

28 September 2010

Survey on ICT and Electronic Commerce Use in Companies 2009/10. Provisional results

Main results

- 97.2% of Spanish companies with 10 or more employees have Internet access. 98.2% of them use a fixed broadband Internet connection.
- Two out of three companies with 10 or more employees have a website.
- 70.1% of companies interact online with the Public Administrations, two points more than last year.
- Almost one in four companies makes purchases via electronic commerce.

97.2% of Spanish companies with 10 or more employees had an Internet connection. Moreover, the use of computers had expanded to almost the entirety of these companies (98.6%). In turn, 85.6% had a Local Area Network (LAN) installed, and 39.3% had a Wireless Local Area Network.

Regarding electronic communications, 96.5% of companies had email, and 91.5% were set up with mobile phones. 45.0% communicated through the automated exchange of data.

63.9% of companies with Internet access had a website. In those with 250 or more employees, this percentage reached 91.1%.

Percent distribution of the use of ICT infrastructures, by company size January 2010

	Number of employees			
	Total	10 to 49	50 to 249	250 or more
Computers	98.6	98.5	99.8	99.8
Local Area Network	85.6	83.8	96.7	98.3
Wireless Local Area Network	39.3	36.5	55.1	68.4
Internet connection	97.2	96.9	98.8	99.7
Mobile telephone	91.5	90.8	96.1	97.3
E-mail	96.5	96.2	98.5	99.7
% of companies with an Internet connection and website. ¹	63.9	60.8	81.3	91.1
% of companies carrying out automated data exchange	45.0	43.0	56.2	68.0

¹ Percentage of the total companies with an Internet connection

On the other hand, 19.4% of companies had employees who regularly worked off-site (at least a half-day each week), and who connected to their ICT systems via external telematic networks. This figure represented an interannual increase of 19.7%.

ICT use by Autonomous Community

Those companies whose headquarters were located in Comunidad de Madrid, Cataluña and País Vasco presented the greatest intensities in the use of Information and Communication Technologies (ICT).

Conversely, the companies in Castilla-La Mancha, Cantabria and Extremadura had the lowest percentages of use of new technologies.

Use of the different ICTs by Autonomous Community in which the company headquarters are located, as a percentage

January 2010

	Local Area Network (LAN)	"Wireless" LAN	Internet	Intranet	Extranet	Internet and Website ¹	Fixed Broadband connection ¹	Mobile Broadband connection ¹
Total	85.6	39.3	97.2	25.6	16.6	63.9	98.2	36.7
Andalucía	81.1	37.3	96.2	23.2	15.4	56.1	97.4	32.0
Aragón	88.8	40.3	97.8	23.2	15.5	64.7	98.2	35.1
Asturias (Ppdo. de)	85.2	35.8	97.9	25.1	15.9	63.6	99.3	38.3
Balears (Illes)	84.7	39.3	97.9	21.8	12.5	57.8	97.9	29.1
Canarias	84.1	34.6	96.8	20.5	10.6	52.5	98.0	32.6
Cantabria	78.5	36.9	96.3	14.6	12.9	62.1	98.4	25.5
Castilla y León	80.4	34.7	96.6	19.9	12.5	59.5	97.3	33.6
Castilla - La Mancha	73.7	33.0	92.8	16.5	7.9	54.1	97.2	27.9
Cataluña	89.9	41.7	98.4	30.5	19.2	71.6	98.6	42.2
C. Valenciana	89.1	42.3	97.2	23.3	15.7	63.2	98.7	28.8
Extremadura	77.4	41.1	95.5	18.5	11.7	58.2	99.3	25.3
Galicia	82.1	33.1	94.9	19.6	12.0	58.9	97.6	35.0
Madrid (C. de)	85.7	43.0	97.6	33.8	23.6	69.0	98.4	47.5
Murcia (Región de)	87.9	43.0	98.1	21.1	10.9	60.8	97.3	36.5
Navarra (C. Foral de)	86.9	36.3	99.6	24.9	17.3	64.3	98.7	31.2
País Vasco	90.6	37.8	98.2	28.2	19.2	71.5	98.4	40.5
Rioja (La)	89.3	30.6	97.6	18.8	14.0	64.0	97.3	30.0
Ceuta and Melilla	97.4	50.7	98.8	20.0	11.7	55.8	100.0	44.6

¹ Percentage of the total companies with an Internet connection

Type of Internet access

Among the Spanish companies with 10 or more employees, with an Internet connection, 98.7% accessed it via a broadband solution (fixed or mobile). The technologies used the most were access via DSL solutions (95.3%) and mobile broadband access (3G), which reached 36.7%.

Companies with an Internet connection, by type of connection, as a percentage ¹

January 2010

	Total	10 to 49	50 to 249	250 or more
Traditional modem or RDSI	18.8	19.2	16.0	16.4
Broadband (fixed or mobile)	98.7	98.6	99.6	99.9
Fixed broadband connection	98.2	98.0	99.2	99.8
-DSL (ADSL,SDSL,...)	95.3	95.5	94.7	91.1
-Other fixed connections (Cable, LMDS,...)	12.3	9.9	23.4	49.9
Mobile telephone broadband connection:	36.7	32.7	58.3	77.0
-By means of 3G modem	27.9	24.1	48.4	70.1
-By means of Mobile 3G	25.2	21.6	44.4	62.6
Other mobile connections (GPRS, EDGE,...)	16.9	14.3	30.0	47.5

¹ Percentage of the total companies with an Internet connection

Website availability and use

63.9% of Spanish companies with an Internet connection had a website, representing an increase of 8.5% as compared with the previous year.

91.0% of companies used their website to introduce the company and its products, whereas 58.3% did so to enable access to catalogues and price lists.

Website usage, as a percentage

January 2010

Company introduction	91.0
Access to product catalogues or price lists	58.3
Privacy policy statement or certification related to website security	50.9
Posting vacancies or receiving online job applications	20.5
Ordering or booking online	14.1
Online order tracking	7.7
Online payments	6.8
Possibility of customers customising or designing products	6.7
Website customisation for regular users	5.7

One out of two companies used digital signatures in some communication with external agents. Of these, 93.5% used them in dealing with the Public Administration and 20.0% to do so with suppliers and clients.

In the year 2009, **70.1% of companies interacted with the Public Administrations via the Internet**, that is, 2.3 percentage points more than the previous year. The main objectives were to obtain information from the websites of the Public Administrations (63.9%), to download forms (63.7%) and to send completed forms (51.8%).

Security in ICTs

One in three companies defined a security policy in ICTs with a regular revision plan.

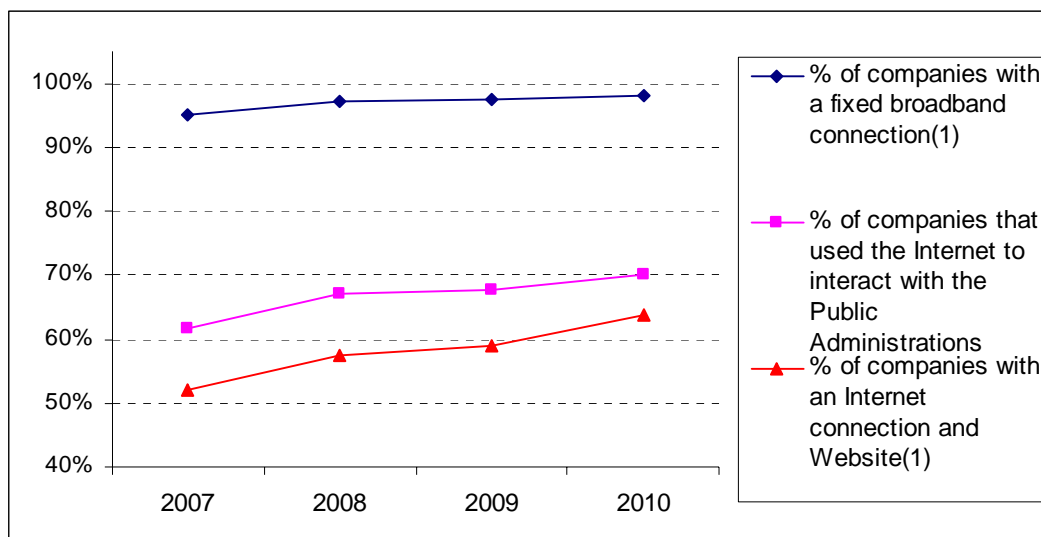
The main incidents suffered by companies, relating to their ICT systems, were: problems in the functioning of ICT services, due to software or hardware errors (19.1%), and the destruction or alteration of information, due to virus or unauthorised access (11.1%).

The internal security systems used the most were the safe password authentication (61.8%), the *backup* of external data (43.5%) and protocols for the analysis of security incidents (18.8%).

Evolution of ICT use in companies with more than 10 workers

The percentage of companies with a wideband Internet connection increased from 95% to 98% between 2007 and 2010. In turn, the percentage of companies with Internet access and a website rose from 52% to 62%, whereas the online interaction of companies with the Public Administrations increased from 62% to 70%.

ICT evolution 2007-2010



(1) Percentage of the total companies with an Internet connection

Electronic business (*e-Business*)

45.0% of companies performed automated data exchange using other external ICT systems. The messages most frequently exchanged were the sending of payment instructions to banking institutions (74.0%) and the sending or receipt of information regarding products (63.1%).

One in six companies shared information electronically with suppliers and clients regarding the supply chain. 80.8% of these companies shared information on the status of shipments with their suppliers, and 65.4% with their clients.

Regarding the setting up of e-Business systems, 22.5% of companies stated that they used ERP IT tools (Business Planning Resources) for sharing information electronically among different areas. In turn, 28.6% had CRM (Client Relationship Management) applications for handling information on clients.

Sales by e-commerce

In 2009, a total of 13.1% of companies' sales were by electronic commerce. The branches of activity with highest percentage of companies (calculated over the total number of companies in the branch) whose sales were by e-commerce were *Accommodation services* (66.8%), and *Travel agencies and tour operators* (42.2%).

Turnover generated by these sales reached 168,864.1 million euros, for an interannual increase of 5.3%.

Sales via e-commerce represented 11.5% of total sales by Spanish companies. 88.9% of sales by e-commerce were to companies (*Business to Business*, B2B). Conversely, the percentage of sales to end consumers (*Business to Consumer*, B2C) was 9.2%, while sales via the Internet to the Public Administration (*Business to Government*, B2G) accounted for the remaining percentage.

By channel used, 77.1% of companies made sales through the automated exchange of data, and 22.9% through a website.

Purchases by e-commerce

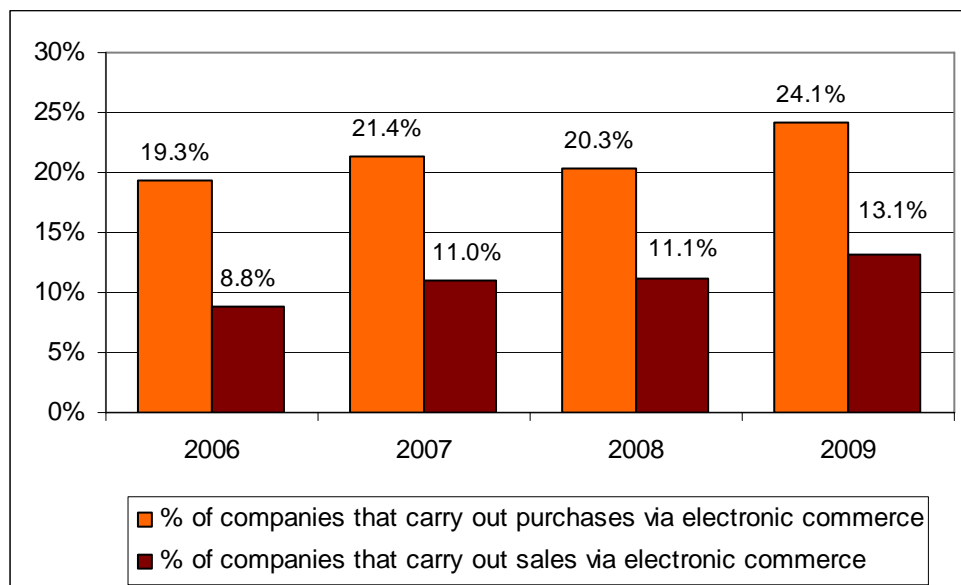
24.1% of companies made purchases via the Internet or other telematic networks in the year 2009. The total volume of orders made for goods and services via e-commerce registered a 4.3% increase, reaching 156,607.4 million euros.

The branch of activity with the highest percentage of companies carrying out purchases via e-commerce was *Travel agencies and tour operators* (53.8%).

Purchases via e-commerce represented 15.5% of the total purchases made by companies, 12.3% more than the previous year.

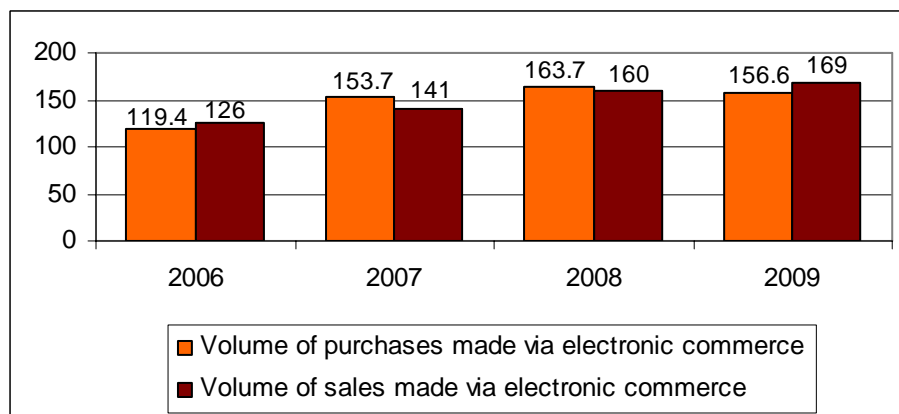
Evolution of companies that carry out e-commerce

Percentage



Evolution of the volume of purchases and sales made via e-commerce

Thousands of millions of euros



ICT use in companies with fewer than 10 employees

66.2% of companies with fewer than 10 employees had computers, and 22.9% had a Local Area Network (LAN) installed.

Regarding Internet use, 58.1% of small companies had Internet access, indicating a 3.9% increase as compared with January 2009. 94.3% of Spanish companies with an Internet connection accessed it via one broadband solution or another.

55.3% used e-commerce, whilst the percentage of companies with fewer than 10 employees, which used mobile phones, reached 66.3%.

Regarding their presence online, 25% of companies with an Internet connection had a website, with an increase of 14.1% as compared with January 2009.

ICT infrastructures of companies with fewer than 10 employees

Percentages

	Jan-09	Jan-10
Computers	66.3	66.2
Internet connection	55.9	58.1
Fixed broadband Internet connection ¹	93.3	93.7
E-mail	51.7	55.3
Mobile telephone	66.3	66.3
Internet connection and website ¹	21.9	25.0

¹ Percentage of the total companies with an Internet connection

Methodological annex

The Survey on ICT and Electronic Commerce Use in Companies is a survey integrated in the EU statistical plans to quantify the Information Society. It is governed by European Parliament and Council Regulation No. 808/2004, for carrying out statistics regarding the Information Society. The purpose of this statistical operation is to obtain the information necessary to measure the use of ICTs and Electronic Commerce by companies in the Member States, and thus provide a response to the i2010 comparative indicators as regards the business sector.

The Survey was carried out by the National Statistics Institute (INE), in cooperation with the Statistics Institute of Navarra (IEN). Likewise, the INE has signed a partnership agreement with the Fundación Centro Tecnológico de la Información y Comunicación (Information and Communication Technologies Foundation Centre - CTIC) in Principado de Asturias.

Likewise, there is a cooperation agreement with the Ministry of Industry, Tourism and Trade, through Public Business Entity Red.es, for the statistical measurement of the penetration of ICTs and Electronic Commerce in the Spanish business network.

Following the methodological recommendations of the Statistical Office of the European Communities (Eurostat), the Survey considers a dual time scope; the variables regarding ICT use refer to January 2010, whereas the reference period for electronic commerce, investment financing in new technologies and ICT training is the year 2009.

This study has included 17,561 companies with 10 or more employees, and 12,229 companies with fewer than 10 employees, located in Spain and belonging to sections C, D, E, F, G, H, I, J and K, L, M, N and group 95.1, according to the National Classification of Economic Activities (CNAE-2009).

The sample was designed to offer results by branch of economic activity and by Autonomous Community.

For the purpose of facilitating the comparability with the European data, the aggregated results have been calculated without considering the companies belonging to the financial sector. Following the European guidelines, this sector is studied by means of a specific questionnaire, and the corresponding results are published separately.

As regards Electronic Commerce, it is considered as is any transaction carried out through telematic networks. Goods and services are procured via these networks, but the payment or dispatch of the good or service may be performed using this channel or others.