

ICT usage in enterprises in Montenegro in 2015

The survey on ICT usage in enterprises was conducted on the representative sample of 600 enterprises at the territory of Montenegro.

The target group are enterprises with 10 employees and over interviewed by the phone in period from 1 to 15 April 2015.

The aim of the survey is to collect the data on presence and usage of ICT¹ by enterprises in sectors: administrative and support service activities; construction; information and communication; real estate activities; manufacturing, electricity, gas, steam and air conditioning; water supply, sewerage, waste management and remediation activities; professional, scientific, and technical activities; transport and storage; wholesale and retail trade; repair of motor vehicles and motorcycles; accommodation.

In Montenegro, 94.3% of surveyed enterprises reported on the use of computers in their activities. **All other data in this release refers only on enterprises which use computers in 2015.**

Of the enterprises that use computers in their business, 38.5% answered that employ ICT / IT specialists who have the ability to develop, maintain, manage ICT or IT systems and applications, representing an increase of 0.8% compared to previous year.

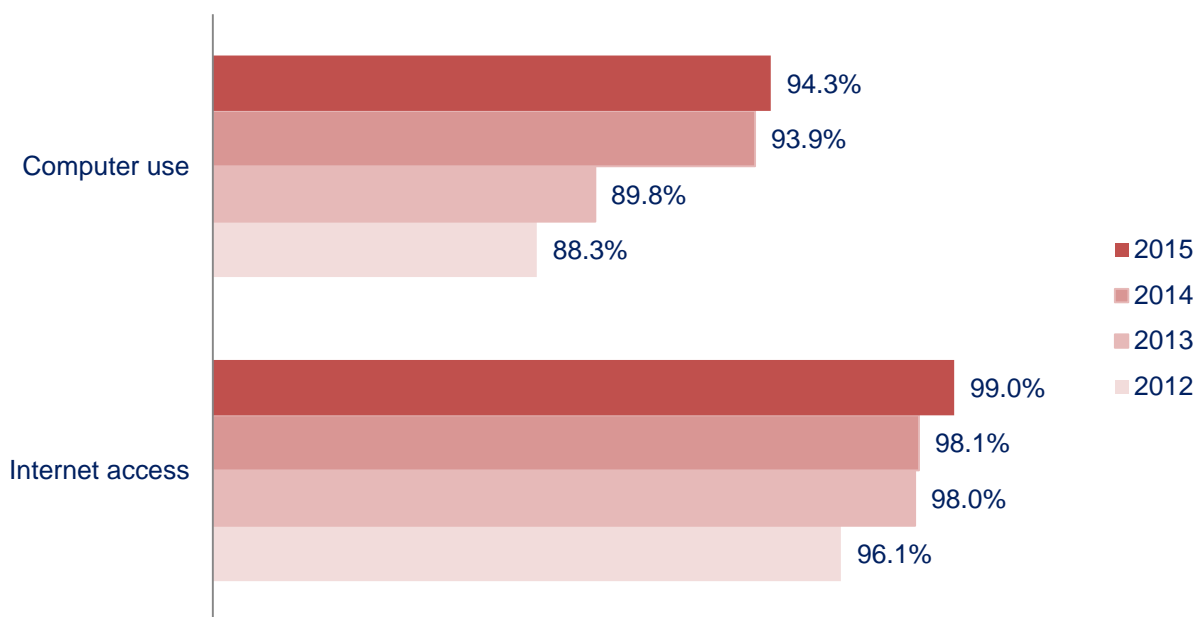
When it comes to the Internet, the results of survey show that 99.0% of the enterprises, which use computers, have access to the Internet.

Of the enterprises that have access to the Internet, 74.3% enterprises responded that they have Web Site/Home Page, representing an increase of 1.0% compared to previous year.

According to the survey, 69.0% of companies (that use computers in their business) to its employees allow remote access to e-mail system, documents or enterprise applications.

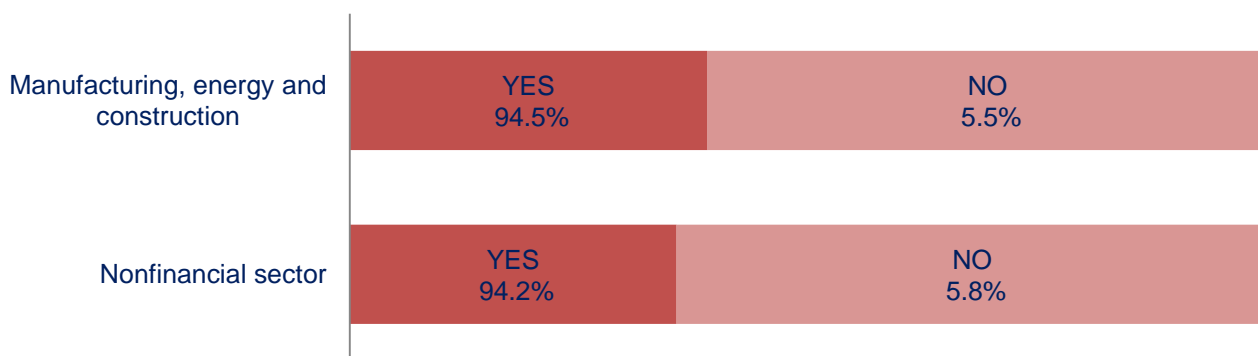
¹ ICT - information and communication technologies.

Graph 1: Usage of computers and Internet access in enterprises



It is notable increase of 0.9% enterprises which have Internet access in 2015 compared to the 2014 year.

Graph 2: Usage of computers by sectors

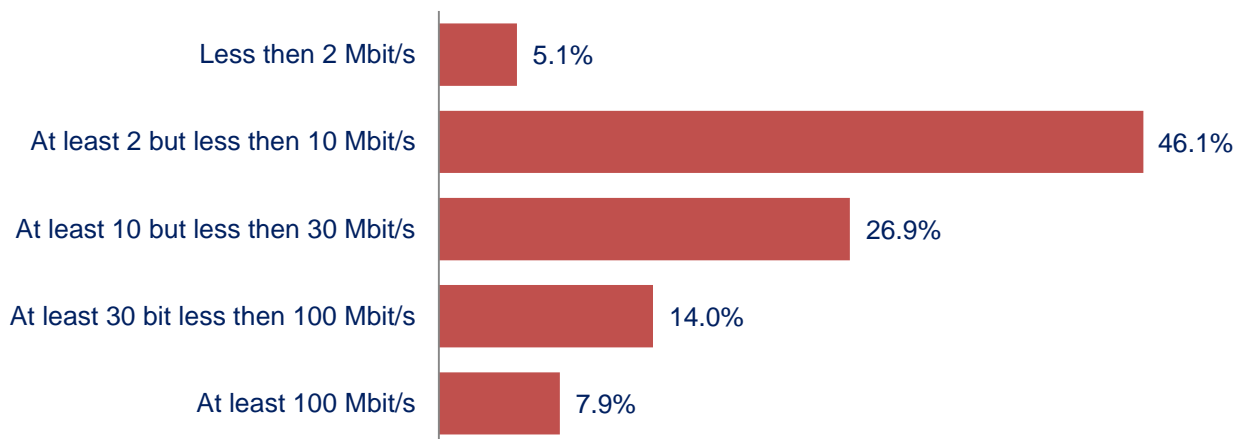


When we look at the use of computers in enterprises according to sectors, the percentage of enterprises that use computers in the manufacturing sector, energy and construction sectors increased by 0.3% compared to enterprises from non-financial sector.

Of the companies that have access to the Internet, 97.4% said they use DSL or some other type of fixed broadband connection to the Internet.

Survey results show that 46.1% of enterprises to access the Internet use a top speed of at least 2 Mbit/s, but less than 10 Mbit/s, 26.9% of enterprises said they use the Internet connection speed of at least 10 Mbit/s but less than 30 Mbit/s, while 14.0% of companies said they use the Internet speed of at least 30Mbit/s but less than 100 Mbit/s.

Graph 3: Maximum contracted download speed of the fastest Internet



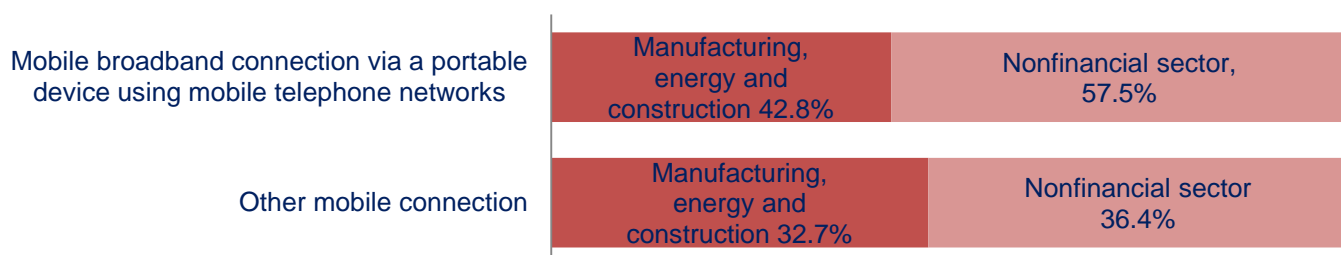
Enterprises that have access to the Internet, they used two types of mobile connections to access the Internet:

- ✓ Mobile broadband connection via a portable device using mobile telephone networks
- ✓ Other mobile connection (e.g. GSM, GPRS, EDGE)

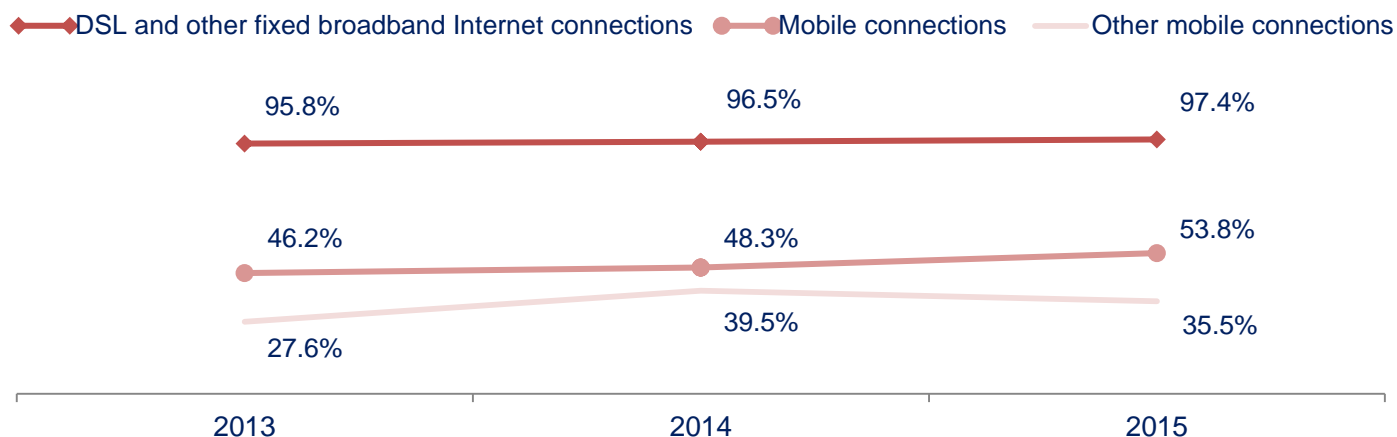
Graph 4. Usage mobile connection for internet access



Graph 5. Usage a mobile connection to access the Internet by sector

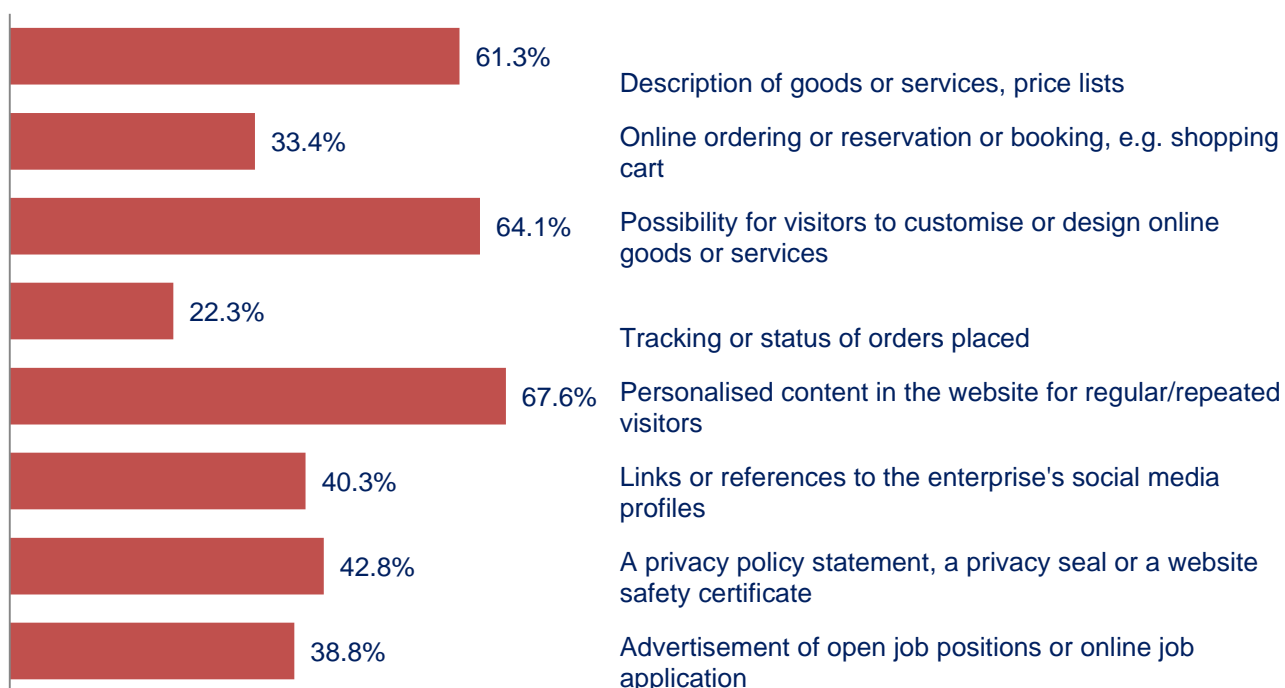


Graph 6. Usage external Internet connections in enterprises



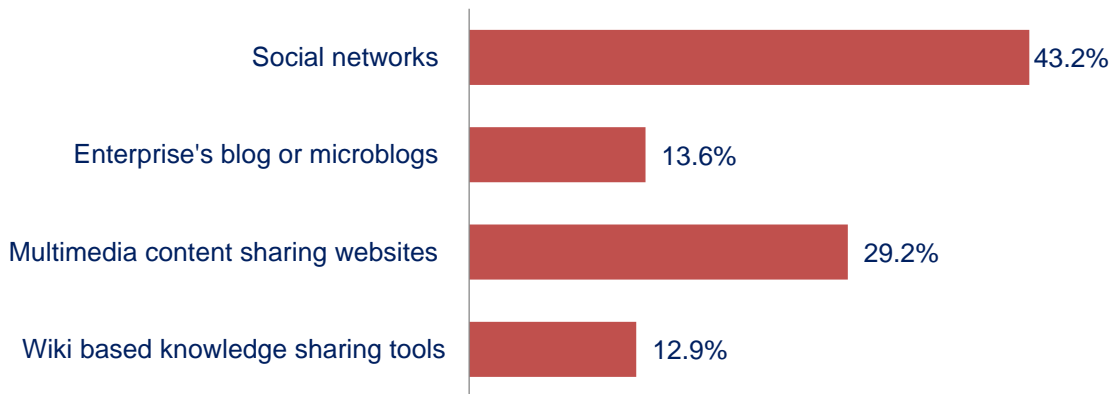
Enterprises with Web Site / Home Page provide certain number of services, and 67.6% of enterprises said they have personalized content in the website for regular/repeated visitors, possibility for visitors to customize or design the products provide 64.1% enterprises with Web Site / Home Page, while 61.3% of enterprises allow access to product catalogues or price lists.

Graph 7: Providing services by Web Site (multiple answers possible)



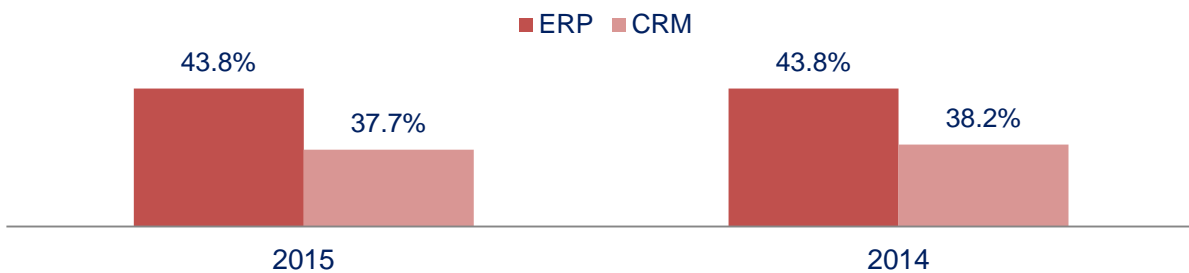
Percent of enterprises that use any of the social media mostly use social networks and multimedia content sharing websites.

Graph 8: Usage of the social media (multiple answers possible)



Percent of enterprises that use ERP² software package to share information between different functional areas (e.g. accounting, planning, and marketing) is 43.8%, while 37.7% enterprises used software application for managing information about clients (so called Customer Relationship Management – CRM software)³.

Graph 9. Usage software applications ERP and CRM

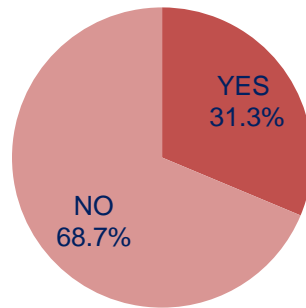


²ERP (Enterprise Resource Planning) consists of one or more software applications that integrate data and processes across several business functions of the enterprise.

³CRM refers to the use of information technology to collect, integrate, process and analyze information related to the client and puts the customer at the center of its activities

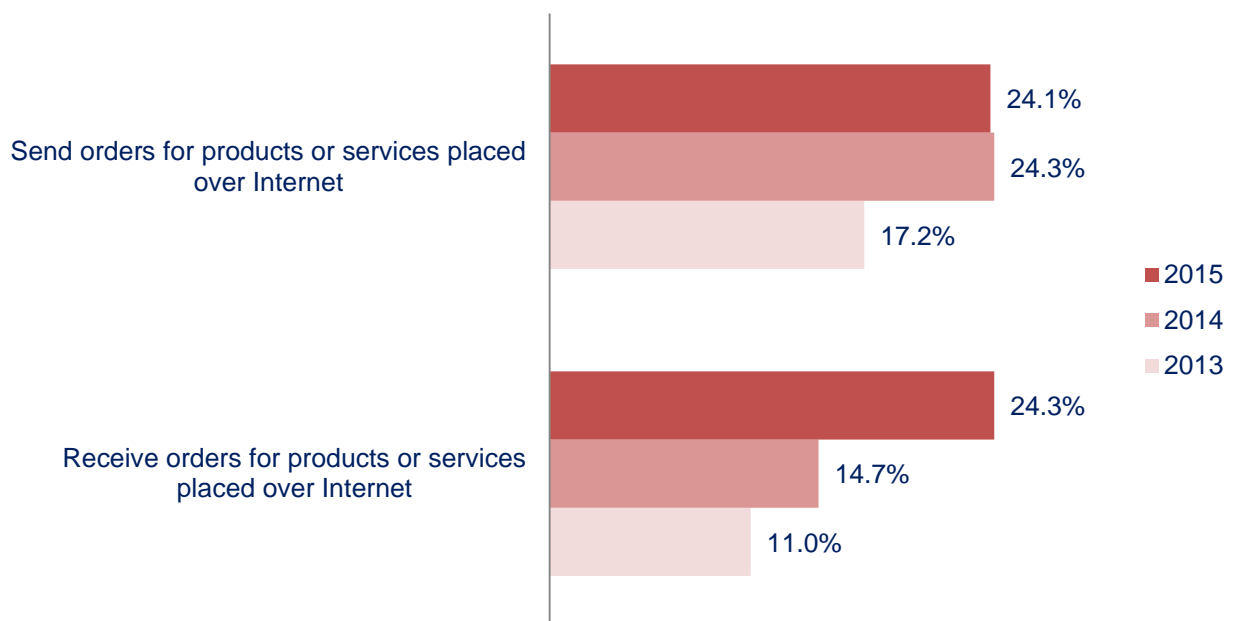
When it comes to the exchange of electronic information in the supply chain procurement management, 31.3% of companies regularly exchange information in the supply chain procurement management with its suppliers or customers.

Graph 10. Sharing supply chain management information electronically



The percentage of enterprises that received orders over the Internet is 24.3%, while the percentage of companies that have placed orders over the Internet is 24.1%. Percentage of companies that have placed orders over the Internet is increased for 9.6% compared to the previous year.

Graph 11: E-commerce in enterprises



METODOLOGICAL NOTES

Statistical Office of Montenegro conducts survey on the use of information and communication technologies in Montenegro. This survey refers to the use of information and communication technologies in enterprises, as well as the use of ICT by households and individuals.

Enterprises

- ✓ The survey was conducted from 1 to 15 April 2015.
- ✓ Telephone interview
- ✓ A stratified sample - sample size 600 companies
- ✓ The target group are companies with 10 or more employees by activity (NACE Rev. 2)
- ✓ Reference period for most questions is 2015 while some issues related to the entire 2014

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