File No.: 5.27.06.31

STATISTICAL SERVICE
1444 NICOSIA

SURVEY ON ICT USAGE AND E-COMMERCE IN ENTERPRISES 2013

FOR OFFICIAL USE ONLY	
S/N	
Legal Status	
Enterprise Size	
NACE Rev 2	

GENERAL INFORMATION:

1. The aim of the survey is to collect data on ICT usage, Internet usage and 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**. Regarding the enterprise's background information (Module X), these should be provided by the General Manager or by the Accountant or by any other person responsible.

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

4. Definitions of the terms used in the questionnaire can be found in the glossary attached.

5. The reference period for the data is **January 2013**, unless the question refers to other specific period.

6. 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.

G. Chr. Georgiou
Director
Statistical Service

January, 2013

MODULE A: Use of Computers and Computer Networks[1]		
A1. **Did your enterprise use computers, in January 2013?** Computers include Personal Computers, nettops[2], portable computers (e.g. laptops, notebooks, netbooks, tablets), other portable devices like Smartphones, Personal Digital Assistants (PDA)[3].	**Yes** ☐	**No** ☐ → Go to X1
A2. **Please answer (a) or (b)** a) **How many persons employed used computers at least once a week, in January 2013?** If you can't provide this value, b) **An estimate of the percentage of the number of persons employed who used computers at least once a week, in January 2013.**	└─┴─┴─┴─┘ └─┴─┴─┘ %	
A3. **In January 2013, did your enterprise provide to the persons employed remote access to the enterprise's e-mail(4) system, documents or applications (via fixed, mobile or wireless connection(5) to the Internet(6))?**	**Yes** ☐	**No** ☐

MODULE B: Access and use to the Internet		
(Scope: enterprises with computers)		

		Yes	No
B1.	**Did your enterprise have access to the Internet, in January 2013?**	☐	☐ → Go to C1

B2.	**Did your enterprise have the following types of external connection to the Internet, in January 2013?**	Yes	No
	a) DSL[7] connection e.g. xDSL[8], ADSL, SDSL, VDSL etc	☐	☐
	b) Other fixed broadband Internet connection, e.g. cable (CableNet), fiber optics technology (FTTH), etc	☐	☐
	c) Dial-up access over normal telephone line (traditional Modem[9]) or ISDN[10] connection	☐	☐
	d) Mobile broadband connection[11] via a portable device using mobile telephone networks (so called 3G or 4G)[12]	☐	☐
	d1) via portable computer (e.g. notebook, netbook, laptop, Ultra Mobile PC-UMPC, tablet, etc)	☐	☐
	d2) via other portable devices (e.g. Smartphone, PDA phone)	☐	☐
	e) Other mobile connection e.g. analogue mobile phone, GSM[13], GPRS[14], EDGE[15]	☐	☐

B3.	**What was the maximum contracted download speed of the fastest Internet connection of your enterprise, in January 2013?**	
	a) Less than 2 Mbit/s	☐
	b) At least 2 Mbit/s but less than 10Mbit/s	☐
	c) At least 10 Mbit/s but less than 30Mbit/s	☐
	d) At least 30 Mbit/s but less than 100Mbit/s	☐
	e) At least 100 Mbit/s	☐

B4.	**Please answer (a) or (b):**	
	a) How many persons employed used computers with access to the Internet at least once a week, in January 2013?	☐☐☐☐☐
	or	
	b) An estimate of the percentage of the total number of persons employed who used computers with access to the Internet at least once a week, during January 2013.	☐☐☐ %
	Computers include personal computers, nettops, portable computers (e.g. laptops, notebooks, netbooks), other portable devices like Smartphones, Personal Digital Assistants (PDA).	

Mobile connection to the Internet for business use			
A mobile connection to the Internet means the usage of portable devices connecting to the Internet for business use through mobile telephone networks. Enterprises provide portable devices and pay for all or at least up to a limit, the subscription and the use costs.			

		Yes	No
B5.	**In January 2013, did any persons employed have portable devices provided by the enterprise, that allowed a mobile connection to the Internet for business use?**	☐	☐
	Tick 'No' if the devices allowed Internet connection only via wireless networks and not via mobile telephone networks (e.g. portable computers or other portable devices like Smartphone, PDA phone)		→ Go to B7

B6.　**Please answer (a) or (b)**	
a)　How many persons employed were provided with a portable device that allowed a mobile connection to the Internet for business use, in January 2013? (e.g. portable computers or other portable devices like Smartphone, PDA phone) or	|＿＿|＿＿|＿＿|＿＿|
b)　An estimate of the percentage of the total number of persons employed who were provided with a portable device that allowed a mobile connection to the Internet for business use, in January 2013.	|＿＿|＿＿|＿＿|　%

Use of a Website / Home Page			

		Yes	No
B7.	**Did your enterprise have a Website[16] or Home Page, in January 2013?**	☐	☐
			→ Go to B9
	If yes, give the address of your website:		

		Yes	No
B8.	**In January 2013, did the Website or Home Page have any of the following?**		
a)	Online ordering or reservation or booking, e.g. shopping cart	☐	☐
b)	A privacy policy statement, a privacy seal or certification related to website safety	☐	☐
c)	Product catalogues or price lists	☐	☐
d)	Order tracking available on line	☐	☐
e)	Possibility for visitors to customise or design the products	☐	☐
f)	Personalised content in the website for regular/repeated visitors	☐	☐
g)	Advertisement of open job positions or online job application	☐	☐

	Use of the Internet in contact with public authorities		
	Public authorities refer to both public services and administration activities, e.g. tax, customs, business registration, social security, public health, environment or commune administrations. **Public authorities** can be at local, regional or national level. (e.g. Inland Revenue, Customs and Excise and VAT Services, Social Insurance Services, Department of Road Transport, Department of Registrar of Companies etc.)		
B9.	**During 2012, did your enterprise use the Internet for interaction with public authorities to:** (excluding any interaction via e-mails)	**Yes**	**No**
	a) Obtain information from public authorities' websites or home pages	☐	☐
	b) Obtain forms from public authorities´ websites or home pages e.g. tax declaration	☐	☐
	c) Submit completed forms electronically e.g. forms for customs or VAT declaration	☐	☐
	d) Declare **VAT** completely electronically without the need for paper work (including electronic payment, if required)	☐	☐
	e) Declare **social contributions** completely electronically without the need for paper work (including electronic payment, if required)	☐	☐
	Public electronic Procurement[17] refers to the use of the Internet by enterprises to offer goods or services to public authorities at national level or in other EU countries. The eProcurement process is based on a number of stages from the notification process (online availability of procurement notices and tender specifications) through tendering, awarding, to payment. **eTendering**[18] is the stage of an eProcurement process dealing with the preparation and submission of tenders or proposals online; this includes bids submitted through open, restricted, or negotiated procedures, as well as Framework Agreements and Dynamic Purchasing Systems (DPS[19]). **Submission of bids by e-mail is excluded.**		
B10.	**During 2012, did your enterprise use the Internet for accessing tender documents and specifications in electronic procurement systems of public authorities?**	**Yes** ☐	**No** ☐
B11.	**During 2012, did your enterprise use the Internet for offering goods or services in public authorities' electronic procurement systems (eTendering)?**	**Yes**	**No**
	a) In Cyprus	☐	☐
	b) In other EU countries	☐	☐

		Use of Social Media[20]		

Use of Social Media refers to the enterprise's use of applications based on Internet technology or communication platforms for connecting, creating and exchanging content online, with customers, suppliers, or partners, or within the enterprise.
- Enterprises using social media are considered those that have a user profile, an account or a user license depending on the requirements and the type of the social media.

B12.	**In January 2013, did your enterprise use any of the following social media?**	**Yes**	**No**
a)	Social networks (e.g. Facebook, LinkedIn, Xing, Viadeo, Yammer, etc)	☐	☐
b)	Enterprise's blog or microblogs (e.g. Twitter, Present.ly, etc)	☐	☐
c)	Multimedia content sharing websites (e.g. YouTube, Flickr, Picassa, SlideShare, etc)	☐	☐
d)	Wiki based knowledge sharing tools	☐	☐
e)	The enterprise did not use any of the above mentioned social media or used them only for posting paid adverts	☐ → Go to C1	

B13.	**In January 2013, did your enterprise use social media to:**	**Yes**	**No**
a)	Develop the enterprise's image or market products (e.g. advertising or launching products, etc)	☐	☐
b)	Obtain or respond to customer opinions, reviews, questions	☐	☐
c)	Involve customers in development or innovation of goods or services	☐	☐
d)	Collaborate with business partners (e.g. suppliers, etc.) or other organisations (e.g. public authorities, non governmental organisations, etc.)	☐	☐
e)	Recruit employees	☐	☐
f)	Exchange views, opinions or knowledge within the enterprise	☐	☐

B14.	**In January 2013, did your enterprise have a formal policy for using social media?** (e.g. objectives, rules, procedures, etc)	**Yes** ☐	**No** ☐

MODULE C: Electronic invoicing

(Scope: enterprises with Computers)

An electronic invoice is an electronic transaction document that contains billing information.
Two different types of electronic invoices are distinguished:
- e-invoices[21] are electronic invoices in a **standard structure (suitable for automatic processing) that may be processed automatically**. They may be directly exchanged between suppliers and customers, via service operators or via an electronic banking system.
- Invoices in electronic format **not suitable for automatic processing.**

		Yes	No
C1.	**In January 2013, did your enterprise <u>send</u> electronic invoices?**		
	a) e-Invoices in a standard structure suitable for automatic processing e.g. EDI[22], UBL[23], XML[24]	☐	☐
	b) Electronic invoices **not** suitable for automatic processing e.g. emails, email attachment in PDF format	☐	☐
C2.	**In January 2013, did your enterprise <u>receive</u> e-invoices in a standard structure suitable for automatic processing?** e.g. EDI, UBL, XML	Yes ☐	No ☐

MODULE D: Automatic share of information within the enterprise

(Scope: enterprises with Computers)

An ERP (Enterprise Resource Planning)[25] is a software package used to manage resources by sharing information among different functional areas (e.g. accounting, planning, production, marketing, etc).

		Yes	No
D1.	**In January 2013, did your enterprise use an ERP software package?**	☐	☐

CRM (Customer Relationship Management)[26] refers to any software application for managing information about business' customers.

		Yes	No
D2.	**In January 2013, did your enterprise use CRM software to manage:**		
	a) The collection, storing and making available information about customers to various business functions	☐	☐
	b) The analysis of information about customers for marketing purposes (e.g. setting prices, sales promotion, choosing distribution channels, etc.)	☐	☐

MODULE E: e-Commerce[27]
(Scope: enterprises outside the financial sector with Computers)
An **e-Commerce transaction** 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 goods or services are ordered by those methods, but the payment and the ultimate 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.

e-Commerce Sales
Web Sales[28]   **Web sales** are sales made via an online (web shop) or via web forms[29] on your enterprise´s website or extranet[30], regardless of how the web is accessed (computer, laptop,mobile phone).

		Yes	No
E1.	**During 2012, did your enterprise receive orders for goods or services placed via a website?** (excluding manually typed e-mails)	☐	☐ → Go to E5

E2.	**Please state for 2012 (answer (a) or (b)):**	€ ⌷⌷⌷⌷⌷⌷⌷⌷
	a) **The value of the turnover resulting from orders received that were placed via your via a website. (in monetary terms, excluding VAT)**	
	If you can´t provide this value	
	b) **An estimate of the percentage of the total turnover resulting from orders received that were placed via a website.**	⌷⌷⌷ %

		Yes	No
E3.	**In 2012, did your enterprise receive orders placed via a website by customers located in the following geographic areas?**		
	a) In Cyprus	☐	☐
	b) Other EU countries	☐	☐
	c) Rest of the world	☐	☐

E4.	**Please provide a percentage breakdown of the turnover from orders received that were placed via a website in 2012 by type of customer. (in monetary terms, excluding VAT)**	
	a) **B2C** (Sales to private consumers)	⌷⌷⌷ %
	b) **B2B** (Sales to other enterprises) and **B2G** (Sales to public authorities)	⌷⌷⌷ %
	c) **TOTAL**	1 0 0 %

E5.	Did any of the following obstacles limit or prevent your enterprise from selling via a website?	Yes, I agree	No, I disagree
	a) The enterprise's goods or services were not suitable for web sales	☐	☐
	b) Problems in web sales related to logistics (shipping of goods or delivery of services)	☐	☐
	c) Problems in web sales related to payments	☐	☐
	d) Problems in web sales related to ICT security or data protection	☐	☐
	e) Problems in web sales related to the legal framework	☐	☐
	f) The cost of introducing web sales was, or would have been, too high compared to the benefits	☐	☐

EDI-type sales[31]

EDI-type sales are sales made via EDI-type messages (EDI: Electronic Data interchange) meaning:
- in an agreed or standard format which allows their automatic processing (e.g. EDIFACT, UBL, XML)
- without the individual messages being typed manually

E6.	During 2012, did your enterprise receive orders for goods or services placed via EDI-type messages?	Yes ☐	No ☐ → Go to E9

E7.	Please state for 2012 (answer (a) or (b)):	€
	a) **The value of the turnover resulting from orders received that were placed via EDI-type messages. (in monetary terms, excluding VAT)**	|||||||||
	If you can´t provide this value,	
	b) **An estimate of the percentage of the total turnover resulting from orders received that were placed via EDI-type messages.**	|||| %

E8.	In 2012, did your enterprise receive orders placed via EDI-type messages by customers located in the following geographic areas?	Yes	No
	a) In Cyprus	☐	☐
	b) Other EU countries	☐	☐
	c) Rest of the world	☐	☐

e-Commerce Purchases		
e-Commerce Purchases are purchases made via any of the following ways: - via an online store (web shop) or via web forms on a website or an extranet of another enterprise, or - via EDI-type messages (EDI: Electronic Data Interchange) which means messages in an agreed or standard format allowing their automatic processing (e.g. EDIFACT, UBL, XML etc.) without the individual messages being typed manually. - Purchases of goods or services include the value of all goods and services purchased during the accounting period for resale or consumption in the production process, <u>excluding</u> capital goods the consumption of which is registered as consumption of fixed capital.		

		Yes	No
E9.	**During 2012, did your enterprise send orders for goods or services via a website or EDI-type messages?** (excluding manually typed e-mails)	☐	☐ → Go to X1
E10.	**During 2012, did your enterprise place orders for goods or services via a <u>website</u>?**	☐	☐
E11.	**During 2012, did your enterprise place orders for goods or services via EDI-type messages?**	☐	☐

E12. Please state for 2012 (answer a, or b, or c)

a) **The percentage purchases resulted from orders that were sent electronically in relation to the total purchases' value. (in monetary terms, excluding VAT)**

Less than 1%	☐
1% or more and less than 5%	☐
5% or more and less than 10%	☐
10% or more and less than 25%	☐
25% or more and less than 50%	☐
50% or more and less than 75%	☐
or 75% or more	☐

b) **The value of the purchases resulted from orders placed electronically. (in monetary terms, excluding VAT)**

€ | | | | | | | | |

If you can´t provide this value

c) **An estimate of the percentage of the total purchases that resulted from orders placed electronically.**

| | | | %

		Yes	No
E13.	**In 2012, did your enterprise place orders via a website or EDI-type messages to suppliers located in the following geographic areas?**		
a)	In Cyprus	☐	☐
b)	Other EU countries	☐	☐
c)	Rest of the world	☐	☐

	MODULE X: Background information	
X1.	**Main economic activity of the enterprise, during 2012** (description)	…………………………...…………… …………………………...…………… …………………………...…………… …………………………...……………
X2.	**Average number of persons employed, during 2012**	
X3.	**Total purchases of goods and services (in value terms, excluding VAT), for 2012**	€
X4.	**Total turnover (in value terms, excluding VAT), for 2012**	€

	MODULE F: General Information	
F1.	**If you have any comments about the survey, please write down below:**	
	……… ……… ……… ………	
F2.	**Name of the person who answered the questionnaire:**	
	Position in the enterprise:	
	Telephone:	
	Fax:	
	E-mail:	
F3.	**Name of the person who completed the questionnaire:**	
	Time needed to fill out this questionnaire:	
	Signature:	
	Date:	

TO BE COMPLETED BY THE ENUMERATOR:

F4.	Completion of the questionnaire::	
	a) The questionnaire is completed……………………………………………….…	1
	b) The enterprise has closed…………..…………....……………………..…………………	2
	c) The enterprise can not be located………………………….………………………………	3
	d) The enterprise refuses to cooperate…………………………………...………………....	4
	e) The enterprise was closed during the collection of the data……………….……………	5
	f) Merge with another enterprise…………………………………………….…......………	6
	g) Other reasons for no completion ………………………………………………………… Please specify:	7
	....	

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F5.	Name of the person who checked the questionnaire:

GLOSSARY

(1) Internal computer network

An internal computer network is a group of at least two computers connected together using a telecommunication system for the purpose of communicating and sharing resources within an enterprise. It typically connects personal computers, workstations, printers, servers, and other devices. It is used usually for internal file exchange between connected users; intra business communications (internal e-mail, internal web based interface etc), shared access to devices (printers etc) and other applications (databases) or for joint business processes.

LAN (Local Area Network) - A network for communication 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.

(2) Nettop

Nettops are a classification of low cost desktop computer systems that use low power processors designed for internet devices use instead of traditional desktop components. These energy efficient systems are designed for basic computing such as surfing the Internet, accessing web-based applications, document processing, audio/video playback etc at very low cost and power consumption. The hardware specifications and processing power are usually reduced and hence make nettops less appropriate for running complex or resource intensive applications Certain nettops still may require a monitor.
Source: http://en.wikipedia.org/wiki/Nettop

(3) PDA phone

A Personal Digital Assistant (PDA) is a portable device that combines computing, telephone/fax, Internet and networking features. A typical PDA phone can function as a cellular phone, fax sender, Web browser and personal organizer. Originally PDA devices did not offer the possibility to be used as telephones.
Source: http://www.webopedia.com/TERM/P/PDA.html

(4) E-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.

(5) Wireless access

The use of wireless technologies such as radio-frequency, infrared, microwave, or other types of electromagnetic or acoustic waves, for the last internal link between users devices (such as computers, printers, etc) and a LAN backbone line(s) within the enterprise's working premises. It includes mainly Wi-fi and Bluetooth technologies.

(6) Internet

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks of local to global scope that are linked by a broad array of electronic and optical networking technologies. The Internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail.
Source: http://en.wikipedia.org/wiki/Internet
Relates to Internet Protocol based networks: www, Extranet over the Internet, EDI over the Internet, Internet-enabled mobile phones.

(7) DSL

Digital Subscriber Line (DSL) is a family of technologies that provides digital data transmission over the wires of a local telephone network. DSL is widely understood to mean Asymmetric Digital Subscriber Line (ADSL), the most commonly installed technical varieties of DSL. DSL service is delivered simultaneously with regular telephone on the same telephone line as it uses a higher frequency band that is separated by filtering.
Source: http://en.wikipedia.org/wiki/DSL

(8) xDSL   Digital Subscriber Line. DSL technologies are designed to increase bandwidth available over standard copper telephone wires. Includes IDSL, HDSL, SDSL, ADSL, RADSL, VDSL, DSL-Lite.

(9) 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. (MODEM: MOdulator DEModulator)

(10) ISDN   Integrated Services Digital Network.

(11) Mobile Broadband   Mobile broadband (Mobile connection to the Internet) is the name used to describe various types of wireless high-speed Internet access through a portable modem, telephone or other device. (viz. 3G)
Source: http://en.wikipedia.org/wiki/Mobile_broadband

(12) 3G, 3ʳᵈ Generation 4G, 4th Generation   3G or 3rd Generation, is a family of standards for mobile telecommunications (W-CDMA, CDMA2000, etc) defined by the International Telecommunication Union (ITU). 3G devices allow simultaneous use of speech and data services and higher data transmission rates. Cellular mobile services were initially offered using analogue radio technologies and these were considered as the first generation systems (1G). 2G technology replaced analogue radio networks with digital ones (2G networks) in the 1990's.
4G is the fourth generation of cellular wireless standards. It is a successor of the 3G and 2G families of standards. The ITU-R organization specified the International Mobile Telecommunications Advanced requirements for 4G standards, setting peak speed requirements for 4G service at 100 Mbit/s for high mobility communication (such as from trains and cars) and 1 Gbit/s for low mobility communication (such as pedestrians and stationary users).
Source: http://en.wikipedia.org/wiki/; http://www.itu.int

(13) GSM   Global System for Mobile Communications. GSM is a digital cellular technology used for transmitting mobile voice and data services. It is the most popular standard for mobile telephone systems in the world. GSM differs from its predecessor technologies in that both signalling and speech channels are digital, and thus GSM is considered a second generation (2G) mobile phone system.
Source: http://en.wikipedia.org/wiki/GSM

(14) GPRS   General Packet Radio Service is a very widely deployed wireless data service, available with most GSM networks. GPRS offers throughput rates of up to 40 kbit/s, so that users have a similar access speed to a dial-up modem, but with the convenience of being able to connect from almost anywhere.
Source: http://www.gsmworld.com/technology/gprs.htm

(15) EDGE   Enhanced Data rates for GSM technology represent further enhancements to GSM networks providing up to three times the data capacity of GPRS. EDGE networks rely on Time Division Multiple Access transmission (TDMA) and General Packet Radio Service (GPRS).
Source: http://gsmworld.com/technology/edge.htm

(16) Website   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.

(17) **Public Electronic Procurement eProcurement**	Public electronic Procurement refers to the use of the Internet by enterprises to offer goods or services to public authorities at national level or in other EU countries. The eProcurement process is based on a number of stages from the notification process (online availability of procurement notices and tender specifications) through tendering, awarding, to payment.
(18) **e Tendering**	eTendering is the stage of an eProcurement process dealing with the preparation and submission of tenders or proposals online; this includes bids submitted through open, restricted, or negotiated procedures, as well as Framework Agreements and Dynamic Purchasing Systems (DPS).
(19) **DPS**	Dynamic Purchasing System. A completely electronic procedure which may be established by a contracting authority to purchase commonly used goods, works or services. It is limited in duration and open throughout its validity. Source: http://www.ogc.gov.uk/documents/Guide_dynamic_purchasing.pdf
(20) **Social Media**	In the context of the ICT usage survey, the central point of the social media is to establish and maintain social relationships within and around the enterprise. From that aspect we refer to the use of social media (as applications based on Internet technology or communication platforms) and the use of Web 2.0 technologies and tools for connecting, conversing and creating content online, with customers, suppliers, or other partners, or within the enterprise. It is not simply the use of Web 2.0 platform (although it is the enabling technology) but the use of social media implies the development of new forms of collaboration and information management within the enterprises as well as helping employees, customers and suppliers to collaborate, to innovate, to share, and to organize knowledge and experiences.

The following are the main social media communication platforms and tools for enterprises:

Social networks or websites are applications based on Internet technologies that enable users to connect by creating personal information profiles, share interest and/or activities, share ideas, invite others to have access to their profile and create communities of people with common interests.

Blogs: A blog is a website or a part of a website, that is updated frequently, either owned by individuals, interest groups of individuals or corporate (in the current context it is the blog of the enterprise and not other blogs to which employees contribute). An update (called an entry or a post) is usually quite short and readers can respond, share, comment or link to the entry online. Blogs can be used either within an enterprise (corporate blog) or for communicating with customers, business partners or other organisations.

Content communities offer the possibility of sharing media content between users. Photo and video services / Podcasting: A podcast (or non-streamed webcast) is a series of digital media files (either audio or video in various file format e.g. .aiff, .wav, .midi etc for the former and .mov, .avi etc for the latter) that are released episodically. The mode of delivery differentiates podcasting from other means of accessing media files over the Internet, such as direct download, or streamed webcasting. Presentation sharing websites offer the possibility to share presentations, documents and professional videos over the Internet (share publicly or privately among colleagues, clients, intranets, networks etc). These websites offer the possibility to upload, update and access presentations and/or documents. Very often, presentation sharing websites are linked to blogs and other social networking services or websites.

Microblogging refers to the posting of very short updates about oneself. It is in contrast to long-form blogging, where there are usually at least a few hundred words. Microblog posts usually involve a few hundred characters or less. For example, in the context of microblogging services Tweets (Twitter) are text-based posts of up to 140 characters displayed on the user's profile page.

Wiki: A wiki is a website that allows the creation and editing of any number of interlinked web pages via a web browser using a simplified markup language or a WYSIWYG text editor. Wikis are typically powered by wiki software and are often used collaboratively by multiple users. Examples include community websites, corporate intranets, and knowledge management systems.

(21) e-Invoice	An e-invoice is an invoice where all data is in digital format and it can be processed automatically. A distinctive feature of an e-invoice is automation. E-invoice will be transferred automatically in inter-company invoicing from the invoice issuer's or service provider's system directly into the recipient's financial or other application. E-invoicing, comprises billing and payment information exchanged between the parties - businesses, the public sector, consumers - involved in commercial transactions, transmitted via the Internet or other electronic means. Source: http://ec.europa.eu/enterprise/sectors/ict/e-invoicing/ The transmission protocol might be XML, EDI or other similar format.
(22) 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 which can be automatically processed. Source: http://en.wikipedia.org/wiki/Electronic_Data_Interchange
(23) UBL	Universal Business Language (UBL) is a library of standard electronic XML business documents such as purchase orders and invoices. UBL was developed by an OASIS Technical Committee with participation from a variety of industry data standards organizations. UBL is designed to plug directly into existing business, legal, auditing, and records management practices. It is designed to eliminate the re-keying of data in existing fax- and paper-based business correspondence and provide an entry point into electronic commerce for small and medium-sized businesses. Source: http://en.wikipedia.org/wiki/Universal_Business_Language
(24) XML	The Extensible Markup Language is a markup language for documents containing structured information. Structured information contains both content (words, pictures, etc.) and some indication of what role that content plays (for example, content in a section heading has a different meaning from content in a footnote, which means something different than content in a figure caption or content in a database table, etc.). Almost all documents have some structure. A markup language is a mechanism to identify structures in a document. The XML specification defines a standard way to add markup to documents. Source: http://www.xml.com/
(25) ERP	Enterprise Resource Planning (ERP) consists of one or of a set of software applications that integrate information and processes across the several business functions of the enterprise. Typically ERP integrates planning, procurement, sales, marketing, customer relationship, finance and human resources. ERP software can be customised or package software. These latter are single-vendor, enterprise wide, software packages, but they are built in a modular way allowing enterprises to customise the system to their specific activity implementing only some of those modules. ERP systems typically have the following characteristics: 1. are designed for client server environment (traditional or web-based); 2. integrate the majority of a business's processes; 3. process a large majority of an organization's transactions; 4. use enterprise-wide database that stores each piece of data only once; 5. allow access to the data in real time.
(26) CRM	Customer Relationship Management (CRM) is a management methodology which places the customer at the centre of the business activity, based in an intensive use of information technologies to collect, integrate, process and analyse information related to the customers. One can distinguish between: 1. Operational CRM – Integration of the front office business processes that are in contact with the customer. 2. Analytical CRM – Analysis, through data mining, of the information available in the enterprise on its customers. This aims to gather in depth knowledge of the customer and how to answer to its needs.

(27) Electronic commerce (e-Commerce) An e-Commerce transaction 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 goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online. An e-Commerce transaction can be between enterprises, households, individuals, governments, and other public or private organisations. E-Commerce comprises orders made in Web pages, extranet or EDI and excludes orders made by telephone calls, facsimile, or manually typed e-mail. The type is defined by the method of making the order.
Source: OECD, DSTI/ICCP/IIS(2009)5/FINAL

(28) Sales via website (web sales) A part of the e-Commerce activities, sales via website (web application) are orders made in an online store or filled in and sent by an electronic form on the www or extranet. Web sales are distinguished from EDI sales. In particular, the type of e-Commerce transaction is defined by the method of making the order. This approach should mitigate the interpretation problems where both types, EDI and Web, are used in the process. An example is a situation where an order is made by the customer through a web application but the information is transmitted to the seller as an EDI-message. Here the type of selling application is however web, EDI is only a business application to transmit information about the sale. Web-sales can be done by mobile phones using an Internet-browser.
Source: OECD, DSTI/ICCP/IIS(2009)5/FINAL

(29) Web form A webform on a web page allows a user to enter data that is sent to a server for processing. Webforms resemble paper forms because Internet users fill out the forms using checkboxes, radio buttons, or text fields. For example, webforms can be used to enter shipping or credit card data to order a product or can be used to retrieve data.
Source: http://en.wikipedia.org/wiki/

(30) Extranet A closed network that uses Internet protocols to securely share enterprise's information with suppliers, vendors, customers or other businesses partners. It can take the form of a secure extension of an Intranet that allows external users to access some parts of the enterprise's Intranet. It can also be a private part of the enterprise's website, where business partners can navigate after being authenticated in a login page.

(*) Intranet An internal company communications network using Internet protocol allowing communications within an organisation.

(31) EDI e-Commerce Orders initiated with EDI. 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 which allows its automatic processing (e.g. EDIFACT, XML, etc.) and without the individual message being manually typed. "EDI e-Commerce" is limited to EDI messages placing an order.
Source: OECD, DSTI/ICCP/IIS(2009)5/FINAL