



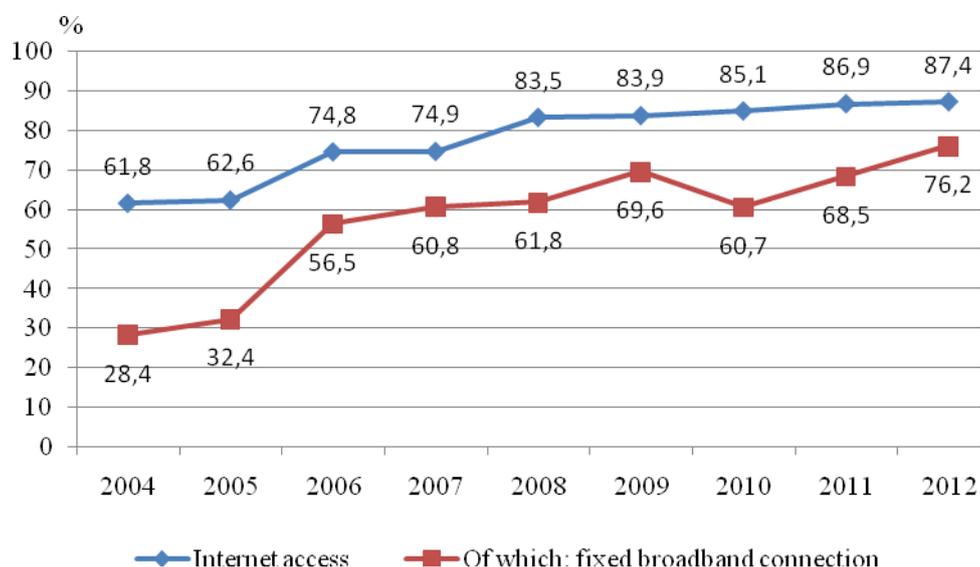
## MAIN RESULTS FROM SURVEYES ON THE INFORMATION SOCIETY IN ENTERPRISES IN 2012

According to Regulation No. 808/2004 of the European Parliament and of the Council concerning Community statistics on the information society, National Statistical Institute of Bulgaria carried out the ninth consecutive survey on Information Communication Technologies (ICT) usage and e-commerce in enterprises in 2011. The survey was conducted in all European Union member states, based on the common methodology, which ensured international comparison of the results. Non-financial enterprises with 10 or more employed were surveyed.

### ICT usage in enterprises

The tendency for the growth of enterprises which have internet access remained stable, as well as ones that maintained their own website/webpage. In January 2012 the relative share of enterprises having internet access reached 87.4%, or with 0.5 percentage points more in comparison to the same period of the previous year. There were also a substantial improvement on the type and acceleration of used connections – 76.2% of enterprises were using fixed broadband connections, or with 7.7 percentage points in comparison to 2011. Almost half of the enterprises (48.8%) maintained their own webpage/website

**Figure 1. Relative share of enterprises with internet access and fixed broadband connection**

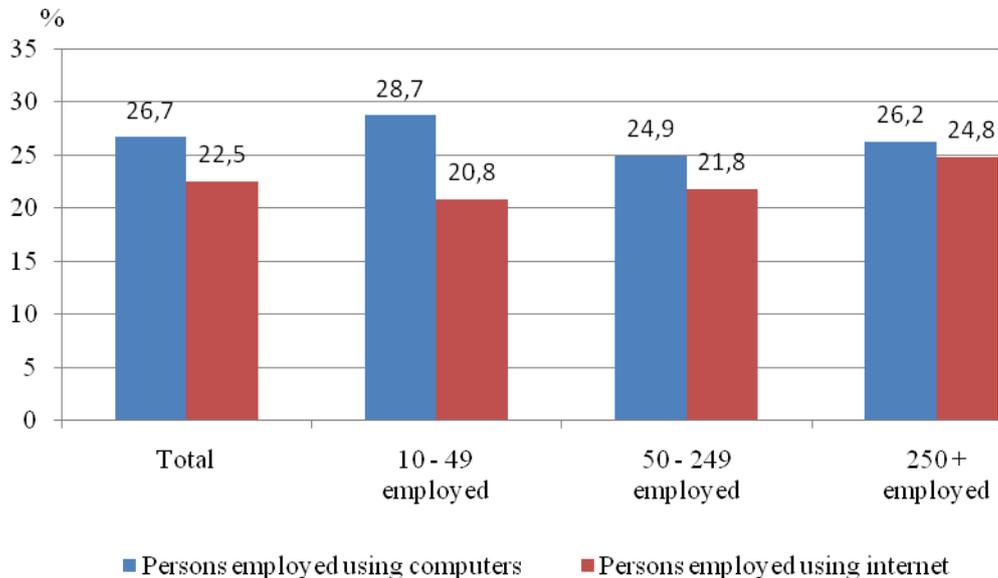


ICT were the most widely used by the largest enterprises (250 or more employed), where 98.3% had an internet access, while in small enterprises this relative share was 85.7%.

In 2012 each 4<sup>th</sup> employed (26.7%) has used computer for executing his work duties and for 22.5% from the employed has been granted access to the internet, as there have been an increase in comparison with the previous year respectively 0.9 and 1.1 percentage points.



**Figure 2. Relative share of employed using computers and internet (at least once a week) by the enterprises' size**



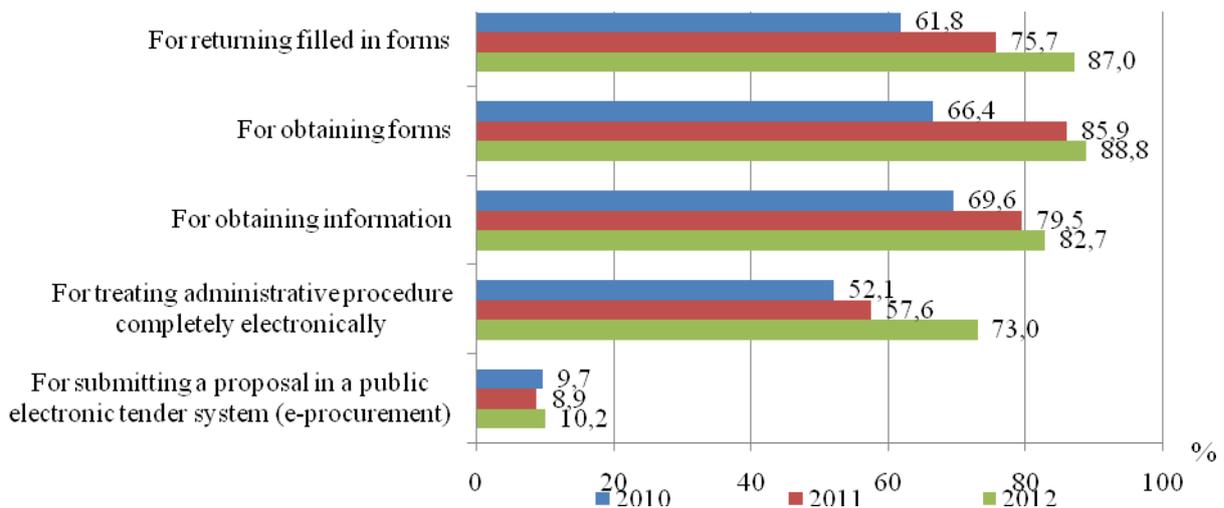
Small enterprises (10-49 employed) had the highest relative share of employed who were using computer, while in large enterprises (250 or more employed) there was the highest relative share of employed using internet - 24.8%.

### **Electronic exchange of information and services with the public administration**

In 2012 are observed wider possibilities for access to electronic administrative services and are provided more online services and procedures, which facilitate citizens and business, speed up the downloading and sending the forms and implement new practices for streaming the information flows. With the increase of online services offered by the government increases the interest in their application in business. From all enterprises with internet access 82.7% obtained electronically information from public authorities, or with 3.2 percentage points more in comparison to the previous year. There was also an increase in the relative share of enterprises using the possibility to download official forms (tax, accounting, statistics, etc.), as in the last year 88.8% of enterprises used those services. More significantly increased the interest in returned filled in forms electronically, as a growth of 11.3 percentage points was registered in comparison to the previous year. There was still a small relative share of enterprises that were using internet for accessing tender documents and specifications in electronic procurement systems of public authorities although there was an increase of 1.3 percentage points in comparison with the previous year, only 10.2% of enterprises had used such services.



**Figure 3. Relative share of enterprises interacted electronically with public authorities (e-government)**



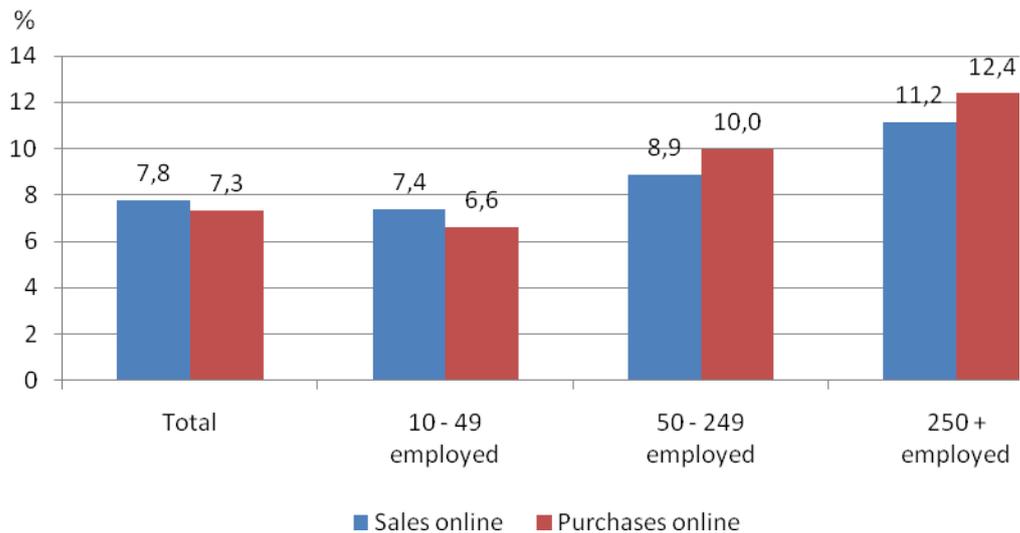
Almost all large enterprises (250 or more employed) used electronic services provided by public authorities: 97.0% returned filled in forms, 96.3% obtained forms and 93.8% obtained information via internet.

### Electronic commerce (e-commerce)

Using the Internet for e-commerce by business interact simultaneously in several directions: reducing enterprises' costs by optimizing staff, significantly extending the scope of customers and suppliers to anywhere in the world, while avoiding intermediaries increase revenues from sales, develop an intense marketing communication strategy, which promptly lead to competitiveness and development of an globalized market. Results from the survey show that the **online sales** increased its share and more enterprises used the internet to improve their business and to facilitate their customers and suppliers. 1.1 percentage points was the increase in internet sales, in comparison to the previous year, and the relative share of enterprises performed electronic sales reached 7.8% during the last 12 months. The total value of online sales was 4 205 Million Levs. Simultaneously there was a decrease with 4.4 percentage points on the relative share of enterprises which preformed **online purchases** for the same period, as 7.3% of enterprises purchased goods or services via internet and the total value of online purchases was 1 892 Million Levs.



**Figure 4. Relative share of enterprises performed online purchases or sales of goods and services during the last 12 months by the enterprises' size**



### ICT expenditures and investments in enterprises

The survey on ICT expenditure and investments is carried out once per two years, in conjunction with the survey on ICT usage in enterprises. The reference period was previous year (2011).

In accordance to the increased usage of ICT, there was a notable increase in expenditures and investments for their purchase and maintenance. In 2011 enterprises with 10 or more employed had made ICT expenditures totaling 2 576 Million Levs. With the highest relative share (50.7%) were expenditures for purchasing of **IT services**, in which were included:

- Information technology consultancy and services: computer systems and network management services; design and engineering services for computer and telecommunication networks; application service provisioning; IT technical support services; IT infrastructure provisioning services, website hosting and other hosting services;

- Other ICT services: installation, maintenance and repair services of computers, peripherals and telecommunication equipment;

- Telecommunication services: fixed and mobile telephony services; carrier services; data transmission services; internet backbone services; access to internet and private networks services.

On the second place (33.3%) in the relative share for enterprises' expenditures were ones done for purchasing of **IT goods** (computers and peripheral equipment) and **Communication goods** (equipment), in which were included:



- IT goods: all types of computers, servers; computer monitors, projectors, scanners, printers, multi-function devices and other devices that can be connected to computers; hard drives, flash disks, and other data storage devices; point of sale terminals, ATMs; other data processing devices.
- Communication goods: fixed and mobile telephones, switchboards, base stations and other devices for transmission and reception of voice, data and images; modems, routers, switches, hubs, and other devices for communication in wired or wireless networks; television and professional video cameras; burglar, fire or other types of alarms.

The relative share of the expenditure for purchases of **software, pre-packaged and custom made** (Business and productivity software and software licenses) represented 11.3% from the total ICT expenditure. In those expenditure were included:

- Packaged software (operating systems, network software, database management software, development tools and programming languages software, general office and home use software, industry-specific and other application software); software downloads (system software, application software); software used on-line; custom made software; licenses to use the software within an enterprise.

**Figure 5. Distribution of ICT expenditures in enterprises for 2011**

