

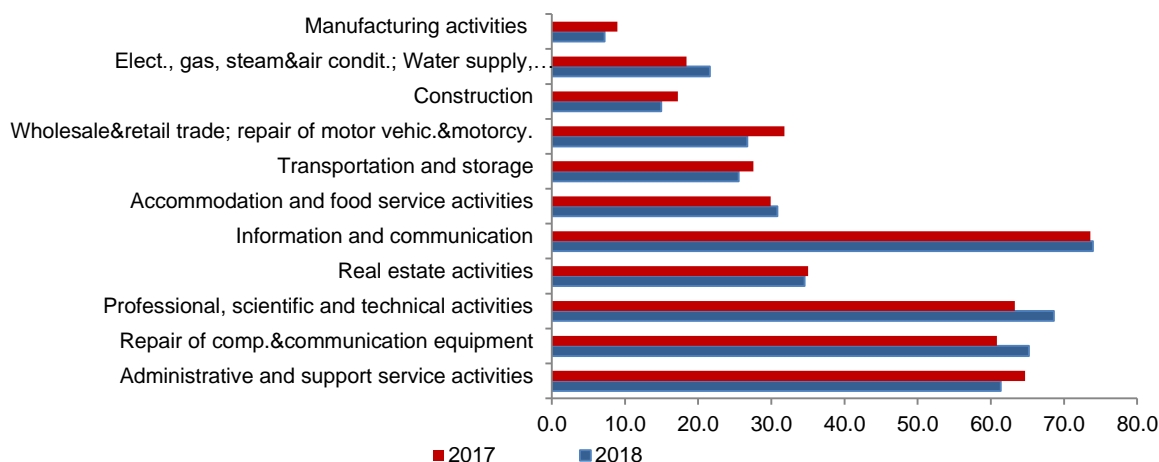
INFORMATION AND COMMUNICATION TECHNOLOGIES IN ENTERPRISES

Tirana, 28 May 2019: Enterprises that used the computer for work purposes, during 2018, represent 97.3 % of economic enterprises with 10 or more employed, from 96.0 % in 2017.

During 2018, the percentage of enterprises that have specialist in the field of information and communication technology is 22.9 %, from 22.4 % in 2017.

Share of employed using the computer for work purposes is 26.0 % from 28.1 % that was in 2017. The lowest share of employed using the computer is in manufacturing activities with 7.2 % and construction activity with 15.0 %. Computers are used to a greater extent by employed of enterprises that perform in information and communication sectors by 73.9 %, professional, scientific and technical activities by 68.6 % and employed in repair of computers, personal and family items by 65.2 %.

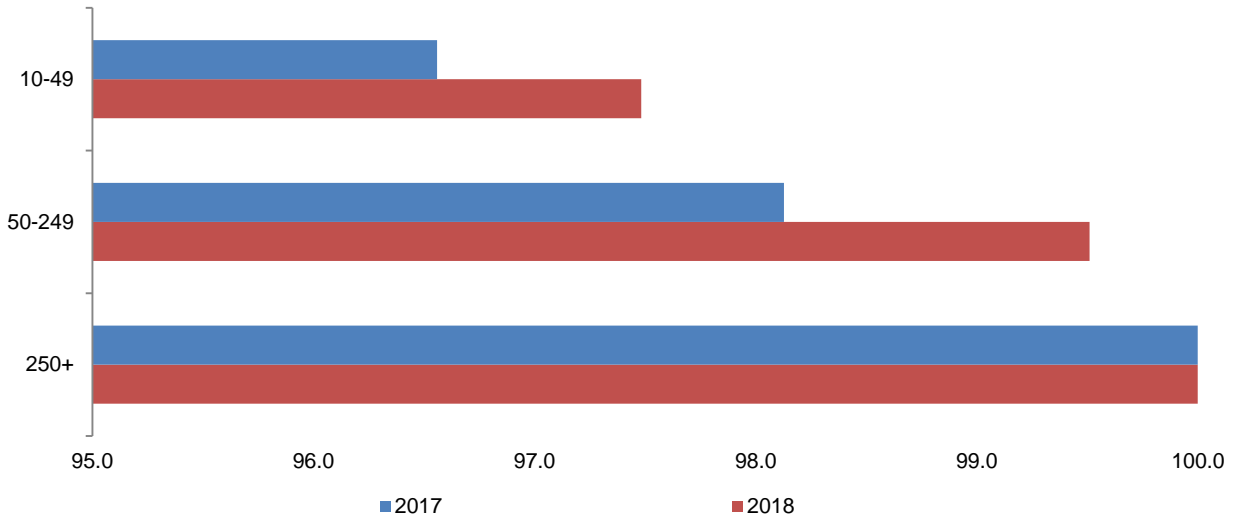
Fig. 1 Employed using computers at their work, by economic activity (%)



In 2018, the percentage of enterprises with internet access is 97.5 % of total enterprises, while in the EU member states this indicator is on average 97.0 %.

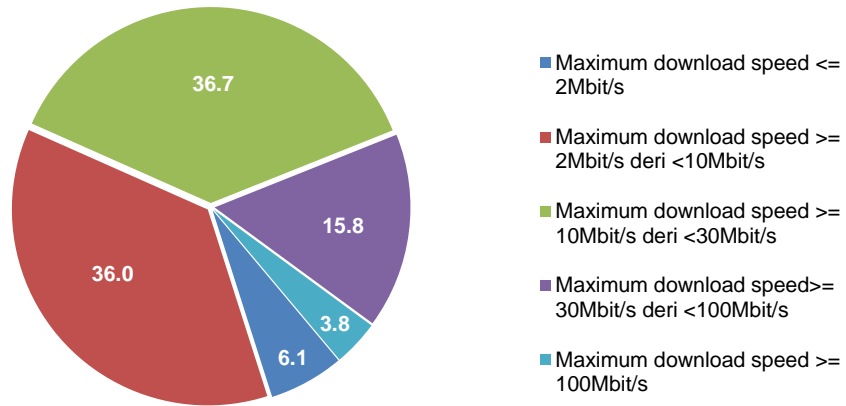
In 2018, 100 % of the enterprises with 250+ employments have internet access.

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



The internet connection is mainly DSL or other broadband connection in 95.3 % of the enterprises, from 88.4 % in 2017.

Fig. 3 The maximum download speeds, 2018 (%)



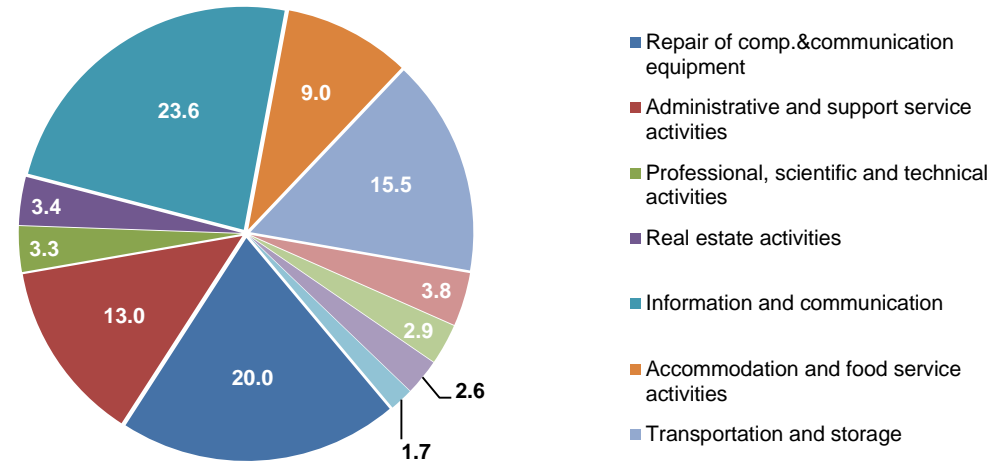
The number of enterprises with download speed higher than 10 Mbit / s is 56.3 %, from 45.8 % in 2017.

In 2018, the enterprises that had a website were 44.9 % of the enterprises using computers with internet access from 47.3 % in 2017.

For 80.4 % of enterprises, the website is mainly used to publish product catalogs or price list from 71.3 % that was in 2017.

In 2018, 5.7 % of enterprises have sold products / services via their website or dedicated applications from 7.7 % that was in 2017. Generally, electronic commerce is carried out by enterprises operating in the information and communication activities by 23.6 %, repair of computers, personal and family items by 20.0 % and administrative and support services by 13.0 %.

Fig. 4 E-commerce sales from enterprises, by economic activity, 2018 (%)



The cloud services that refer to services used on the Internet to access computer programs, storage capacities, etc., are used by 10.7 % of enterprises in 2018.

In 2018, automatic sharing of information within the enterprise is used by 38.3 % of enterprises.

The application of customer relationship management (CRM) software is used by 22.8 % of enterprises during 2018.

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 12.6 % of enterprises in 2018).

In 2018, about 52.4 % of enterprises have used social media, such as Facebook, LinkedIn, Twitter, YouTube, etc. from 46.8 % of enterprises in 2017. During 2018, in 80.0 % of enterprises, social media has been used to improve the image of the enterprise or the labor market of products (eg. for advertising, marketing of a new product, etc.), from 79.6% in 2017. Only 25.4 % of enterprises have used social media to share opinions, opinions, or knowledge within the enterprise by 20.0 % in 2017.

Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2018 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 1616 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. Periudha e referencës për variablat kryesore është koha e mbledhjes së të dhënave, viti 2018. Për pyetjet në lidhje me Specialistët e TIK, Shitje/Blerje on line periudha referuese është një vit më parë, 2017.

DEFINITIONS

Computers: include 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 ect 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.

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.

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.