Unit surveyed
Identifier: ..
Enterprise's name: ..
                           .

Contact details of the person responding
to the survey:
Name: ..
Phone number: ...
Email: .

If you are not that person,
please fill in your details:
Name: ..
First name:
Position: .
Phone number:

☐☐☐☐☐☐☐☐☐☐

Email: ..
Address (if different of the enterprise's):

.

**Survey on information
and communication technologies
in business
(Business ICT)**

Please contact us:
Email: <u>contact-enquete-tic-entreprises@insee.fr</u>
Phone number: 09-69-32-97-47
Survey code:

This questionnaire addresses you as a
legal unit (all establishments included),
excluding any other entity (group or
other enterprise).

Comments and remarks:

Please return this questionnaire by: 31/01/2021, at the latest, to the following address:

INSEE OCCITANIE – PEE
36 RUE DES 36 PONTS
BP 94217
31054 TOULOUSE CEDEX 4
FRANCE

This questionnaire is an English translation from the official survey questionnaire in French, meant to help respondents. The official
survey questionnaire in French will always take precedence in any dispute regarding the content of the survey.

I : Background information

➡1. The latest total turnover excluding VAT of your enterprise in our possession is as follows (in thousands of euros) : ------..k€
Is the pre-tax turnover of your enterprise in 2020 at the same level?
(at plus or minus 5%)

Yes

No

➡ If YES, go to question 3 of this module

➡2. Please indicate the amount of the turnover of your enterprise excluding taxes in 2020 (in thousands of euros).

__ __ __ __ __ __ __ __ __ __ , __ k€

➡3. The last average annual number of persons employed in your enterprise in our possession is as follows : --..
Was the workforce of your enterprise at the same level in 2020?
(at plus or minus 10%)

Yes

No

➡ If YES, go to question 5 of this module

➡4. Please indicate the average annual number of persons employed in your enterprise in 2020

__ __ __ __ __ __ __ __

➡5. The website adress of your enterprise:

II : Access and use of the internet

➡1. How many persons employed have access to the internet for business purposes (fixed line or mobile connection)?

__ __ __ __ __ __

➡ If you can provide this value, go to question 3 of this module.

➡2. If you can't provide this value, please indicate the corresponding percentage of the total number of persons employed

__ __ __ %

➡3. Does your company use Internet-based calling applications (e.g. Skype, WhatsApp, Facetime, Viber, Zoom, Tixeo, etc.) for business purposes?

Yes

No

➡4. Has the use of these Internet-based calling applications grown or intensified as a result of the health crisis of 2020?

Yes, temporarily

Yes, permanently

No

Use of a fixed line connection to the internet for business purposes

➡5. Does your enterprise use any type of fixed line connection to the internet (e.g. ADSL, SDSL, VDSL, fiber optics technology (FTTP), cable technology, Wimax, etc.)?

Yes

No

➡ If NO, go to question 7 of this module.

➡6. What is the maximum contracted download speed of the fastest fixed line internet connection of your enterprise?
(tick only one)

less than 30 Mbit/s

at least 30 but less than 100 Mbit/s

at least 100 but less than 500 Mbit/s

at least 500 but less than 1 Gbit/s

at least 1 Gbit/s

Use of a mobile connection to the internet for business purposes

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

➡7. Does your enterprise provide portable devices that allow a mobile connection to the internet using mobile telephone networks, for business purposes (e.g. via portable computers or other portable devices such as smartphones)?

Yes

No

➡ If NO, go to question 10 of this module.

➡8. How many persons employed use a portable device provided by the enterprise, that allows internet connection via mobile telephone networks, for business purposes (e.g. portable computers, or other portable devices such as smartphones)?

— — — — — —

➡ If you can provide this value, go to question 10 of this module.

➡9. If you can't provide this value, please indicate the corresponding percentage of the total number of persons employed

— — — %

Use of a website

➡ 10. Does your enterprise have its own or shared website within your group or network?

Yes

No

➡ If NO, go to question 14 of this module.

➡ 11. Does the website have any of the following:
If you have several websites, the functionalities can be on any of them.

description of goods or services, price information?	Yes	No
online ordering or reservation or booking, e.g. shopping cart?	Yes	No
possibility for visitors to customise or design online goods or services?	Yes	No
tracking or status of orders placed?	Yes	No
personalised content on the website for regular/recurrent visitors?	Yes	No
links or references to the enterprise's social media profiles (Facebook, Viadeo, Twitter, etc.)?	Yes	No

➡ 12. Has your website evolved as a result of the health crisis of 2020?

Yes, temporarily

Yes, permanently

No

➡ If NO, go to question 14 of this module.

➡ 13. Has this evolution of your website focused on:

description of goods or services, price information?	Yes	No
online ordering or reservation or booking, e.g. shopping cart?	Yes	No

Use of social media

14. Does your enterprise have a user profile, an account or a user licence on any of the following social media:

social networks (e.g. Facebook, LinkedIn, Xing, Viadeo, Yammer, etc.)?	Yes	No
enterprise's blog or microblogs (e.g. Twitter)?	Yes	No
multimedia content sharing websites or apps (e.g. Instagram, YouTube, Flickr, SlideShare, Instagram, Pinterest, Snapchat, etc.)?	Yes	No
Wiki based knowledge sharing tools?	Yes	No

➡ If NO to all items, go to next module.

➡15. Has your use of social media grown or intensified as a result of the health crisis of 2020?

Yes, temporarily

Yes, permanently

No

III : E-Commerce

E-commerce 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 payment and the delivery of the goods or services do not have to be conducted online.
E-commerce transactions exclude orders made by telephone, fax or manually typed emails.
In the following questions please report separately for web sales and EDI-type sales (Electronic Data Interchange).

Web sales

Web sales covers orders and reservations made by your customers via:
- your enterprise's websites or mobile apps, including extranets;
- e-commerce marketplace websites or apps (used by several enterprises for trading goods or services) on which you are present.
Orders written in e-mail are not counted as web sales.

➡1. During 2020, did your enterprise have web sales of goods or services via:
(excluding manually entered messages)

your enterprise's websites or apps (including those of the group and extranets)?   Yes   No

E-commerce marketplace websites or apps used by several enterprises for trading   No   goods or services (e.g. Alibaba, Amazon, Amazon Business,App Store, Booking, Cdiscount, eBay, Fnac, Mercato, Rakuten, RueduCommerce, etc.)?

➡ If NO to both, go to question 12 of this module.

➡2. What was the value of your web sales of goods or services in 2020?
(web sales made by units located in France, including business volume on marketplaces, excluding taxes, in thousands of euros)

__ __ __ __ __ __ __ __ __ __ , __ k€

➡3. If you can't provide this value, please indicate an estimate of the percentage of total turnover of your enterprise excluding taxes (indicated in questions I.1 or I.2 of the background information)

__ __ __ , __ %

➡ If you only made web sales on your own website or application, go to question 8 of this module.

➡ If you only made web sales on marketplaces, go to question 5 of this module.

➡4. What was the percentage breakdown of the value of web sales in 2020 for the following:
Refer to the amount or percentage of web sales indicated in questions III.2 or III.3.
(total must equal 100%)

	percentage breakdown of the value of web sales realized
via your enterprise's websites or apps (including those of the group and extranets)?	_ _ _ , _ %
via e-commerce marketplace websites or apps used by several enterprises for trading goods or services? (e.g. Alibaba, Amazon, Amazon Business,App Store, Booking, Cdiscount, eBay, Fnac, Mercato, Rakuten, RueduCommerce, etc.)?	_ _ _ , _ %

➡ If you didn't make sales on marketplaces, go to question 8 of this module.

➡5. Via how many e-commerce marketplaces did you have web sales during 2020?

via one

via two

via more than two

➡ If you made web sales on a single marketplace, go to question 7 of this module.

➡6. Did more than 50 % of your turnover from e-commerce marketplaces in 2020 come from only one e-commerce marketplace?

Yes

No

➡7. What is the average rate of commissions charged by these marketplaces?

less than 5%

at least 5% but less than 9%

at least 9% but less than 12%

at least 12% but less than 15%

at least 15% but less than 20%

at least 20%

➡8. What was the percentage breakdown of the value of web sales in 2020 by type of customer?
Refer to the amount or percentage of web sales indicated in questions III.2 or III.3.
(total must equal 100%)

	percentage breakdown of the value of web sales realized
Sales to private consumers (B2C)	_ _ _ , _ %
Sales to other enterprises (B2B) and sales to public sector (B2G)	_ _ _ , _ %

➡9. During 2020, did your enterprise have web sales to customers located in the following geographic areas?

France   Yes   No

Other countries of the UE   Yes   No

Non-UE countries   Yes   No

➡ If you have made sales via a website or apps to customers located only in France or only in non-UE countries, go to question 12 of this module.

➡ If you have made sales via a website or apps to localized customers only in other countries of Europe, go to question 11 of this module.

➡10. What was the percentage breakdown of the value of web sales in 2020 to customers located in the following geographic areas?
Refer to the amount or percentage of web sales indicated in questions III.2 or III.3.
(total must equal 100%)

	percentage breakdown of the value of web sales realized
France	_ _ _ , _ %
Other countries of the UE	_ _ _ , _ %
Non-UE countries	_ _ _ , _ %

➡ If you didn't make web sales on your own website or apps to customers of other countries of the UE, go to question 12 of this module.

➡11. During 2020, your enterprise realized web sales via a website or apps to customers located in other countries of the UE. Did it experience any of the following difficulties:

high costs of delivery or return of products when selling to other countries of the EU?   Yes   No

difficulties related to resolving complaints and disputes when selling to other countries of the UE?   Yes   No

adapting product labelling for sales to other countries of the EU?   Yes   No

lack of knowledge of foreign languages for communicating with customers in other countries of the EU?   Yes   No

restrictions from your business partners to sell to certain countries of the EU?   Yes   No

difficulties related to the VAT system in countries of the EU?   Yes   No

EDI-type sales

EDI-type sales cover orders placed by your customers via EDI-type messages (Electronic Data interchange) meaning in an agreed or standard format suitable for automated processing, including orders transmitted via EDI-service provider, automatic system generated demand driven orders and orders received directly into your ERP system (Enterprise Resource Planning).

➡ 12. During 2020, did your enterprise have EDI-type sales of goods or services?

Yes

No

➡ If NO, go to next module.

➡ 13. What was the value of your EDI-type sales in 2020?
(EDI sales made by units located in France, excluding taxes, in thousands of euros)

__ __ __ __ __ __ __ __ __ __ __ , __ k€

➡ 14. If you can't provide this value, please indicate an estimate of the percentage of total turnover of your enterprise excluding taxes (indicated in questions I.1 and I.2 of the background information)

__ __ __ , __ %

➡ 15. During 2020, did your enterprise sell via EDI-type messages to customers located in the following geographic areas?

France	Yes	No
Other countries of the UE	Yes	No
Non-UE countries	Yes	No

IV : Sharing of information electronically within the enterprise

ERP (Enterprise Resource Planning)

An ERP (Enterprise Resource Planning) is a software used to manage resources by sharing information among different functional areas (e.g. accounting, planning, production, marketing, etc.). ERP software can be off-the-shelf software, customised to the needs of the enterprise or self-created software.

➡ 1. Does your enterprise use ERP software?

Yes

No

CRM (Customer Relationship Management)

CRM refers to any software application for managing information about customers

➡2. Does your enterprise use CRM software to manage:

the collection, storing and making available information on customers to various business functions?   No

the analysis of information on customers for marketing purposes, (e.g. settings prices, sales promotion, choosing distribution channels, etc.)?   No

Use of collaborative tools

➡3. Does your company use the following collaborative computing tools:

collaborative work tools (groupwares) (Trello, Slack, Github, Microsoft Teams etc.)?   Yes   No

collaborative design tools (CAD, mock-ups, PLM for the management of the digital shared life of the product, etc.)?   No

V : Use of cloud computing services

Cloud computing (or cloud), refers here to computer services used on the Internet to access software, computing power, storage capacity, etc. These services must have the following characteristics:
- delivered from servers of service providers;
- can be easily scaled up or down (e.g. number of users or change of storage capacity);
- can be used on-demand by the user, at least after the initial set up (without human interaction with the service provider);
- are paid for, either per user, by capacity used, or are pre-paid.
Cloud computing may include connections via Virtual Private Networks (VPN).

➡1. Does your enterprise buy any cloud computing services used over the internet?
(Please refer to the definition of cloud computing above, exclude free of charge services.)

Yes

No

➡2. Has your use of paid cloud computing services grown or intensified as a result of health crisis of 2020?

Yes, temporarily

Yes, permanently

No

➡ If you do not purchase cloud computing services (no to question V.1), go to next module.

➡3. Does your enterprise buy any of the following cloud computing services used over the internet? (excluding free cloud services)

E-mail (as a cloud computing service)   Yes   No

Office software (e.g. word processors, spreadsheets etc.) (as a cloud computing   Yes   No
service)

Finance or accounting software applications (as a cloud computing service)   Yes   No

Enterprise Resource Planning (ERP) software applications (as a cloud computing   Yes   No
service)

Customer Relationship Management (CRM) software applications (as a cloud   Yes   No
computing service)

Security software applications (e.g. antivirus program, network access controls (as   Yes   No
a cloud computing service)

Hosting the enterprise's database(s) (as a cloud computing service)   Yes   No

Storage of files (as a cloud computing service)   Yes   No

Computing power to run the enterprise's own software (as a cloud computing   Yes   No
service)

Computing platform providing a hosted environment for application development,   Yes   No
testing or deployment (e.g. reusable software modules, application programming
interfaces (APIs)) (as a cloud computing service)

VI : Internet of Things

The Internet of Things (IoT) refers to interconnected devices or systems, often called "smart" devices or systems. They collect and exchange data and can be monitored or remotely controlled via the Internet. Examples are:
- "smart"-meters, -thermostats, -lamps (lights), -alarm systems, -smoke detectors, -door locks, - cameras;
- sensors, RFID tags connected to a base station that allows them to be managed via the internet.
Please exclude plain detection and sensors (e.g. motion, sound, temperature, smoke, etc.) and RFID tags that cannot be monitored or remotely controlled via the internet).
Internet of Things may include various types of network connections via WAN, WiFi, LAN, Bluetooth, ZigBee, Virtual Private Networks (VPN) etc.

➡1. Does your enterprise use interconnected devices or systems that can be monitored or remotely controlled via the Internet (Internet of Things)?
(please exclude the usage of computers, smartphones, printers)

Yes

No

⮕   If NO, go to next module.

➡2. Does your enterprise use interconnected devices or systems that can be monitored or remotely controlled via the internet (Internet of Things) for any of the following?

for energy consumption management (e.g. "smart"-meters, -thermostats, -lamps (lights))　　　Yes　　No

for premises' security (e.g. "smart" -alarm systems, -smoke detectors, -door locks, -security cameras)　　　Yes　　No

for production processes (e.g. sensors or RFID tags that are monitored/controlled via the internet and used to monitor or automate the process)　　　Yes　　No

for logistics management (e.g. sensors monitored/controlled via the internet for tracking products or vehicles in warehouse management)　　　Yes　　No

for condition-based maintenance (e.g. sensors monitored/controlled via the internet to monitor maintenance needs of machines or vehicles)　　　Yes　　No

for customer service (e.g. "smart" cameras or sensors monitored/controlled via the internet to monitor customers' activities or offer them a personalised shopping experience)　　　Yes　　No

for other purposes　　　Yes　　No

VII : Artificial Intelligence

Artificial intelligence refers to systems that use technologies such as: text mining, computer vision, speech recognition, natural language generation, machine learning, deep learning to gather and/or use data to predict, recommend or decide, with varying levels of autonomy, the best action to achieve specific goals.
Artificial intelligence systems can be purely software based, e.g.:
- chatbots and business virtual assistants based on natural language processing;
- face recognition systems based on computer vision or speech recognition systems;
- machine translation software;
- data analysis based on machine learning, etc. ;
or embedded in devices, e.g.:
- autonomous robots for warehouse automation or production assembly works;
- autonomous drones for production surveillance or parcel handling, etc.

➡1. Does your enterprise use any of the following Artificial Intelligence technologies:

	Yes	No
technologies performing analysis of written language (text mining)?	Yes	No
technologies converting spoken language into machine-readable format (speech recognition)?		No
technologies generating written or spoken language (natural language generation)?	Yes	No
technologies identifying objects or persons based on images (image recognition, image processing)?	Yes	No
machine learning (e.g. deep learning) for data analysis?	Yes	No
technologies automating different workflows or assisting in decision making (Artificial Intelligence based software robotic process automation)?	Yes	No
technologies enabling physical movement of machines via autonomous decisions based on observation of surroundings (autonomous robots, self-driving vehicles, autonomous drones)?	Yes	No

➡ If NO to all items, go to next module.

➡2. Does your enterprise use Artificial Intelligence software or systems for any of the following purposes:

for marketing or sales?   Yes   No
- chatbots based on natural language processing for customer support,
- customer profiling, price optimisation, personalised marketing offers, market
analysis based on machine learning, etc.

for production processes?   Yes   No
- predictive maintenance based on machine learning,
- tools to classify products or find defects in products based on computer vision,
- autonomous drones for production surveillance, security or inspection tasks,
- assembly works performed by autonomous robots, etc.

for organisation of business administration processes?   Yes   No
- business virtual assistants based on machine learning and/or natural language
processing,
- voice to text conversion based on speech recognition for document drafting,
- automated planning or scheduling based on machine learning,
- machine translation, etc.

for management of enterprises?   Yes   No
- machine learning to analyse data and help make investment or other decisions,
- sales or business forecasting based on machine learning,
- risk assessment based on machine learning, etc.

for logistics?   Yes   No
- autonomous robots for pick-and-pack solutions in warehouses,
- route optimization based on machine learning,
- autonomous robots for parcel shipping, tracing, distribution and sorting,
- autonomous drones for parcel delivery, etc.

for ICT security?   Yes   No
- face recognition based on computer vision for authentication of ICT users,
- detection and prevention of cyber-attacks based on machine learning, etc.

for human resources management or recruiting?   Yes   No
- candidates pre-selection screening, automation of recruiting based on machine
learning,
- employee profiling or performance analysis based on machine learning,
- chatbots based on natural language processing for recruiting or supporting
human resources management, etc.

➡3. How did you enterprise acquire the Artificial Intelligence software or systems that it uses?

They were developed by own employees (including those employed in parent or affiliate enterprise)　　　Yes　　No

Commercial software or systems were modified by own employees (including those employed in parent or affiliate enterprise)　　　Yes　　No

Open-source software or systems were modified by own employees (including those employed in parent or affiliate enterprise)　　　Yes　　No

Commercial software or systems ready to use were purchased (including examples where it was already incorporated in a purchased item or system)　　　Yes　　No

External providers were contracted to develop or modify them　　　Yes　　No

Time to fill in the survey and comments

➡ How much time did you need to answer this survey? (information search + filling in the form)?

　　　Hours　　　　　minutes

➡ Comments: