.0% that resulted in 2022, while the percentage of enterprises with over 100 Mbit/s is 36.7%.

**Fig. 3 The maximum download speed (%), 2023**



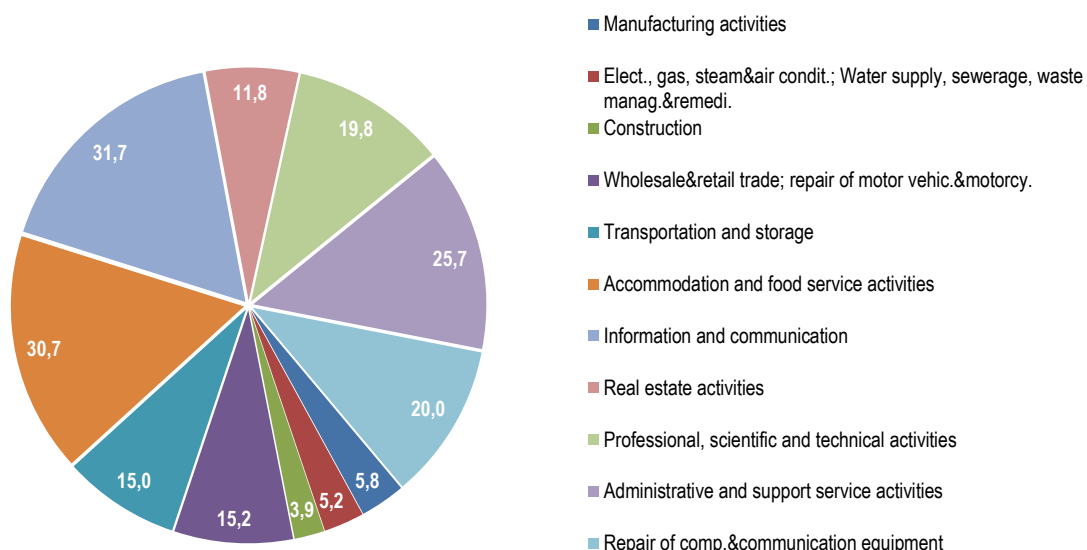
In 2023, the enterprises that had a website were 54.9 % of the enterprises using computers with internet access from 53.3 % in 2022.

**Fig.4 Share of enterprises having a website by economic activity, 2023**



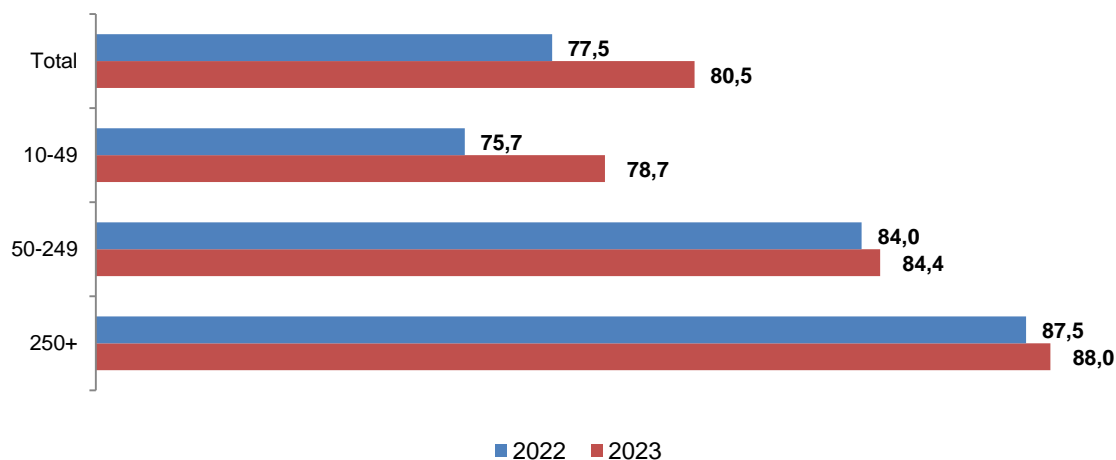
In 2023, 14.8 % of enterprises have sold products/services via their website or dedicated applications, e-commerce marketplace websites, and apps used by several enterprises for trading goods or services. The highest share of electronic commerce is carried out by enterprises operating in the information and communication activities 31.7 %, accommodation, and food service activities by 30.7 %, and administrative and support services with 25.7%.

**Fig.5 E-commerce sales by economic activity (%), 2023**



Social media, such as Facebook, LinkedIn, Twitter, YouTube, etc. is used by 80.5 % of enterprises that uses computer with internet access from 77.5 % in 2022.

**Fig. 6 Usage of social media in enterprises, by size class (%), 2023**



In 2023, cloud services, which refer to services used with Internet to access software, storage capacities, etc., were used by 22.9% of enterprises that have access to the Internet.

In 2023, automatic sharing of information within the enterprise, which is used for planning and managing enterprise resources, sharing information between different functional areas is used by 38.8% of enterprises.

The application of customer relationship management (CRM) software, which helps facilitate communication with the customer and helps track customer interests, etc. was used by 25.2% of enterprises during 2023.

# Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2023 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 2,607 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).

<b>Section</b>	<b>Description</b>
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**

The data collection process was carried out during March 2023 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 2023. 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.

**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.

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

**ICT specialists:** Those employees whose main task is to develop, operate or maintain ICT systems and users are considered, such as database specialists, ICT data specialists, such as: database specialists, ICT support specialists, etc. ICT specialists have the relevant skills to specify, design, install, support, manage, evaluate or perform research activities.

**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