

## Information and communication technologies in enterprises

### Year 2013

*Istat disseminates the main findings of the survey on the use of information and communication technologies (ICT) in enterprises with at least 10 persons employed working in industry and services. The data refer to the use of ICT in January 2013, while those on electronic commerce, on the use of social media and on-line services offered by the Public Administration are related to previous year.*

*In 2013 the community survey has included a special section regarding social media.<sup>1</sup> Moreover Italy has included also questions about enterprises using on-line instruments to create a collaborative working environment.*

In 2013, 96.8% of enterprises with at least 10 persons employed had an Internet connection (95.7% in 2012) . 94.8% of the enterprises were connected to the Internet via fixed or mobile broadband (93.6% in 2012), approximately 29% of those connected to the Internet claimed to have nominal speeds equal to or greater than 10 Mbit/s.

67.3% of businesses had a website (64.5 % in 2012); 11.7% offered on web site the possibility to make on-line orders or reservations.

24.7% of enterprises used social media (45.2% in the case of enterprises with at least 250 persons employed). 86% of enterprises using social media declared to have a profile on social network, 40% to use content-sharing sites, 24% to use corporate blogs and, finally, % to use wiki for knowledge sharing.

The share of firms active in e-commerce increased significantly: 44.4% of enterprises made sales and/or purchases on-line in the previous year (compared to 37.5% in 2012 ). 7.6% (6.2% in 2012) sold their on-line products or services with a share of turnover equal to 7.2% of the total (6.4% in 2012).

Some specific sectors were more likely to sell on-line such as publishing (42.8% compared to 53.6% in 2012) and accommodation services (55.8% compared to 46.7 % of 2012).

After the continued growth of previous years (from 13.3% in 2009 to 25.4% in 2012), the adoption of specific software for collecting and sharing information on customers with other business areas (CRM) has suffered a slight decline (23.1%).

There are prominent technological differences between large and small businesses even though, over the last few years, Italian enterprises with at least 10 persons employed have gradually increased the adoption of basic technologies: Internet connections improved (businesses connected in fixed broadband increased from 82.8% in 2009 to 91.5% in 2012 to the current 93.1%) and the same happened to their on-line relations with other subjects such as the Public Administration (from 74.5% in 2009 to 85.5% in 2013).

The usage of software for automatic sharing of information between different functional areas of the enterprise (ERP) has also increased, rising from 9.7% in 2009 to 21% in 2012 and to 27.2% in 2013.

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<sup>1</sup> Complete information on ICT usage at European level (Eurostat) and latest publication are available at the following link: [http://epp.eurostat.ec.europa.eu/portal/page/portal/information\\_society/introduction](http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/introduction) .

For latest statistics in focus on ICT see the link

[http://epp.eurostat.ec.europa.eu/statistics\\_explained/index.php/Social\\_media\\_-\\_statistics\\_on\\_the\\_use\\_by\\_enterprises](http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Social_media_-_statistics_on_the_use_by_enterprises) and [http://epp.eurostat.ec.europa.eu/statistics\\_explained/index.php/E-commerce\\_statistics](http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/E-commerce_statistics) .

**MAIN TECHNOLOGICAL INDICATORS FOR ENTERPRISES  
WITH AT LEAST 10 PERSONS EMPLOYED. Year 2013, percentage values**

ICT USAGE	
Enterprises using computers	98.2
Enterprises with Internet access	96.8
Enterprises with fixed broadband Internet access	93.1
Enterprises with mobile broadband Internet access	49.8
Persons employed provided by the enterprises with devices for a mobile broadband connections to the internet (work mobility)	12.0
Enterprises with web site/homepages	67.3
Enterprises using at least one social media	24.7
Enterprises using the internet for interacting with public authorities (Year 2012)	85.5
ICT FOR ORGANIZATIONAL PROCESSES	
Enterprises sending/receiving of messages suitable for automatic processing to/from systems outside the enterprise	60.1
Enterprises sharing electronically with suppliers or clients information on supply chain (SCM)	23.1
Enterprises using software for automatic share of information within the enterprise	54.0
ELECTRONIC COMMERCE (YEAR 2012)	
Enterprises doing e-commerce transactions (sales or purchases)	44.4
Enterprises selling on-line	7.6
Enterprises selling on-line at least 1% of turnover	5.0
On-line turnover out of total turnover	7.2
Enterprises purchasing on-line	41.7

**TECHNOLOGICAL DIFFERENCES BETWEEN LARGE  
AND SMALL FIRMS FOR SOME ICT INDICATORS. Year 2013, percentage values**

