

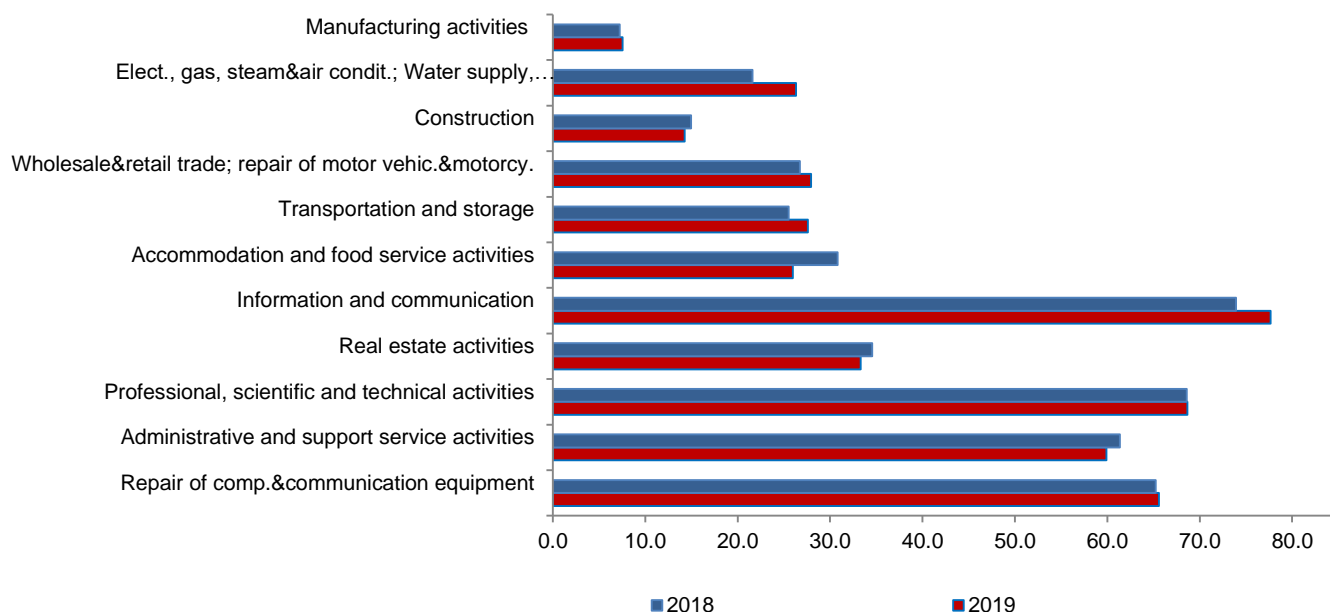
# USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN ENTERPRISES

**Tirana, 28 May 2019:** Enterprises that used the computer for work purposes, during 2019, represent 97.5 % of economic enterprises with 10 or more employed, from 97.3% in 2018.

During 2019, the percentage of enterprises that have specialist in the field of information and communication technology is 23.4%, from 22.9% in 2018.

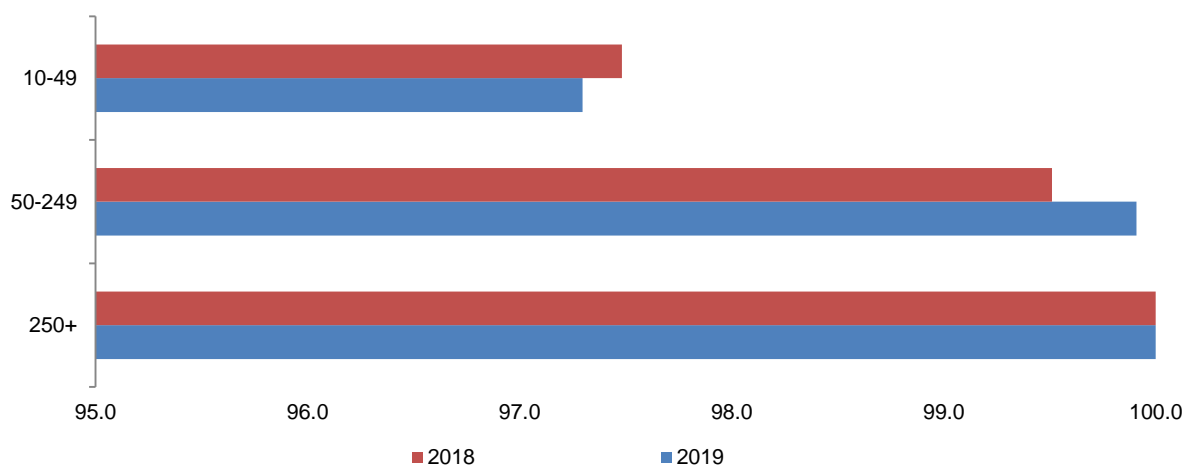
Share of employed using the computer for work purposes is 27.0 % from 26.0 % that was in 2018. The lowest share of employed using the computer is in manufacturing activities with 7.6 % and construction activity with 14.3 %. Computers are used to a greater extent by employed of enterprises that perform in information and communication sectors by 77.7 %, professional, scientific and technical activities by 68.7 % and employed in repair of computers, personal and family items by 65.6 %.

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

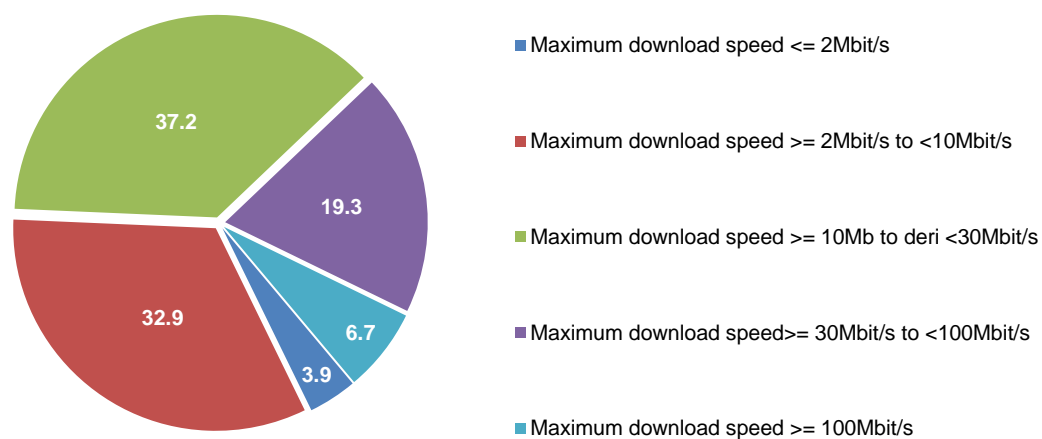


In 2019, the percentage of enterprises that use computer for work purposes with internet access is 97.8 % of the total enterprises.

In 2019, 100% of the enterprises with 250+ employed 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 95.7 % of the enterprises, from 95.3 % in 2018.

**Fig. 3 The maximum download speeds (%), 2019**

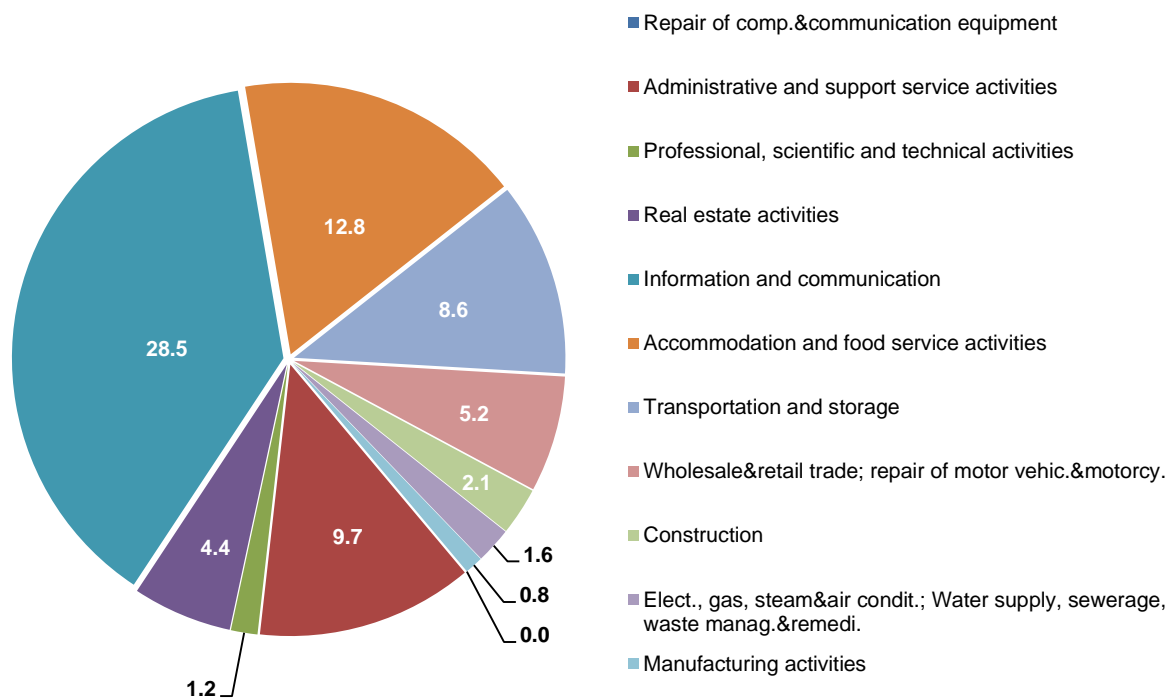
The number of enterprises with download speed higher than 10 Mbit / s in 2019 is 63.2 %, from 56.3 % in 2018.

In 2019, the enterprises that had a website were 44.5 % of the enterprises using computers with internet access from 44.9 % in 2018.

For 87.8 % of enterprises, the website is mainly used to publish product catalogs or prices list from 80.4% that was in 2018.

In 2019, 5.8 % of enterprises have sold products / services via their website or dedicated applications from 5.6 % that was in 2018. Generally, electronic commerce is carried out by enterprises operating in the information and communication activities by 28.5 % repair of computers, accommodation and food service activities by 12.8 % and administrative and support service activities by 9.7 %.

**Fig.4 E-commerce sales from enterprises, by economic activity (%), 2019**



The cloud services that refer to services used on the Internet to access computer programs, storage capacities, etc. are used by 11.4 % of enterprises in 2019 from 10.7 % in 2018.

In 2019, 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 38.5 % of enterprises from 38.3 % in 2018.

The application of customer relationship management (CRM) software is used by 22.1 % of enterprises from 22.8% in 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 15.8 % of enterprises in 2019 from 12.3 % in 2018).

3D printing has been used by 6.1 % of enterprises during 2019, 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.

In 2019, about 59.5 % of enterprises have used social media, such as Facebook, LinkedIn, Twitter, YouTube, etc. from 52.4 % of enterprises in 2017. During 2019, in 82.2 % of enterprises, social media has been used to improve the image of the enterprise or the labor market of products (e.g. for advertising, marketing of a new product, etc.) from 80.0 % in 2018. Only 26.7 % of enterprises have used social media to share opinions, opinions, or knowledge within the enterprise by 25.4 % in 2018.

# 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).

<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***

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** 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 (eg inventory levels, production plans, forecasts, delivery performance) through computer networks or websites, but it excludes manually written email messages.

**3D printing aka additive layer manufacturing:** 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.