STATISTICAL SERVICE
1444 NICOSIA

SURVEY ON ICT USAGE IN ENTERPRISES
OF THE FINANCIAL SECTOR 2012

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 2012**, 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

9 January, 2012

Module A: Use of computers and computer networks[1]		
A1. **Did your enterprise use computers, in January 2012?** Computers include Personal Computers, nettops[2], portable computers (e.g. laptops, notebooks, netbooks), 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 2012?** 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 2012.**	⎣_⎸_⎸_⎸_⎦ ⎣_⎸_⎸_⎦ %	
A3. **In January 2012, 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** ☐
A4. **Did your enterprise employ ICT/IT specialists, in January 2012?** Definition ICT/IT specialists : ICT specialists or IT specialists have the capability to specify, design, develop, install, operate, support, maintain, manage, evaluate and research ICT and ICT systems. ICT is the main job.	**Yes** ☐	**No** ☐
A5. **Did your enterprise recruit or try to recruit personnel for jobs requiring ICT/IT specialist skills, during 2011?**	**Yes** ☐	**No** ☐ → Go to A7
A6. **Did your enterprise have hard-to-fill vacancies for jobs requiring ICT/IT specialist skills, during 2011?**	**Yes** ☐	**No** ☐

A7. **Did your enterprise provide training to develop or upgrade ICT related skills of your personnel, during 2011?**	**Yes**	**No**
a) Training for ICT/IT specialists Tick No if your enterprise didn't employ ICT/IT specialists during 2011	☐	☐
b) Training for other persons employed	☐	☐

	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 2012?	☐	☐ → Go to C1

		Yes	No
B2.	Did your enterprise have the following types of external connection to the Internet, in January 2012?		
	a) DSL[7] connection e.g. xDSL[8], ADSL, SDSL etc	☐	☐
	b) Other fixed broadband Internet connection, e.g. cable, leased line (e.g. E1 or E3 at level 1 and ATM at level 2), Frame Relay, Metro Ethernet, PLC - Powerline communication, etc, fixed wireless connections	☐	☐
	c) Dial-up access over normal telephone line (traditional Modem[9]) or ISDN[10] connection	☐	☐
	d) Mobile broadband connection[11] (via at least 3G[12] modem or 3G hanset) using e.g. UMTS[13], CDMA2000[14] 1xEVDO[15], HSDPA[16]	☐	☐
	e) Other mobile connectionusing e.g. analogue mobile phone, GSM[17], GPRS[18], EDGE[19]	☐	☐

B3.	What was the maximum contracted download speed of the fastest Internet connection of your enterprise, in January 2012?	
	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 2012?**	⎿_⎸_⎸_⎸_⏌
	If you can't provide this value,	
	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 2012.**	⎿_⎸_⎸_⏌ %
	Computers include Personal Computers, nettops, portable computers (e.g. laptops, notebooks, netbooks), other portable devices like Smartphones, Personal Digital Assistants (PDA).	

		Yes	No
B5.	Did your enterprise have a Website[21] or Home Page, in January 2012?	☐	☐ → Go to B7
	If yes, give the address of your website		

B6.	Did the Website or Home Page have any of the following facilities, in January 2012?	Yes	No
	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	☐	☐

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)

B7.	During 2011, did your enterprise use the Internet for interaction with public authorities to: (excluding any interaction via e-mails)	Yes	No
	a) Obtain information[22] from public authorities websites or home pages	☐	☐
	b) Obtain forms from public authorities´ websites or home pages e.g. tax declaration	☐	☐
	c) Return filled in forms electronically, e.g. forms for customs or VAT declaration	☐	☐
	d) Treat the following administrative procedure completely electronically without the need for paper work (including payment, if required), e.g. declaration, registration, authorisation request	☐	☐
	d1) Declaration of VAT	☐	☐
	d2) Declaration of social contributions	☐	☐

Public electronic Procurement[23] 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[24] 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[25]).
Submission of bids by e-mail is excluded.

B8.	During 2011, did your enterprise use the Internet for accessing tender documents and specifications in electronic procurement systems of public authorities?	Yes ☐	No ☐

B9.	During 2011, 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	☐	☐

	Mobile connection to the Internet for business use (Scope: enterprises with access to the Internet)		
	Enterprises in the scope of the following questions are those that provide to the persons employed portable devices that allow a mobile connection to the Internet for business use, and pay for all or at least up to a limit, the subscription and the use costs.		
	- A mobile connection to the Internet means the usage of portable devices connecting to the Internet through mobile telephone networks.		
	- Portable devices that allow a mobile connection to the Internet refer to:		
	- Portable computers (e.g. notebook, netbook, laptop, Ultra Mobile PC-UMPC, tablet PC etc)		
	- Other portable devices like Smartphone, PDA phone		

		Yes	No
B10.	In January 2012, did your enterprise provide to the persons employed portable devices 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 B14

		Yes	No
B11.	Did your enterprise provide to the persons employed any of the following portable devices that allowed a mobile connection to the Internet for business use?		
	a) Portable computers (e.g. Notebook, netbook, laptop, Ultra Mobile PC-UMPC, tablet PC etc)	☐	☐
	b) Other portable devices like Smartphone, PDA phone	☐	☐

B12.	**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 2012? (e.g. portable computers or other portable devices like Smartphone, PDA phone) If you can't provide this value, **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 2012.**

└─┴─┴─┴─┘

└─┴─┴─┘ %

		Yes	No
B13.	In January 2012, did your enterprise provide the persons employed with portable devices that allowed a mobile connection to the Internet for business use to:		
	a) Access publicly available information on the Internet	☐	☐
	b) Access the enterprise's e-mail system	☐	☐
	c) Access and modify documents of the enterprise	☐	☐
	d) Use dedicated business software applications, e.g. for orders or sales management, ERP[26] related applications etc	☐	☐

		Yes	No
B14.	In January 2012, did the following obstacles limit or prevent your enterprise from using a mobile connection to the Internet?		
	a) Connectivity problems to mobile telephone networks for accessing the Internet	☐	☐
	b) High costs for the subscription or use of the Internet	☐	☐
	c) Security related risks (disclosure, destruction or corruption of data)	☐	☐
	d) Technical obstacles or high costs for integrating mobile connection to the Internet in the enterprise's business software applications (e.g. incompatibility problems)	☐	☐
	e) Other obstacles (e.g. adaptability of employees to new working practices, lack of skills or knowledge, contractual or legal barriers)	☐	☐
	f) Limited or no need for a mobile connection to the Internet for business use	☐	

Module C: Sending / Receiving of messages [27] suitable for automatic processing to / from systems outside the enterprise EDI (Scope: enterprises with Computers)	

Electronic transmission of data[20] suitable for automatic processing - often called Electronic Data Interchange (EDI) - means:

-sending and/or receiving of messages(e.g. orders, invoices, payment transactions, product descriptions, transport documents, tax declarations)

-in an agreed or standard format which allows their automaic processing,

e.g. EDI[28], EDIFACT, ODETTE[29], TRADACOMS, XML[30], xCBL[31], cXML, ebXML

- to or from other enterprises, public authorities or financial institutions
- without the individual message being typed manually
- via any computer network

		Yes	No
C1.	In January 2012, did your enterprise send or receive electronically such information in a format that allowed its automatic processing?	☐	☐ → Go to D1

C2.	**Did your enterprise send or receive electronically such information for the following purposes?**	Yes	No
	a) Sending payment instructions to financial institutions	☐	☐
	b) Sending or receiving product information (e.g. catalogues,price lists)	☐	☐
	c) Sending or receiving transport documents (e.g. consignment notes)	☐	☐
	d) Sending or receiving data to/from public authorities (e.g. tax returns, statistical data, import or export declarations)	☐	☐

Module D: Automatic share of information within the enterprise		
(Scope: enterprises with Computers)		

Sharing information electronicaly and automatically between different functions of the enterprise means any of the following:

- Using one single software application to support the different functions of the entrprise, e.g. ERP (Enterprise Resource planning) software;

- Data linking between the software applications that support the different functions of the enterprise;

- Using a common database or data warehouse accessed by the software applications that support the different functions of the enterprise;

- Within this enterprise, sending or receiving electronically information that can processed automatically .

D1. **In January 2012, when your enterprise <u>received</u> a sales order (either electronically or not), was the relevant information about it shared electronically and automatically with the software used for the following functions?**

	Yes	No
a) Your management of inventory levels	☐	☐
b) Your accounting	☐	☐
c) Your production or services management	☐	☐
d) Your distribution management	☐	☐

D2. **In January 2012, when your enterprise <u>sent</u> a purchase order (either electronically or not), was the relevant information about it shared electronically and automatically with the software used for the following functions?**

	Yes	No
a) Your management of inventory levels	☐	☐
b) Your accounting	☐	☐

	Yes	No
D3. **In January 2012, did your enterprise have in use an ERP[26] (enterprise resource planning) software package to share information between different functional areas (e.g. accounting, planning, production, marketing)?**	☐	☐

D4. **In January 2012, did your enterprise have in use any software application for managing information about clients (so called-Customer Relationship Management – CRM[32] software) that allows it to:**

	Yes	No
a) Capture, store and make available to other business functions the information about its clients	☐	☐
b) Analyse the information about clients for marketing purposes (setting prices, making sales promotion, choosing distribution channels, etc)	☐	☐

	Module X: Background information	
X1.	**Main economic activity of the enterprise, during 2011** (description)	…………………………...…………… …………………………...…………… …………………………...…………… …………………………...……………
X2.	**Average number of persons employed, during 2011**	

	Module E: General Information
E1.	**If you have any comments about the survey, please write down below:**
	....
E2.	**Name of the person who answered the questionnaire:**
	Position in the enterprise:
	Telephone:
	Fax:
	E-mail:
E3.	**Name of the person who completed the questionnaire:**
	Time needed to fill out this questionnaire:
	Signature:
	Date:

TO BE COMPLETED BY THE ENUMERATOR:

E4.	**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 …………………………………………………	7
	Please specify:	
	....	
	....	
	....	

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E5.	**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

A nettop is a small size, low-wattage computer designed for basic tasks such as surfing the Internet, accessing web-based applications, document processing, audio/video playback etc. The hardware specifications and processing power are usually reduced and hence make nettops less appropriate for running complex or resource intensive applications

Source: http://en.wikipedia.org/wiki/Nettop

(3) PDA

A Personal Digital Assistant (PDA) is a handheld device that combines computing, telephone/fax, Internet and networking features. A typical PDA can function as a cellular phone, fax sender, Web browser and personal organizer.

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 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)
http://en.wikipedia.org/wiki/Mobile_broadband

(12) 3G, 3rd 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 standards' aim is to unify the world's mobile computing devices through a single, worldwide radio transmission standard. 3G devices allow simultaneous use of speech and data services and higher data 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.
http://www.three-g.net/3g_standards.html

(13) UMTS   Universal Mobile Telecommunications System (UMTS) is one of the third-generation (3G) mobile telecommunications technologies being developed within the ITU's (International Telecommunication Union) IMT-2000 framework (International Mobile Telecommunications-2000). It is a realisation of a new generation of broadband multi-media mobile telecommunications technology.

(14) CDMA2000   Code Division Multiple Access is a channel access method utilized by various radio communication technologies. CDMA2000 refers to the mobile phone standards which use CDMA as an underlying channel access method and is an ITU approved 3G standard (3G, UMTS).

One of the basic concepts in data communication is the idea of allowing several transmitters to send information simultaneously over a single communication channel. This allows several users to share a bandwidth of different frequencies. This concept is called multiplexing. CDMA employs spread-spectrum technology and a special coding scheme (where each transmitter is assigned a code) to allow multiple users to be multiplexed over the same physical channel. By contrast, time division multiple access (TDMA) divides access by time, while frequency-division multiple access (FDMA) divides it by frequency. CDMA is a form of "spread-spectrum" signalling, since the modulated coded signal has a much higher data bandwidth than the data being communicated.
Source: http://en.wikipedia.org/wiki/CDMA

(15) EVDO (1xEVDO)   Evolution-Data Optimized or Evolution-Data only, abbreviated as EV-DO or EVDO and often EV, is a telecommunications standard for the wireless transmission of data through radio signals, typically for broadband Internet access. It uses multiplexing techniques including code division multiple access (CDMA) as well as time division multiple access (TDMA) to maximize both individual user's throughput and the overall system throughput. It is standardized by 3rd Generation Partnership Project 2 (3GPP2) as part of the CDMA2000 family of standards and has been adopted by many mobile phone service providers around the world – particularly those previously employing CDMA networks.
http://en.wikipedia.org/wiki/1xEVDO

(16) HSDPA   High-Speed Downlink Packet Access is an enhanced 3G (third generation) mobile telephony communications protocol in the High-Speed Packet Access (HSPA) family, also coined 3.5G, 3G+ or turbo 3G, which allows networks based on Universal Mobile Telecommunications System (UMTS) to have higher data transfer speeds and capacity.

Source: http://en.wikipedia.org/wiki/HSDPA

(17) 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 signaling and speech channels are digital, and thus GSM is considered a second generation (2G) mobile phone system.
Source: http://en.wikipedia.org/wiki/GSM

(18) 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

(19) EDGE   Enhanced Dara 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

(20) Data   Representation of facts, concepts, or instructions in a formalized manner suitable for communication, interpretation, or processing by humans or by automatic means. Any representations such as characters or analogue quantities to which meaning is or might be assigned.
Source: http://www.its.bldrdoc.gov/projects/devglossary/_data.html

(21) 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.

(22) Information   1) Facts, data, or instructions in any medium or form.

2) The meaning that a human assigns to data by means of the known conventions used

(Source: http://www.its.bldrdoc.gov/projects/devglossary/_information.html)

(23) 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.

(24) eTendering	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).
(25) 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
(26) 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.

(27) Message	Any thought or idea expressed briefly in a plain or secret language, prepared in a form suitable for transmission by any means of communication.
	Source: http://www.its.bldrdoc.gov/projects/devglossary/_message.html
(28) EDI	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
(29) Odette (standards, organisation)	Odette International is an organisation, formed by the automotive industry for the automotive industry. It sets the standards for e-business communications, engineering data exchange and logistics management, which link the 4000 plus businesses in the European motor industry and their global trading partners.
	Source: http://www.odette.org/html/home.htm
(30) 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/

(31) xCBL	XML Common Business Library (xCBL) is the pre-eminent XML component library for business-to-business e-commerce. Source: http://www.xcbl.org/
(32) 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.
(33) 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
(34) 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
(35) Webform	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/
(36) 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.

(37) 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
(38) 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