CYΣTAT

STRICTLY CONFIDENTIAL

E-COMMERCE SURVEY 2004

FOR OFFICIAL USE ONLY	
S/N	⎿_⎸_⎸_⎸_⏌
Legal Status	
Enterprise Size	
NACE	⎿_⎸_⎸_⎸_⎸_⏌

GENERAL INFORMATION:

1. The aim of the survey is to collect data on computers use and specifically on the electronic commerce in enterprises. These data are necessary for the implementation of policy programmes of both the Government and the Private Sector.

2. All requested information must be supplied by the **IT manager of the enterprise**.

3. An authorised employee of the Statistical Service will contact by phone the IT manager of the enterprise in order to arrange a visit for the completion of the questionnaire.

4. The reference period for the data is the **end of January 2004**, unless the question refers to other specific period.

5. The collection of data is carried out in accordance with the Statistics Law 15(I)/2000. The Statistical Service is bound by the Statistics Law to treat all information obtained as strictly confidential. Your responses will be used solely for statistical purposes.

P. Philippides
Director
Statistical Service

28 January, 2004.

Module A: General information about Information and Communication Technologies (ICT) systems			
A1. **Does your enterprise use computers?**	Yes ☐	No ☐ → Go to X1	
A2. **Share of total number of employed persons using computers in their normal work routine (at least once a week):**			
a) All computers	**%**		
b) Computers connected to the World Wide Web (Internet)	**%**		
A3. **Does your enterprise have employed persons who regularly work part of their time (half a day per week or more) away from your premises and who access the enterprise's IT system from where they are working?**	Yes ☐	No ☐	
A4. **Does your enterprise have the following information and communication technologies?** (Multiple choice)	**Yes**	**No**	
a) Intranet *(see attached glossary for definition)*	☐	☐	
b) LAN *(see attached glossary for definition)*	☐	☐	
c) - of which Wireless LAN	☐	☐	
d) Extranet *(see attached glossary for definition)*	☐	☐	
A5. **Does your enterprise have dedicated IT systems for managing orders?** (Filter question)	Yes	No → Go to B1	
A6. **Do your IT systems for managing orders or purchases link automatically with any of the following IT systems?** (Multiple choice)	**Yes**	**No**	
a) Internal system for re-ordering replacement supplies	☐	☐	
b) Invoicing and payment systems	☐	☐	
c) Your system for managing production, logistics or service operations	☐	☐	
d) Your suppliers' business systems (for suppliers outside your enterprise group)	☐	☐	
e) Your customers' business systems (for customers outside your enterprise group)	☐	☐	

	Module B: Use of Internet (asking enterprises with ICT)			
B1.	**Does your enterprise have access to Internet?** (Filter question)	Yes ☐	No ☐ → Go to D1	
B2.	**Type of external connection to the Internet in January 2004?** (Multiple choice)	**Yes**	**No**	
	a) Modem (dial-up access over normal telephone line)	☐	☐	
	b) ISDN connection *(see attached glossary for definition)*	☐	☐	
	c) DSL (xDSL, ADSL, SDSL etc) < 2Mb/sec *(see attached glossary for definition)*	☐	☐	
	d) DSL (xDSL, ADSL, SDSL etc) ≥ 2Mb/sec *(see attached glossary for definition)*	☐	☐	
	e) Other broadband connection (e.g. cable etc)	☐	☐	
	f) Wireless connection (e.g. satellite, mobile phone)	☐	☐	
B3.	**For what purposes does your enterprise use the Internet?** (**as consumer** of Internet services) (Multiple choice)	**Yes**	**No**	
	a) Banking and financial services	☐	☐	
	b) Training and education	☐	☐	
	c) Market monitoring (e.g. prices)	☐	☐	
	d) Receiving digital products	☐	☐	
	e) Obtaining after-sales services	☐	☐	
B4.	**Does the enterprise use the Internet for interaction with public authorities?**	Yes ☐	No ☐ → Go to B5	
	If yes, please specify the interactions (Multiple choice)	**Yes**	**No**	
	a) For obtaining information	☐	☐	
	b) For obtaining forms, e.g tax forms	☐	☐	
	c) For returning filled in forms, e.g. provision of statistical information to public authorities	☐	☐	
	d) For full electronic case handling, e.g. return filled tax form and include electronic payment	☐	☐	
B5.	**Does the enterprise have a Web site or home page?** (Filter question)	Yes ☐	No ☐ → Go to B7	
B6.	**Facilities of the website of your enterprise** (your enterprise **as provider** of Internet services) (Multiple choice)			
	a) Marketing the enterprise's products	☐		
	b) Facilitating access to product catalogues and price lists	☐		
	c) Customised page for repeat clients	☐		
	d) Delivering digital products	☐		
	e) Providing after sales support	☐		
	f) Providing mobile Internet services	☐		
B7.	**Which of the following security facilities does your enterprise use?** (Multiple choice)	**Yes**	**No**	
	a) Virus checking or protection software	☐	☐	
	b) Firewalls (software or hardware)	☐	☐	
	c) Secure servers	☐	☐	
	d) Off-site data backup	☐	☐	
	e) Electronic digital signature as customer 's authentication mechanism	☐	☐	
	f) Other authentication mechanism (e.g. PIN code)	☐	☐	
	g) Data encryption for confidentiality	☐	☐	
B8.	**Has the enterprise updated any of its security facilities (e.g. virus protection software) in the last 3 months? (This includes automatic updates).**	Yes ☐	No ☐	

B9.	Did your enterprise encounter ICT related security problems in the last 12 months?	Yes ☐	No ☐ → Go to C1	
B10.	If your enterprise encountered ICT related security problems in the last 12 months, please indicate the problems	**Yes**	**No**	
	a) Computer virus attack resulting in loss of information or working time	☐	☐	
	b) Unauthorised access to enterprise computer systems or data	☐	☐	
	c) Blackmail or threats to the enterprise data or software	☐	☐	

Module C: E-commerce via Internet (asking enterprises with Internet access)

Orders via Internet

C1.	Has the enterprise ordered products/services via the Internet during 2003?	Yes ☐	No ☐ → Go to C5		
C2.	Indicate for 2003 either a) the percentage of the Internet orders in relation to the total orders (in monetary terms, excluding VAT), or	< 1% ☐	1 - < 10% ☐	10 - < 25% ☐	> 25% ☐
	b) the volume of the Internet orders (in monetary terms, excluding VAT)	⌈ │ │ │ │ │ │ │ ⌉			
C3.	Has the enterprise paid on-line for any products/ services ordered on the Internet in 2003?	Yes ☐	No ☐		
C4.	Has the enterprise ordered products via specialised Internet market places in 2003?	Yes ☐	No ☐		

Sales via Internet

C5.	Has the enterprise received orders via the internet in 2003 (excluding manually typed e-mails)? (Filter question)	Yes ☐	No ☐ → Go to D1		
C6.	What percentage of the total turnover in 2003 (in monetary terms, excluding VAT) did revenues from these orders represent in 2003?	%			
C7.	What percentage of all Internet sales did sales to other enterprises (B2B) and sales to end consumers (B2C) represent in 2003?	B2B %	B2C %		
C8.	Breakdown of Internet sales in 2003 by destination (estimates in percentage, in monetary terms)	Own country %	EU countries %	Rest of the world %	
C9.	Has the enterprise received on-line payments for Internet orders in 2003?	Yes ☐	No ☐		
C10.	Has the enterprise sold products to other enterprises via a presence on specialised Internet market places in 2003?	Yes ☐	No ☐		

C11.	How important were the benefits gained in the areas below, in your opinion, through making sales via the Internet? (Multiple choice)	Most important	Very important	Of some importance	Of no importance
	a) Improving company image	☐	☐	☐	☐
	b) reducing business costs	☐	☐	☐	☐
	c) speeding up business processes	☐	☐	☐	☐
	d) improving quality of services	☐	☐	☐	☐
	e) reaching new customers	☐	☐	☐	☐
	f) launching new products / services	☐	☐	☐	☐
	g) keeping pace with competitors	☐	☐	☐	☐
	h) expanding the market geographically	☐	☐	☐	☐
	i) targeting customers individually (customisation)	☐	☐	☐	☐

Module D: E-commerce via EDI or networks other than Internet. (asking enterprises with ICT)				
D1.	**Did the enterprise use EDI or networks other than Internet during 2003?**	Yes	No → Go to E1	
	a) for at least 1% of total **orders** (in monetary terms, excluding VAT)?	☐	☐	
	b) for at least 1% of total **sales** (in monetary terms, excluding VAT)?	☐	☐	
D2.	**Which technology do you use?** (Multiple choice)	EDI ☐	Minitel ☐	Other ☐
D3.	**What percentage of the total orders (in monetary terms) did the orders via EDI or networks other than Internet represent in 2003?** (estimate in %)	%		
D4.	**What percentage of the total turnover (in monetary terms) did the sales via EDI or networks other than Internet represent in 2003?**	%		

Module E: Confidence building practices for Internet-commerce			
E1.	**Does your enterprise use one of the following practices and informs about this on its website?**	Yes	No
	a) Trustmarks	☐	☐
	b) Alternative dispute resolution mechanisms (resolution via an impartial outsider)	☐	☐
	c) Customer service/ complaints mechanisms	☐	☐

Module F: Barriers to Internet sales					
F1.	**How important in your opinion were the following in limiting sales via the Internet?** **Please indicate using the following scale of importance:** (Multiple choice)	**most important**	**very important**	**of some importance**	**of no importance**
	a) Products / services of enterprise not suitable for sales by the Internet	☐	☐	☐	☐
	b) Customers or other enterprises not ready to use sales via Internet	☐	☐	☐	☐
	c) Security problems concerning payments	☐	☐	☐	☐
	d) Uncertainty concerning legal framework for Internet sales (e.g. contracts, terms of delivery and guarantees)	☐	☐	☐	☐
	e) Logistical problems	☐	☐	☐	☐
	f) Other (please specify ...)				

Module X: Background information		
X1.	**Activity of the enterprise**	…………………………………………………………………… ……………………………………………………………………
X2.	**Number of employed persons , 2003 (annual average)**	
X3.	**Total orders of goods and services (in value terms, excluding VAT)**	
X4.	**Total turnover (in value terms, excluding VAT)**	

	Module Z: General Information
Z1.	**If you have any comments about the survey, please write down below:**

Z2.	**Name of the person who answered the questionnaire:**	
	Position in the enterprise:	
	Telephone:	
	Fax:	
	E-mail:	
Z3.	**Name of the person who completed the questionnaire:**	
	Signature:	
	Date:	

GLOSSARY

ADR:
(Alternative dispute resolution mechanism)

Out-of-court dispute settlement process such as mediation, conciliation, arbitration. The aim is to contribute to fostering consumer confidence without unnecessarily burdening business. In particular relevant for cross-border electronic commerce.

B2B:
(Business to Business)

Business-to-Business transactions conducted over IP based networks and over other computer-mediated networks.

B2C:
(Business to Customer)

Transactions conducted between Business and private Consumer over IP based networks and over other computer-mediated networks.

Broadband:

No generally accepted definition of broadband can be given. Common definitions refer to either: a) the connection speeds measured in kbps or mbps (in at least the downstream direction) or bandwidth measured by the amount of digital bits that one can transmit per second, measured in kbps or mbps; b) the type of connection, of which the following provide broadband access: xDSL (ADSL, SDSL, etc), Cable TV network (cable modem), UMTS (mobile phone), or other (e.g. satellite, fixed wireless); c) the content that is provided with the examples of high definition movie trailers, short films, flash animation, three dimensional video games, video on demand, internet radio, streaming video, video conferencing and so on.

Computer-mediated networks other than Internet:

EDI, Minitel or interactive telephone systems.

Digital products or services:

Goods/services that can be ordered and delivered directly to a computer over the Internet, e.g. music, videos, games, computer software, online newspapers, consulting services, etc.

DSL:
(Digital Subscriber Line)

A high-bandwidth (broadband), local loop technology to carry data at high speeds over traditional (copper) telephone lines.

xDSL, ADSL etc:
(Asymmetric Digital Subscriber Line)

Asymmetric Digital Subscriber Line. One of the DSL techniques. Includes ADSL, IDSL, HDSL, SDSL, RADSL, VDSL, DSL-Lite.

E-commerce:
(Electronic commerce)

Transactions conducted over Internet Protocol-based networks and over other computer-mediated networks. The goods and services are ordered over those networks, but the payment and the ultimate delivery of the good or service may be conducted on or off-line. Orders received via telephone, facsimile, or manually typed e-mails are not counted as electronic commerce.

EDI:
(Electronic Data Interchange)

Electronic Data Interchange. Data interchange in structured form (EDIFACT) between businesses.

E-mail:
(Electronic Mail)

Electronic transmission of messages, including text and attachments, from one computer to another located within or outside of the organisation. This includes electronic mail by Internet or other computer networks.

Extranet:

A secure extension of an Intranet that allows external users to access some parts of an organisation's Intranet.

Internet:

Relates to Internet Protocol based networks: www, Extranet over the Internet, EDI over the Internet, Internet-enabled mobile phones.

Intranet:

An internal company communications network using Internet protocol allowing communications within an organisation.

ISDN:

Integrated Services Digital Network.

LAN:
(Local Area Network)

A network for communications between computers confined to a single building or in closely located group of buildings, permitting users to exchange data, share a common printer or master a common computer, etc.

Mobile Internet services:

Internet services available via a wireless terminal (Mobile phone, Personal Digital Assistant, PC device or custom terminal) and using Wireless Application Protocol (WAP) or General Packet Radio Service (GPRS). WAP is a protocol that makes it possible to adapt Internet formats to the characteristics of GSM handsets. GPRS is a packet-switched technology that makes it possible to send/receive blocks of data from/to a mobile phone.

Modem:

Device that modulates outgoing digital signals from a computer or other digital device to analogue signals for a conventional copper twisted pair telephone line and demodulates the incoming analogue signal and converts it to a digital signal for the digital device.

On-line payment:

An on-line payment is an integrated ordering -payment transaction.

Specialised Internet market places:

Web site where several enterprises are represented, which market a specific type of goods/services or aim at limited groups of customers.

Trustmarks:

A label on a web site indicating that an organization agrees to comply with a number of best business practices, including redress mechanisms. Essentials of trustmarks are: Label, Code of Conduct/Principles, Enforcement, Redress. The aim is to win the trust of the consumer.

Web site:

Location on the World Wide Web identified by a Web address. Collection of Web files on a particular subject that includes a beginning file called a home page. Information is encoded with specific languages (Hypertext mark-up language (HTML), XML, Java) readable with a Web browser, like Netscape's Navigator or Microsoft's Internet Explorer.