Level of ICT usage and needs in the BSR

Presented by: Eric Kron
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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 É to make it comparable
- > 1,100 responses throughout the BSR
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)

- 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)

- 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)
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

- ICT cost expectations in 3 years (Software)
- ICT cost expectations in 3 years (Hardware)
- ICT cost expectations in 3 years (IT Personnel)
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
Results: concerns and needs in the BSR

The survey revealed following concerns and needs:

- weak development of e-commerce due to the low awareness of its 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
Thank you for your attention!

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