Statistical activity code: 20505

Information technology in enterprises

Questionnaire code: 13572025   Submitted in: 19.03.2025, data about 2024

Period: Periodicity: Annual

Statistics Estonia guarantees the full protection of data submitted.

Economic unit
  Registry code: **E-mail:**
  Name: **Phone:**

Postal address
  County: **Street:**
  City / Rural municipality: **Building:**
  Village / Town / City district: **Apartment:**
  Secondary address unit: **Postal code:**

Economic activity in the sample

Completed by
  Personal ID code: **E-mail:**
  Firstname and surname: **Phone:**

  Completed on (date):   **Signature:**

A. USE OF THE INTERNET

		Answer 1
A1. Number of persons employed who use the internet for business purposes (including fixed line and mobile connection).	101	
IF YOU ANSWERED "0" TO QUESTION A1, GO TO QUESTION G1	x0	Routing
USE OF A FIXED CONNECTION TO THE INTERNET FOR BUSINESS PURPOSES	x1	
AA2. Does your enterprise use any type of fixed connection to the internet?	102	1 - Yes 2 - No
IF YOU ANSWERED "NO" TO QUESTION A2, GO TO QUESTION A4	x2	Routing
A3. What is the maximum contracted download speed of the internet connection of your enterprise?	103	01 - Less than 30 Mbit/s 02 - At least 30, but less than 100 Mbit/s 03 - At least 100, but less than 500 Mbit/s 04 - At least 500, but less than 1 Gbit/s 05 - At least 1 Gbit/s
WEB PRESENCE	x3	
USE OF A WEBSITE	x4	
A4. Does your enterprise have a website?	104	1 - Yes 2 - No
IF YOU ANSWERED "NO" TO QUESTION A4, GO TO QUESTION A6	x5	
A5. Does the website have any of the following?	105	
a) Description of goods or services and/or price information	105_A	
b) Online ordering, reservation or booking (e.g. shopping cart)	105_B	
c) Possibility for visitors to customise or design online goods or services	105_C	

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d) Tracking or status of orders placed	105_D	
e) Personalised content on the website for regular/recurrent visitors (e.g. customer account)	105_E	
f) A chat service for customer support (a chat box, chatbot, virtual agent or a person replying to customers)	105_F	
g) Information on job vacancies or the possibility to apply for a job through an online application	105_G	
h) Content of the website is available in at least two languages	105_H	
i) The website does not contain any of the above	105_I	
A6. Does your enterprise use any social media (i.e. have a user profile or an account)? (e.g. Facebook, Instagram, X (formerly Twitter), Snapchat, YouTube, LinkedIn, TikTok, MeetFrank).	106	1 - Yes 2 - No

B. E-COMMERCE

E-commerce is the sale or purchase of goods or services by electronic means, especially via the internet and other computer networks, whereas the payment and delivery of the goods or services do not have to be conducted online. E-commerce transactions are conducted either via the web or via electronic data exchange (EDI).

		Answer 1
WEB SALES	x3	
B1. In the previous year, did your enterprise receive orders for goods or services placed via the following channels?	201	
a) Enterprise's website or app (including extranet)	201_A	1 - Yes 2 - No
b) E-commerce marketplace websites (e.g. Alibaba.com, Amazon, Booking.com, eBay, Etsy, ThomasNet, etc.)	201_B	1 - Yes 2 - No
IF YOU ANSWERED "NO" TO BOTH OPTIONS (a) AND (b) UNDER QUESTION B1, GO TO QUESTION B5.	x5	Routing
PLEASE ANSWER EITHER TO B1a OR B1b OR BOTH.	x6	Routing
B2a) Please estimate the value of the turnover from web sales (in euros, excluding VAT) in the previous year.	202_A	
B2b) Please estimate what percentage of the TOTAL TURNOVER was generated by orders placed over the web in the previous year (enter number without % symbol).	202_B	
ANSWER THE QUESTIONS BELOW ONLY IF YOU ANSWERED "YES" TO BOTH OPTIONS (a) AND (b) UNDER QUESTION B1	x11	Routing
B3. Please estimate what was the percentage breakdown of the value of WEB SALES in the previous year for the following (enter number without % symbol) ...	203	
a) enterprise's website or app (including extranet)	203_A	
b) E-commerce marketplace websites (e.g. Alibaba.com, Amazon, Booking.com, eBay, Etsy, ThomasNet, etc.)	203_B	
TOTAL 100%	203_C	sum of rows 203_A and 203_B
B4. Please estimate what was the percentage breakdown of the value of WEB SALES in the previous year by type of customer (enter number without % symbol) ...	204	
a) sales to private consumers (B2C)	204_A	
b) sales to other enterprises (B2B) and sales to the public sector (B2G)	204_B	
TOTAL 100%	204_C	sum of rows 204_A and 204_B
EDI-TYPE SALES	x14	
B5. In the previous year, did your enterprise receive EDI-type orders?	207	1 - Yes 2 - No
IF YOU ANSWERED "NO" TO QUESTION B5, GO TO QUESTION C1	x16	
PLEASE REPLY EITHER TO B6a OR B6b OR BOTH.	x17	
B6a) Please estimate what was the turnover in euros (VAT excluded) of EDI-type sales of goods or services in the previous year.	208_A	
B6b) Please estimate what percentage of the TOTAL TURNOVER was generated by EDI-type sales of goods or services in the previous year.	208_B	

C: Data utilisation, sharing, analytics, and trading

		Answer 1
C1. Does your enterprise use the following business software?	301	
a) Enterprise Resource Planning (ERP) software.	301_A	1 - Yes 2 - No
b) Customer Relationship Management (CRM) software.	301_B	1 - Yes 2 - No
c) Business Intelligence (BI) software.	301_C	1 - Yes

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		2 - No
Data analytics	x19	
C2. Does your enterprise perform data analytics by own employees?	302	1 - Yes 2 - No
IF YOU ANSWERED "NO" TO QUESTION C2, GO TO QUESTION C4.	x21	
C3. Does your enterprise apply data analytics on data from the following sources?	303	
a) Transactional data	303_A	1 - Yes 2 - No
b) Customer data	303_B	1 - Yes 2 - No
c) Social media data, including the enterprise's own social media profiles	303_C	1 - Yes 2 - No
d) Web data	303_D	1 - Yes 2 - No
e) Location data of portable devices or vehicles	303_E	1 - Yes 2 - No
f) Data from smart devices or sensors	303_F	1 - Yes 2 - No
g) Open data from public authorities	303_G	1 - Yes 2 - No
h) Satellite data	303_H	1 - Yes 2 - No
C4. Does an external enterprise or organisation perform data analytics for your enterprise?	305	1 - Yes 2 - No

D. CLOUD COMPUTING SERVICES (click on the table heading for more information)

Cloud computing services are services provided via the internet (incl. VPN) for software access, data hosting, etc. The ordered cloud computing services can be used in computers with internet access. The user interface for most services is a web browser; in some cases a special user interface is installed.

Characteristics of cloud computing services:
1) they are delivered from the servers of service providers;
2) they can be easily scaled up or down (e.g. the number of users or storage capacity);
3) they are used on-demand by the user, without human interaction with the service provider;
4) they are paid for, either per user, by capacity used, or are pre-paid.

		Answer 1
D1. Does your enterprise use any paid cloud computing services(Free of charge services are excluded.)	401	1 - Yes 2 - No
IF YOU ANSWERED "NO" TO QUESTION D1, GO TO QUESTION E1	x3	
D2. Does your enterprise use any of the following paid cloud computing services?	402	
a) Email as a cloud computing service (e.g. Gmail, Outlook, etc.)	402_A	1 - Yes 2 - No
b) Office software (e.g. word processors, spreadsheets, etc.) as a cloud computing service, e.g. G Suite (Google), Office 365, etc.	402_B	1 - Yes 2 - No
c) Finance or accounting software applications as a cloud computing service (e.g. Merit, Standard Books, Smart Accounts, Dynamics, Directo, etc.)	402_C	1 - Yes 2 - No
d) Enterprise Resource Planning (ERP) software applications as a cloud computing service (e.g. MRPeasy, SAP BusinessByDesign, Erply, Microsoft Dynamics AX)	402_D	1 - Yes 2 - No
e) Customer Relationship Management (CRM) software applications as a cloud computing service (e.g. Microsoft Dynamics CRM, Oracle Siebel CRM, Pipedrive, Scoro CRM)	402_E	1 - Yes 2 - No
f) Security software applications as a cloud computing service, e.g. antivirus programs, network access controls (e.g. Avast CloudCare, Panda Cloud Antivirus, AVG CloudCare)	402_F	1 - Yes 2 - No
g) Hosting the enterprise's databases as a cloud computing service (e.g. Microsoft SQL)	402_G	1 - Yes 2 - No
h) Storage of files in a cloud (e.g. Microsoft OneDrive, Amazon S3, Google Drive, Dropbox, etc.)	402_H	1 - Yes 2 - No
i) Computing power to run the enterprise's own software as a cloud computing service (e.g. renting virtual server disk space from a service provider)	402_I	1 - Yes 2 - No
j) Computing platform providing a hosted environment for application development, testing or deployment as a cloud computing service, e.g. Microsoft Azure.	402_J	1 - Yes 2 - No

E. USE OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE ENTERPRISE

Artificial Intelligence (AI) is a technological system that can imitate natural human intellect and the ability to think. AI can independently solve tasks, learn, and make decisions.

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AI systems can be purely software-based (without the use of hardware), but they can also be embedded in devices.

		Answer 1
E1. Does your enterprise use any of the following Artificial Intelligence technologies?	501	
a) Text mining, analysis of written text for detecting patterns in the text and highlighting information on the basis of NLP (natural language processing) and machine learning principles.	501_A	1 - Yes 2 - No
b) Speech recognition, which converts spoken language into machine-readable format.	501_B	1 - Yes 2 - No
c) Text generator that creates written text, spoken language or programming code according to instructions given or a query submitted	501_C	1 - Yes 2 - No
d) Generation of photos, videos, sound/audio according to instructions given (e.g. Lumen5, OpenArt, etc.)	501_D	1 - Yes 2 - No
e) Image recognition, identifying objects or persons based on photographs or images (e.g Google Cloud Vision, IBM Watson, Clarifai, Amazon Rekognition)	501_E	1 - Yes 2 - No
f) Machine learning (e.g. deep learning) for automatic data analysis in a specific field	501_F	1 - Yes 2 - No
g) AI-based robotic process automation (RPA) used in the office for automating workflows and assisting in decision-making.	501_G	1 - Yes 2 - No
h) Self-propelled robotic machine equipped with artificial intelligence, capable of autonomously observing the surroundings and making decisions based on this information.	501_H	1 - Yes 2 - No
IF YOU ANSWERED "NO" TO ALL OPTIONS UNDER QUESTION E1, GO TO QUESTION E4.	x3	Routing
E2. Does your enterprise use Artificial Intelligence software or systems for any of the following purposes?	502	
a) Marketing or sales	502_A	1 - Yes 2 - No
b) Production processes	502_B	1 - Yes 2 - No
c) Organisation of business administration processes	502_C	1 - Yes 2 - No
d) Logistics	502_D	1 - Yes 2 - No
e) ICT security	502_E	1 - Yes 2 - No
f) Accounting, controlling or finance management	502_F	1 - Yes 2 - No
g) Research and development (R&D) or innovation activity (excluding research on AI)	502_G	1 - Yes 2 - No

F. ICT AND THE ENVIRONMENT

		Answer 1
F1. Does your enterprise use ICT systems or solutions to reduce the energy consumption of the enterprise?	601	1 - Yes 2 - No
F2. Does your enterprise use ICT systems or solutions to reduce the materials used (including consumables) or to increase the use of recycled materials?	602	1 - Yes 2 - No

F. INVOICING (not to be filled in by financial and insurance enterprises, EMTAK K64000–K66999)

		Answer 1
G1. Please specify the reason why the enterprise's employees do not use the internet for work purposes.	1	1 - The company's activities are temporarily suspended, terminated 2 - The performance of tasks does not require the use of the Internet 3 - Other reason
Please specify the reason why the enterprise's employees do not use the internet for work purposes.	603	

G. TIME SPENT ON FILLING OUT THE QUESTIONNAIRE (incl. for preparing the data)

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Please estimate how much time you spent on filling out the questionnaire (incl. time spent on reading the instructions, collecting and preparing data).Record the total time spent by all employees.

		Hours	Minutes
		1	2
Time spent	1		
For example, if it took 1.5 hours, i.e. 90 minutes, to fill in the questionnaire, enter 1 on the hours field and 30 on the minutes field.	x		

COMMENT