



Unit surveyed

Identifier:

Enterprise's name:

.....

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

**Contact details of the person responding
to the survey:**

Name:

Phone number:

Email:

Please contact us:

Email: contact-enquete-tic-entreprises@insee.fr

Phone number: 09-69-32-97-47

Survey code: 164

**If your contact information is incorrect,
please complete:**

Name:

First name:

Phone number:

Position:

Email:

Comments and remarks (do not mention personal data)

Please return this questionnaire by: 31/01/2023, at the latest, to the following address:

In view of the favourable opinion of the National Council for Statistical Information, this survey, which is recognised as being of general interest and of statistical quality, is mandatory. Visa n°2023A038EC (by-law dated 24/10/2022) from the Minister of Economy, Finance and Industrial and Digital Sovereignty, valid for the year 2023.

Under the terms of Article 6 of Act No. 51-711 of 7 June 1951 as amended on the obligation, coordination and secrecy of statistics, the information provided in response to this questionnaire may under no circumstances be used for tax audit or economic repression purposes.

Confidential questionnaire for the National Institute of Statistics and Economic Studies. Act No. 78-17 of 6 January 1978, as amended, on information technology, files and freedoms, applies to the responses made to this survey by individual companies. It guarantees them a right of access and rectification for the data concerning them. This right may be exercised with the National Institute of Statistics and Economic Studies.

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FRANCE

I : Background information

➡1. The scope of a group is defined by the legal units that make it up. The expected scope of this survey thus corresponds to all legal units that are more than 50% controlled, directly or indirectly, by the head of the group and located in France

The most important ones, in terms of turnover, are listed below (SIREN). Please indicate, for each of them, if it belongs to your group (France perimeter) and if it will be included in the scope of your answers to this survey.

For answers concerning more than one legal unit, please refer to the completion instructions in the explanatory note.

SIREN	Company name	Belongs to your group (France perimeter)	Included in the scope of your answers
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

➡2. Please list the other most important legal units of your group (France perimeter) in terms of turnover and not indicated above:

There is no need to fill in your SIREN.

SIREN	Company name

II : Access and use of the internet

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

This number includes employed persons (including seasonal workers, excluding temporary workers), as well as self-employed persons who work for the group (e.g. managers, owners, co-owners, family workers, outworkers whose income is a function of the turnover of the group).

□ □ □ □ □ □ □ □



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

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

Refer to the number indicated in questions 1.3 or 1.4 of the background information.

□ □ □ □ %

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

➡ 3. Does your group use any type of fixed line connection to the internet* (e.g. ADSL, VDSL, fiber optics technology (FTTH, FTTB, FTTO), cable technology, fixed wireless access (FWA), Wimax, etc.)?

Yes

No



If NO, go to question 5 of module II.

➡ 4. What is the maximum contracted download speed* of the fastest fixed line internet connection of your group?

(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 website

➡ 5. Does your group have its own or shared website*?

Yes

No



If NO, go to question 9 of module II.

➡6. Does the website have any of the following:

If you have several websites, the features can be present on any of them.

- | | |
|--|--|
| description of goods or services, price information? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| online ordering or reservation or booking, e.g. shopping cart? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| possibility for visitors to customise or design online goods or services? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| tracking or status of orders placed? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| personalised content on the website for regular/recurrent visitors? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| a chat* service for customer support (a chatbot*, virtual agent or a person replying to customers)? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| advertisement of open job positions or online job application? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| content available in at least two languages?
Please, consider a multilingual website within a single domain (e.g. ".com") or multiple domains of your group in different languages (e.g. ".es", ".uk"). | <input type="checkbox"/> Yes <input type="checkbox"/> No |

➡7. Does your group measure traffic to this website?

- Yes
 No



If NO, go to question 9 of module II.

➡8. In 2022, what was the number of visits to this website?

A visit corresponds to the loading of a page by a visitor. A same visitor can make several visits.

□ □ □ □ □ □ □ □

Use of mobile apps

➡9. Does your group have a mobile app for clients (e.g. for loyalty program, e-commerce, customer support)?

- Yes
 No

Use of social media

Groups using social media are considered those that have a user profile, an account or a user licence depending on the requirements and the type of the social media.

➡10. Does your group use any of the following social media*:

social networks (e.g. Facebook, LinkedIn, Whatsapp, Discord, Reddit, Slack, Yammer, etc.)? Yes No

group's blog or microblogs (e.g. Twitter)? Yes No

multimedia content sharing websites or apps (e.g. YouTube, Instagram, Pinterest, TikTok, Snapchat, Twitch, Flickr, SlideShare, etc.)? Yes No



If NO to all items, go to question 12 of module II.

➡11. Does your group use any of the above mentioned social media to:

develop the group's image or market products (e.g. advertising or launching products)? Yes No

obtain or respond to customer opinions, reviews, questions? Yes No

involve customers in development or innovation of goods or services? Yes No

collaborate with business partners (e.g. suppliers) or other organisations (e.g. public authorities, non-governmental organisations)? Yes No

recruit employees? Yes No

exchange views, opinions or knowledge within the group? Yes No

Other use of the internet

➡12. Does your group pay to advertise on the internet?

(e.g. adverts on search engines, on social media, on other websites or apps)

Yes

No



If NO, go to module III.

➡3. If you can't provide this value, please indicate an estimate of the percentage of total turnover* of your group excluding taxes (indicated in questions I.5 or I.6 of the background information)

□ □ □ □ , □ %

➡4. If you had web sales in 2021, what was the consolidated amount?

(web sales made by units located in France, including business volume on marketplaces, excluding taxes, in thousands of euros)

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ , □ k€



If you can provide this value, go to question 6 of module III.

➡5. If you can't provide this value, please indicate an estimate of the percentage of total turnover of your group excluding taxes (indicated in questions I.5 or I.6 of the background information)

□ □ □ □ , □ %



If you did not make any web sales in 2022, go to question 9 of module III.



If you only made web sales on your own website or application in 2022, go to question 8 of module III.



If you only made web sales on marketplaces in 2022, go to question 7 of module III.

➡6. In 2022, what was the breakdown percentage of the consolidated amount of web sales:

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 websites or apps (including 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, Deliveroo, eBay, Fnac, ManoMano, Mercato, Rakuten, RueduCommerce, Ubereats, etc.)?	□ □ □ □ , □ %
Total	100 %

➡11. If you can't provide this value, please indicate an estimate of the percentage of total turnover of your group excluding taxes (indicated in questions I.5 and I.6 of the background information)

□ □ □ □ , □ %

➡12. If you had EDI sales in 2021, what was the consolidated amount?
(EDI sales made by units located in France, excluding taxes, in thousands of euros)

□ □ □ □ □ □ □ □ □ □ □ □ □ □ , □ k€



If you can provide this value, go to module IV.

➡13. If you can't provide this value, please indicate an estimate of the percentage of total turnover of your group excluding taxes (indicated in questions I.5 and I.6 of the background information)

□ □ □ □ , □ %

IV : Data utilisation, sharing, analytics and trading

Use of business software

➡1. Does your group use an Enterprise Resource Planning (ERP) software?

An ERP (enterprise resource planning) is a standard business software used to manage resources by sharing information among different functional areas (e.g. accounting, planning, production marketing, etc.). ERP can be a ready-to-use software, customised to the needs of the enterprise or self-created software.

Yes

No

➡2. Does your group use a customer Relationship Management (CRM) software?

A software package that allows you to manage all customer relations in a single process by grouping together the management of marketing campaigns, computerization of sales forces, monitoring of customer relations on a daily basis, etc.

Yes

No

➡3. Does your group use a business Intelligence (BI) software?

BI software accesses and analyses data (e.g. from data warehouses, data lakes) from internal IT systems and external sources and presents analytical findings in reports, summaries, dashboards, graphs, charts and maps, to provide users with detailed insights for decision-making and strategic planning.*

Yes

No

Data sharing

➡4. Does your group share data electronically with suppliers or customers within the supply chain (e.g. via websites or apps, EDI-systems, real-time sensors or tracking)?

This data may be exchanged via websites, networks or other means of electronic data transfer, excluding e-mails not suitable for automated processing or manually typed.

Some of the examples of data exchange: information on inventory levels, progress of deliveries, progress in service provision, demand forecasts, products availability, customer requirements, e-commerce data, information regarding production or maintenance.

Yes

No

Data analytics

Data analytics refers to the use of technologies, techniques or software tools for analysing data to extract patterns, trends and insights to make conclusions, predictions and better decision-making with the aim of improving performance (e.g. increase production, reduce costs). Data may be extracted from your own group's data source or from external sources (e.g. suppliers, customers, government).

➡5. Does your group perform data analytics by own employees?

Please, consider internal and external data sources.

Yes

No



If NO, go to question 7 of module IV.

➡6. Does your group perform data analytics on data from the following sources:

data analytics on data from transaction records such as sale details, payments records (e.g. from ERP, own webshop)? Yes No

data analytics on data about customers such as customer purchasing information, location, preferences, customer reviews, searches, etc. Yes No

data analytics on data from social media*, including from your group's own social media profiles (e.g. personal information, comments, video, audio, images)? Yes No

data analytics on web data (e.g. search engine trends, web scraping* data)? Yes No

data analytics on location data from the use of portable devices or vehicles (e.g. portable devices using mobile telephone networks, wireless connections or GPS)? Yes No

data analytics on data from smart devices or sensors (e.g. Machine to Machine - M2M- communications, sensors installed in machinery, manufacturing sensors, smart meters, Radio frequency identification tags RFID*)? Yes No

data analytics on government authorities' open data (e.g. enterprise public records, weather conditions, topographic conditions, transport data, housing data, buildings data)? Yes No

data analytics on satellite data (e.g. satellite imagery, navigation signals, position signals)? Yes No

Please, include data acquired from own infrastructure or from externally provided service (e.g. AWS Ground Station*) and exclude location data from the use of portable devices or vehicles using GPS.

➡7. Does an external enterprise or organisation perform data analytics for your group?

Please include data analytics based on data from internal and external sources.

Yes

No

Data trading

➡8. During 2022, did your group sell (access to) any of its own data?

e.g. data about your group's customers' preferences, data from your group's smart devices or sensors.

Yes

No

➡9. During 2022, did your group purchase (access to) any data?

e.g. data about other enterprise's customers' preferences, data from other enterprise's smart devices or sensors

Yes

No



If NO, go to moduleV.

➡10. Was this data purchased from a company that specializes in collecting and selling data (e.g. data broker)?

Yes

No

V : Use of cloud computing services

Cloud computing refers to ICT services that are used over the internet to access software, computing power, storage capacity etc.; where the services have all of the following characteristics:

- are 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 they are pre-paid.*

➡1. Does your group buy any cloud computing services ?

(excluding free of charge services)

Yes

No



If NO, go to moduleVI.

➡2. Does your group buy any of the following cloud computing services?

(excluding free of charge services)

E-mail (as a cloud computing service) Yes No
(e.g. Gmail Enterprise, Microsoft Exchange Online/ Office 365)

Office software (word processors, spreadsheets etc.) (as a cloud computing service) Yes No
(e.g. Microsoft Office Cloud, Google G Suite)

Finance or accounting software applications (as a cloud computing service) Yes No
(e.g. Proactis, SAP Business ByDesign, Twinfield, SAP Concur, NetSuite, Sage, Odoo)

Enterprise Resource Planning (ERP)* software applications (as a cloud computing service) Yes No
(e.g. ERPAG, NetSuite (Oracle), Odoo, Sage Intacct, Workday, E2 Shop System)

Customer Relationship Management (CRM)* software applications (as a cloud computing service) Yes No
(e.g. salesforce.com, Oracle CRM On Demand)

Security software applications (antivirus program, network access control) (as a cloud computing service) Yes No
(e.g. Sophos Endpoint Protection, Webroot, Symantec Endpoint Protection, Comodo, Portnox)

Hosting the group's database(s) (as a cloud computing service) Yes No
(e.g. EnterpriseDB, Azure Cosmos DB)

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

Computing power to run the group's own software (as a cloud computing service) Yes No
(e.g. Dropbox, Amazon S3, Carbonite, Acronis Online, Box, OneDrive for Business)

Computing platform providing a hosted environment for application development, testing or deployment (reusable software modules, application programming interfaces (APIs)) (as a cloud computing service) Yes No
(e.g. Microsoft Azure, Amazon EC2, Flexiscale, Joyent)

VI : Artificial Intelligence

Artificial intelligence refers to systems that use technologies such as: text mining, computer vision, speech recognition, natural language processing, 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 group use any of the following Artificial Intelligence (AI) technologies?

- | | |
|--|--|
| AI technologies performing analysis of written language (e.g. text mining) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| AI Technologies converting spoken language into machine-readable format (speech recognition) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| AI Technologies generating written or spoken language (natural language processing, speech synthesis) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| AI Technologies identifying objects or persons based on images or videos (image recognition, image processing) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Machine learning (e.g. deep learning) for data analysis | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| AI Technologies automating different workflows or assisting in decision making (e.g. AI based software robotic process automation*) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| AI Technologies enabling physical movement of machines via autonomous decisions based on observation of surroundings (autonomous robots, self-driving vehicles, autonomous drones) | <input type="checkbox"/> Yes <input type="checkbox"/> No |



If NO to all items, go to module VII.

➡ 2. Does your group use Artificial Intelligence software or systems for marketing or sales?

- customer profiling, price optimisation, personalised marketing offers, market analysis based on machine learning
- chatbots based on natural language processing for customer support
- etc.

Yes

No

➡3. Does your group use Artificial Intelligence software or systems for production or service processes?

- *predictive maintenance or process optimization 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.*

Yes

No

➡4. Does your group use Artificial Intelligence software or systems for organisation of business administration processes or management?

- *business virtual assistants based on machine learning and/or natural language processing, e.g. for document drafting*
- *data analysis data or strategic decision making, e.g. risk assessment, based on machine learning*
- *planning or business forecasting based on machine learning*
- *human resources management based on machine learning or natural language processing, e.g. candidates pre-selection screening, employee profiling or performance analysis*
- *etc.*

Yes

No

➡5. Does your group use Artificial Intelligence software or systems for logistics?

- *autonomous robots for pick-and-pack solutions in warehouses for parcel shipping, tracing, distribution or sorting*
- *route optimization based on machine learning*
- *etc.*

Yes

No

➡6. Does your group use Artificial Intelligence software or systems for ICT security?

- *face recognition based on computer vision for authentication of ICT users*
- *detection and prevention of cyber-attacks based on machine learning*
- *etc.*

Yes

No

➡7. Does your group use Artificial Intelligence software or systems for accounting, controlling or finance management?

- *machine learning* to analyse data that helps to make financial decisions*
- *invoice processing based on machine learning*
- *machine learning or natural language processing for bookkeeping documents*
- *etc.*

Yes

No

➡8. Does your group use Artificial Intelligence software or systems for research and development (R&D) or innovation activity (excluding research on AI)?

– analysis of data for conducting research, solving research problems developing a new or significantly improved product/service based on machine learning
– etc.

Yes

No

VII : Invoicing

*There are invoices in paper form and electronic form. Invoices in electronic form are of two types:
– E-invoices in a standard structure suitable for automated processing, excluding the transmission of PDF files. They are exchanged either directly or via service operators or via an electronic banking system.
– Invoices in electronic form not suitable for automated processing, including the transmission of PDF files*

➡1. In 2022, did your group send any of the following types of invoices?

Include also invoices sent via intermediaries, e.g. accountants, e-invoice service providers

Invoices in electronic form, in a standard structure suitable for automated processing (e-invoices) (e.g. EBL).
Excluding the transmission of PDF, JPEG, TIFF files Yes No

Invoices in electronic form not suitable for automated processing (e.g. emails, attachment in a non-editable format)
Including the transmission of PDF files Yes No

Paper invoices Yes No



If you are not sending structured electronic invoices, go to the last module "Time to fill in the survey and comments".

➡2. Concerning e-invoices: In 2022, out of all invoices your group sent (in electronic or paper form) to private customers, other enterprises or public authorities, how many were e-invoices in a standard structure suitable for automated processing?

(tick only one)

Less than 10%

At least 10% but less than 25%

At least 25% but less than 50%

At least 50% but less than 75%

At least 75%

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: