

Level of ICT usage and needs in the BSR

Presented by: Eric Kron
Brussels, October 16th 2007



The Survey – objective, target group and characteristics

Goal

- Within each region: describe the existing ICT infrastructure and services and contrast these results with the actual demands
- Within the BSR: compare the results among the different regions

Target group

- whole population of companies in the region, with special focus on SME's

Characteristics

- web-based survey
- the same survey in all of the regions (additional: e-mail, phone, interviews)
- translated into local languages
- no open questions è to make it comparable
- > 1,100 responses throughout the BSR

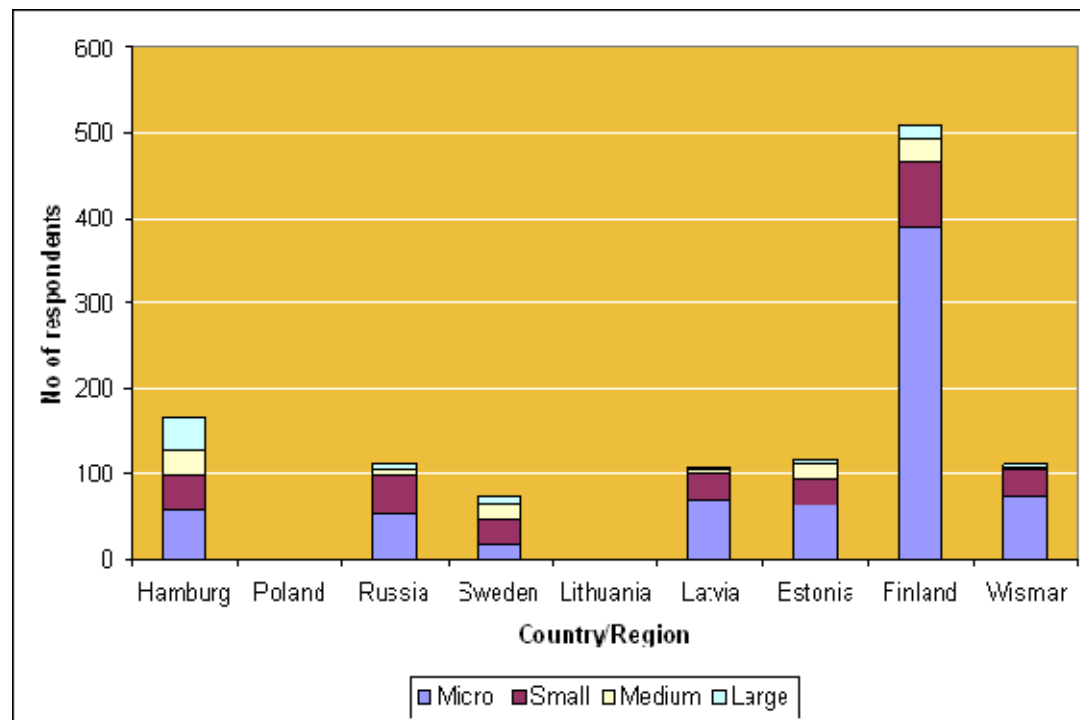
16.10.2007

Eric Kron





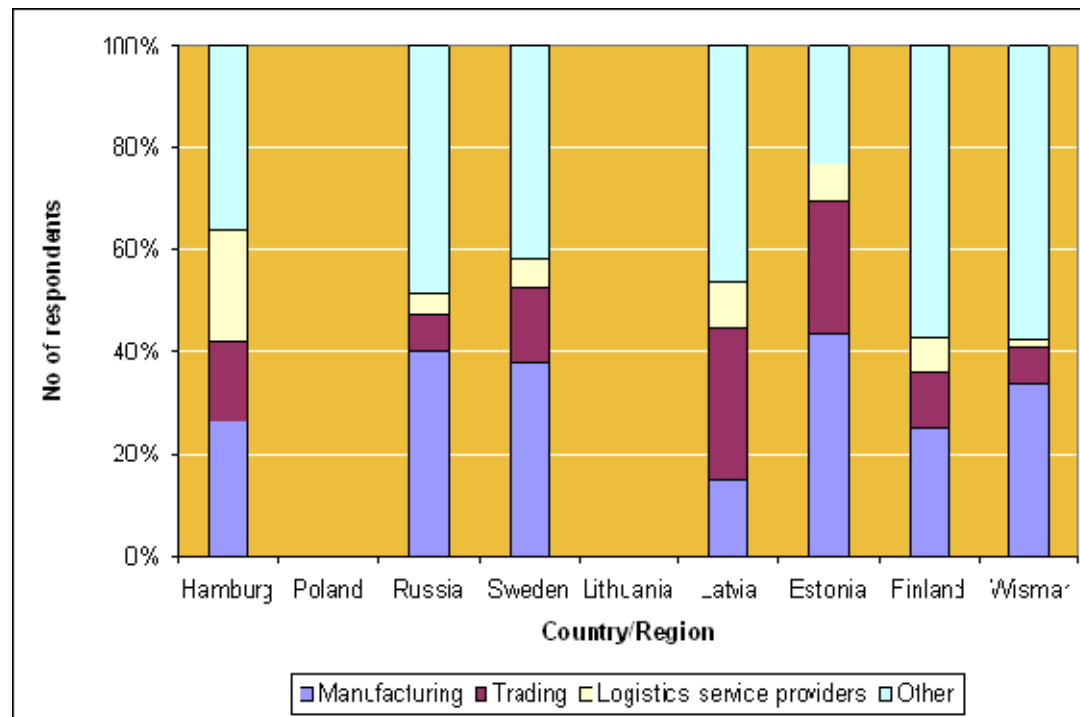
Results: distribution according to size



- very few large companies



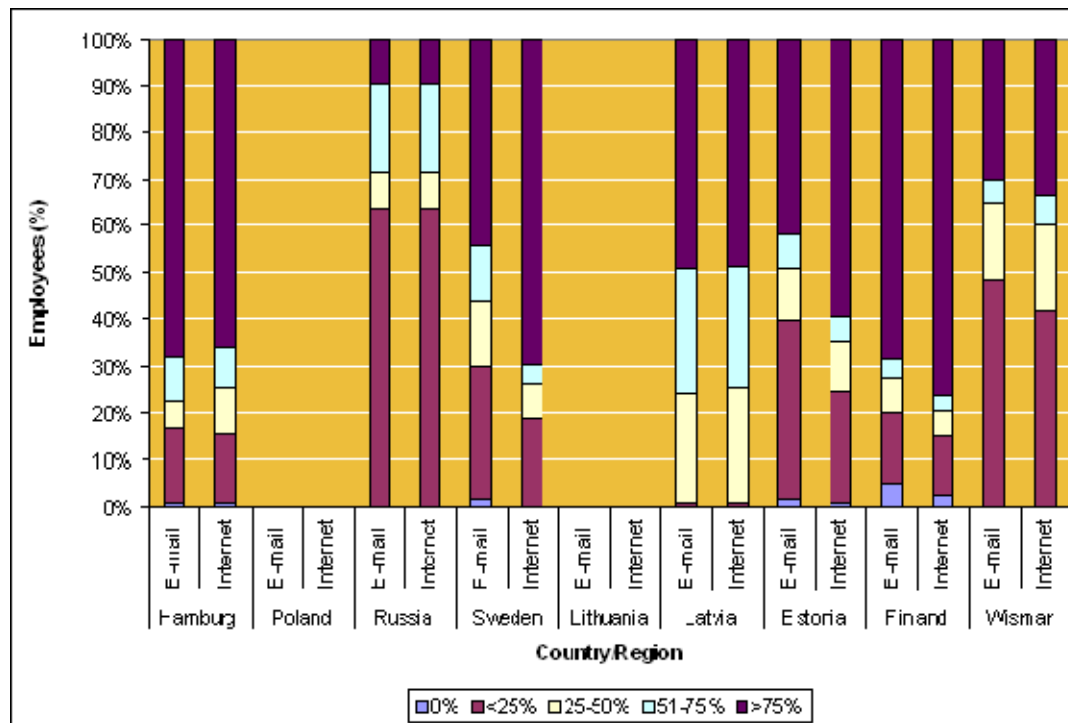
Results: distribution according to industry



- 3 industries defined for the purpose of this project

- very few Logistics Service Providers

Results: level of e-mail & Internet usage



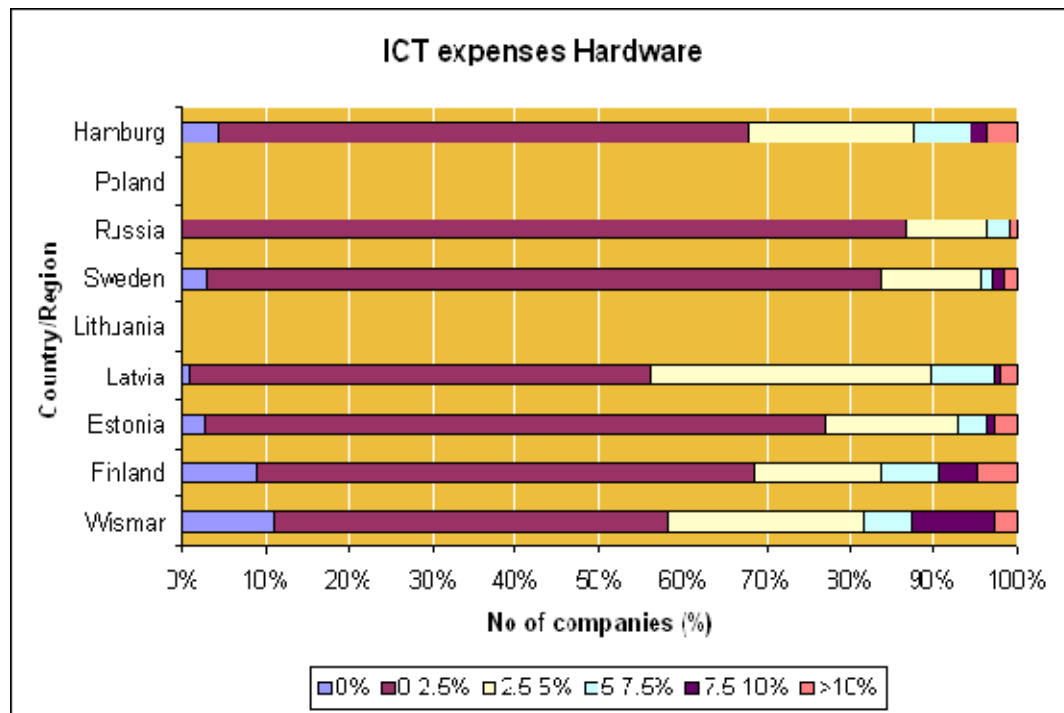
Internet (>75%)

- Finland (77%)
- Sweden (70%)
- Hamburg (67%)
- Estonia (60%)

E-mail (>75%)

- Finland (68%)
- Hamburg (68%)
- Latvia (50%)

Results: ICT expenses (hardware)

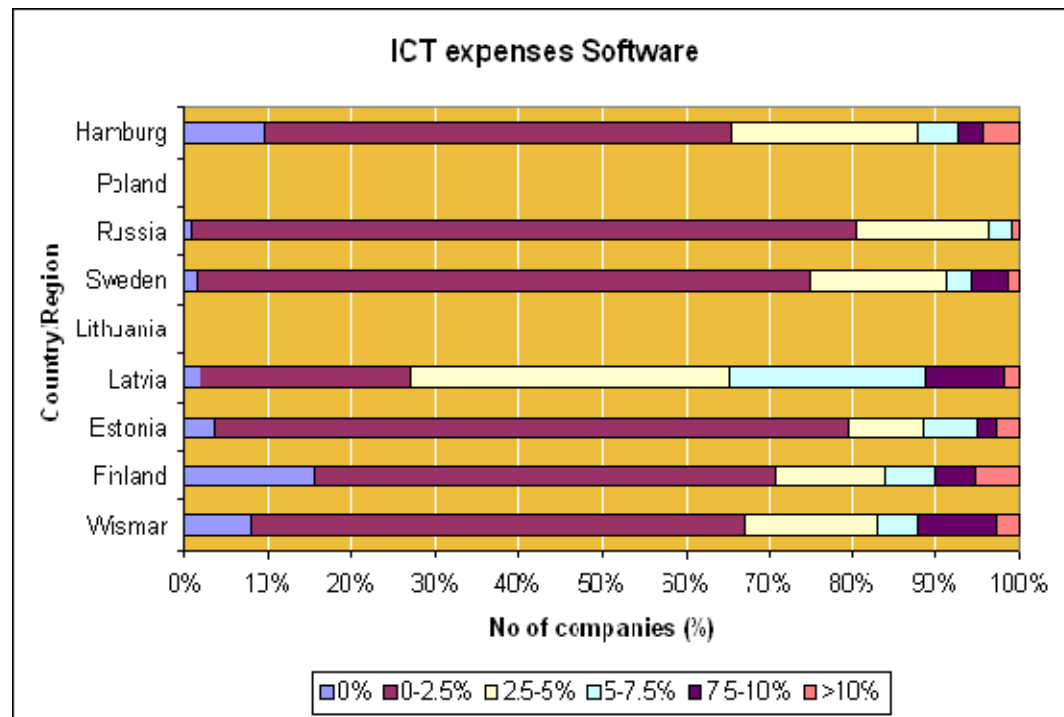


In % from turnover 2005

-Mecklenburg-Vorpommern, South-West Finland and Hamburg have relatively high hardware expenses

- average expenses amount up to 2.5% of the total turnover

Results: ICT expenses (software)



In % from turnover 2005

- Hamburg, Mecklenburg-Vorpommern, South-West Finland have relatively high software expenses

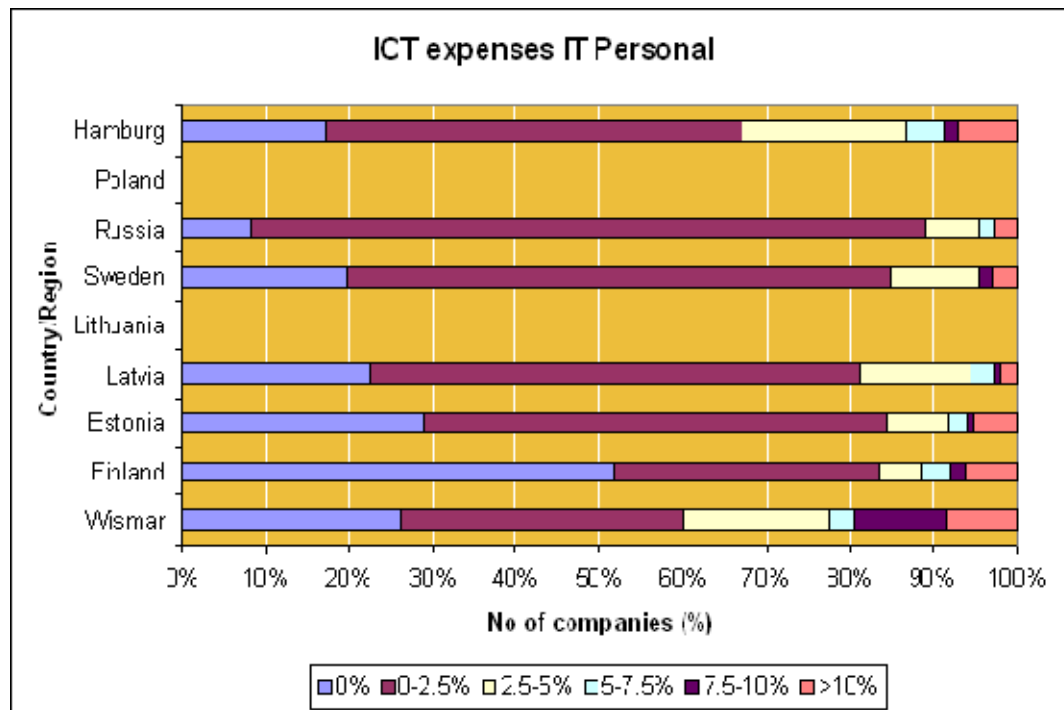
- average expenses amount up to 2.5% of the total turnover (interesting exception = LV)

16.10.2007

Eric Kron



Results: ICT expenses (personnel)

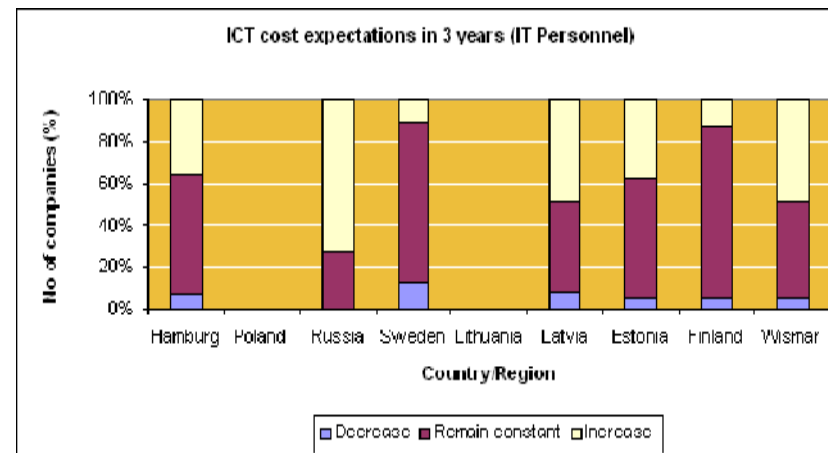
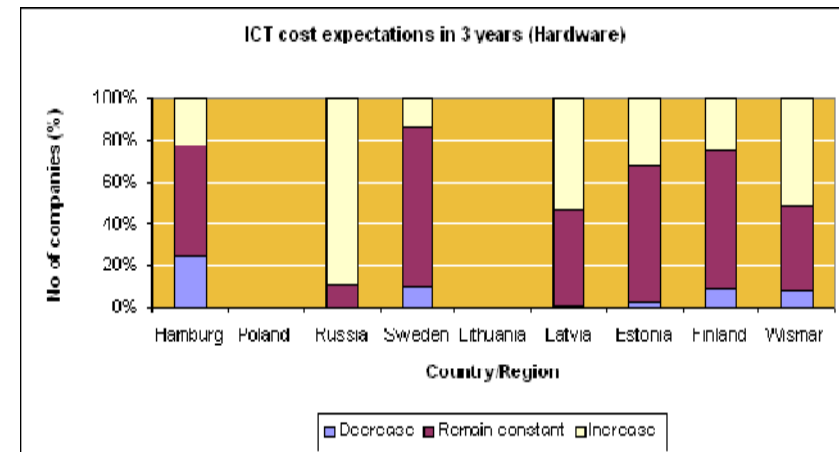
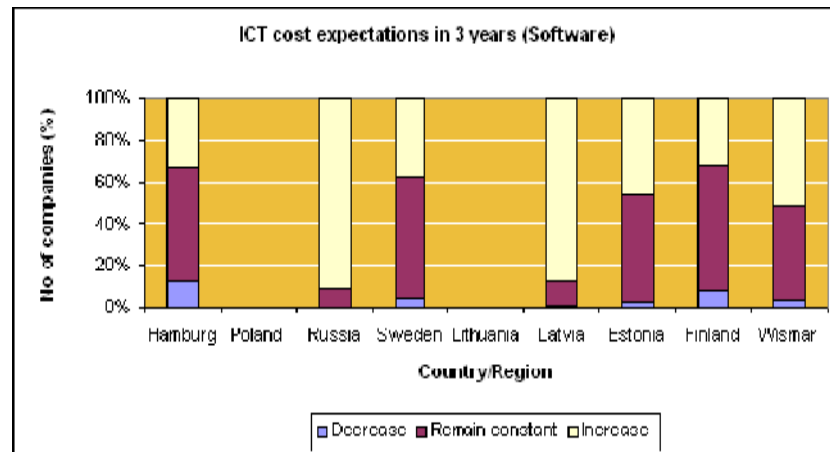


- Mecklenburg-Vorpommern, Hamburg, South-West Finland have relatively high personnel expenses

In % from turnover 2005



Results: development of expenses in next 3 years

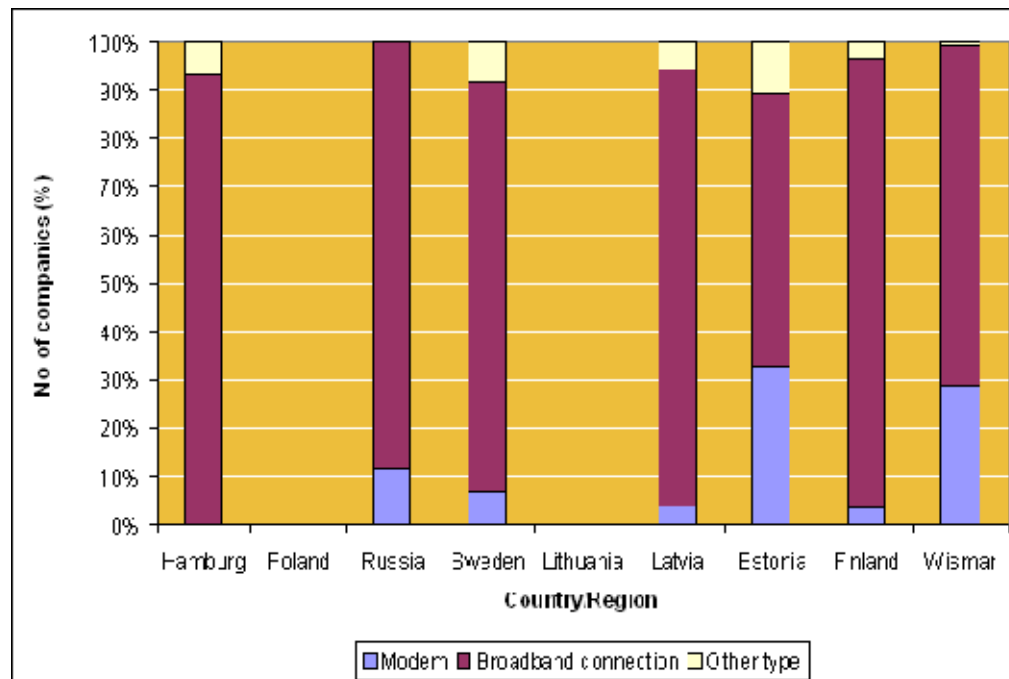


16.10.2007

Eric Kron



Results: types of Internet connections

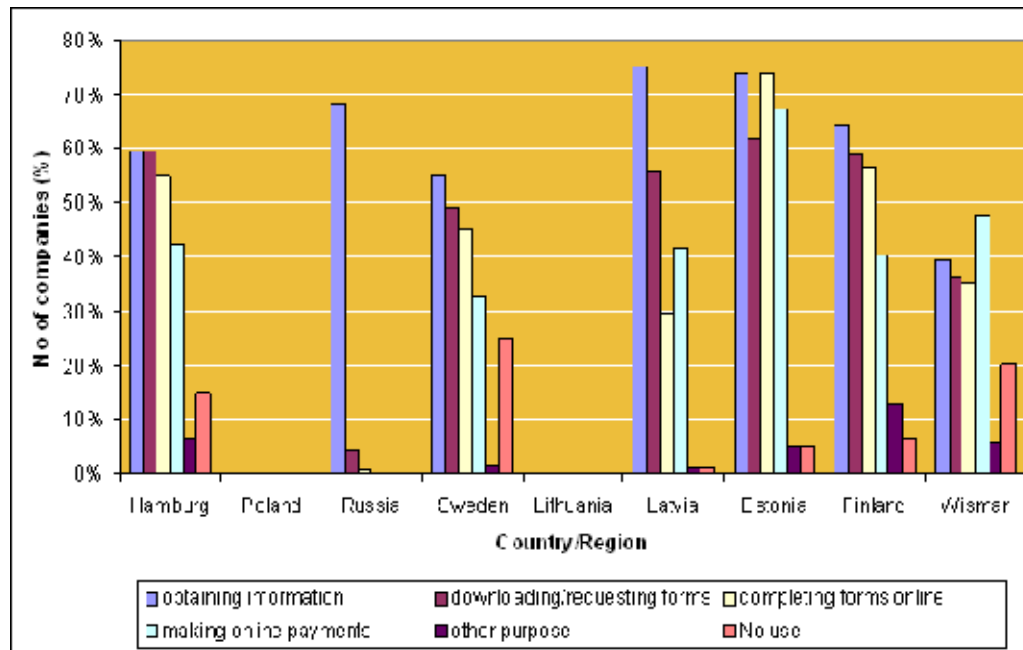


- Big majority has broadband connection

- Estonia and Mecklenburg-Vorpommern have both around 30% of cases still using a modem



Results: interaction with public authorities and government organisations



- Internet mostly used for obtaining information, completing forms online, downloading/requesting forms

16.10.2007

Eric Kron





Results: concerns and needs in the BSR

The survey revealed following concerns and needs:

- weak development of e-commerce do to the low awareness of ist increasing importance
- concerns about security issues
- lack of qualified ICT personnel, especially in SME's
- insufficient interaction with the governmental authorities by means of the Internet

16.10.2007

Eric Kron



Thank you for your attention!

16.10.2007

Eric Kron



Contact

- **Prof. Gunnar Prause**
- E-mail: gunnar.prause@hs-wismar.de
- Phone: +49 (0) 3841 753297
- Mobile: +49 0178 2804882

- **Mr. Eric Kron**
- E-mail: eric.kron@hs-wismar.de
- Phone: +49 (0) 3841 753801

- **Mr. Anatoli Beifert**
- E-mail: a.beifert@hs-wismar.de
- Phone: +49 (0) 3841 753634
- Mobile: +49 (0) 178 2805277

LogOn Baltic Project Office

Turku School of Economics

Rehtorinpellonkatu 3

FI-20500 TURKU

FINLAND

www.logonbaltic.info

DISCLAIMER

This publication has been produced with the assistance of the European Union. The contents of this publication is the sole responsibility of the presenter and can under no circumstances be regarded as reflecting the position of the European Union.

The content of this publication reflects the author's views. The Investitionsbank Schleswig Holstein is not liable for any use that may be made of the information contained herein.

16.10.2007

Eric Kron

