DANMARKS STATISTIK

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Statistic: **ICT usage in enterprises**

Period: 2025

Contact: Information on this declaration: www.dst.dk/ita
Questions about the content of the declaration: infostat@dst.dk

If nothing else is stated the questions are to be answered based on the ICT usage of the enterprise in **January of 2025**.

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Access and use of the internet

What percentage of the total number of persons employed have access to the internet for business purposes?
Including fixed line, fixed wireless and mobile telephone network connection
Please indicate an estimate of the percentage of the total number of persons employed who have access to the internet for business purposes

[ ] pct.

Use of fixed connection to the internet for business purposes

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

( ) Yes ( ) No

If Yes:

What is the maximum contracted download speed of the fastest fixed internet connection of the enterprise?

- ○ Less than 30 Mbit/sec.
- ○ At least 30 Mbit/sec. But less than 100 Mbit/sec.
- ○ At least 100 Mbit/sec. But less than 500 Mbit/sec.
- ○ At least 500 Mbit/sec. But less than 1 Gbit/sec.
- ○ At least 1 Gbit/sec.

Use of a website

Does the enterprise have a website?
If your enterprise is present on the website of the e.g. enterprise group or franchisor, you are also considered to have a website.

○ Yes ○ No

If Yes:

Does the website have any of the following?

a) Description of goods or services or price information

○ Yes ○ No

b) Online ordering or reservation or booking, e.g. shopping cart

○ Yes ○ No

c) Possibility for visitors to customise or design online goods or services

○ Yes ○ No

d) Tracking or status of orders placed

○ Yes ○ No

e) Personalised content on the website for regular/recurrent visitors

○ Yes ○ No

f) A chat service for customer support
A chatbot, virtual agent or a person replying to customers

○ Yes ○ No

g) Advertisement of open job positions or online job application

○ Yes ○ No

h) Content available in at least two languages
Please, consider a multilingual website within a single domain (e.g. ".com") or multiple domains of the enterprise in different languages (e.g. ".dk", ".no")

○ Yes ○ No

Use of social media

Does your enterprise use any social media (i.e. have a user profile or an account)?
(e.g. Facebook, Instagram, X (formerly Twitter), Snapchat, YouTube, LinkedIn, TikTok, Xing, Viadeo)

○ Yes ○ No

ICT Security Measures and Data Protection

ICT security means measures, controls and procedures applied on ICT systems in order to ensure integrity, authenticity, availability and confidentiality of data and systems.

Does the enterprise apply any of the following ICT security measures on its ICT systems?

a) Authentication via strong password
E.g. minimum length of 15 mixed characters and that the password is not used for other purposes

Yes | No

b) Systematic updating of software (incl. operating systems)

Yes | No

c) Encryption of data, documents or e-mails

Yes | No

d) Data backup to a separate location
Including backup to the cloud

Yes | No

e) Network access control
Management of user rights in enterprise's network

Yes | No

f) VPN
Virtual Private Network extends a private network across a public network to enable secure exchange of data ov public network

Yes | No

g) Maintaining log files that enable analysis after ICT security incidents

Yes | No

h) ICT risk assessment
E.g. periodical assessment of probability and consequences of ICT security incidents

Yes | No

i) ICT security tests
E.g. performing penetration tests, testing security alert system, review of security measures, testing of backup systems

Yes | No

j) An antivirus program
I.e. A software program designed to detect, prevent, and remove malicious software (malware) from computers other devices

Yes | No

Did your enterprise purchase one or more IT solutions primarily for the purpose of strengthening the enterprise's cybersecurity?
E.g. a firewall solutions, antivirus programs, VPNs, etc. Please exclude standard software or software where cybersecurity features are secondary

- ○ Yes
- ○ No

To what extent does management give its position on the enterprise's ICT security activities?

- ○ Not at all
- ○ To a small extent
- ○ To some extent
- ○ To a large extent

To what extend does the enterprise make demands regarding ICT security to external suppliers such as data processing, ICT security measures (e.g. backup of data) and / or ongoing documentation on ICT security?

- ○ Not at all
- ○ To a small extent
- ○ To some extent
- ○ To a large extent

Does your enterprise make persons employed aware of their obligations in ICT security related issues?
E.g. through education or training, information on the intranet or contract of employment.

- ○ Yes
- ○ No

Who carries out the ICT security related activities in your enterprise?
(E.g. security testing, ICT training on security, resolving ICT security incidents). Exclude upgrades of pre-packaged software

a) Own employees (incl. those employed in parent or affiliate enterprises)

- ○ Yes
- ○ No

b) External suppliers

- ○ Yes
- ○ No

Did your enterprise recruit or try to recruit employees to carry out ICT security related activities during 2024?
E.g. security testing, ICT training on security, resolving ICT security incidents

- ○ Yes
- ○ No

If Yes:
During 2024, did your enterprise have vacancies for employees to carry out ICT security related activities that were difficult to fill?

- ○ Yes
- ○ No

Knowledge of public offers within digital security

To what extent does your enterprise find it easy to access advice and guidance from public authorities regarding digital security in enterprises?

- ○ Not at all
- ○ To a small extent
- ○ To some extent
- ○ To a large extent

Does the enterprise know Sikkerdigital.dk?
Sikkerdigital.dk is an information site that provides advice and guidance on digital security for enterprises and citizens.

- ○ Yes
- ○ No

Does the enterprise know the "Alert Service" on Sikkerdigital.dk?
The alerts provide information on the most common vulnerabilities in, for example, software systems that cybercriminals may exploit in attacks on enterprise systems.

- ○ Yes
- ○ No

Does the enterprise know Cyber hotline for digital security?
Cyber hotline is a hotline that citizens and enterprises can call or write to for advice and guidance on how to protect themselves against cybercrime or digital fraud

- ○ Yes
- ○ No

ICT related security incidents

ICT related security incidents can cause your enterprise's ICT systems or data to be damaged, rendered inaccessible, or exposed to unauthorized access.
Data can be customer information, accounting data, etc.

Does the enterprise have a response plan in place if it experiences an ICT related security incident?
For instance, an emergency response plan

- ○ Yes
- ○ No

During 2024, did your enterprise experience any ICT related security incident leading to the following consequences?

a) Unavailability of ICT services due to attack from outside, e.g. ransomware attacks, Denial of Service attacks

- ○ Yes
- ○ No

b) Destruction or corruption of data due to infection of malicious software or unauthorised intrusion

- ○ Yes
- ○ No

c) Disclosure of confidential data due to intrusion, pharming, phishing attack, intentional actions by own employees

- ○ Yes
- ○ No

d) ICT-related financial fraud (where the enterprise are deceived for money)
E.g. CEO fraud

- ○ Yes
- ○ No

e) Other security incidents

- ○ Yes
- ○ No

If Yes to at least one of the questions above:

What has the ICT related security incident cost the company in total (in thousands of kroner)?
Possible costs may include consultant fees, overtime, recovery efforts, and lost profits

_____ .000 kr.

To what extent will the enterprise be able to perform its core tasks if the enterprise loses access to internal ICT systems?
Some of the most common ICT systems that enterprises depend on in their daily operations are, for example means of communica-tion, customer database, intranet, etc.

- ○ The enterprise will not be able to perform its core tasks
- ○ To a small extent
- ○ To some extent
- ○ to a large extent (the enterprise will not be affected)

Datatypes

Does the enterprise's systems store or process data that is critical for business and will cause significant problems if shared or hacked?
E.g. trade secrets and customer databases

- ◯ Yes
- ◯ No

Does the enterprise's systems store or process personal data with special risk, ie. sensitive personal data, CPR numbers etc.

- ◯ Yes
- ◯ No

Investments in digital technology

Digital technology covers the use of IT-services, software systems and hardware that uses software to function.
E.g. Purchase or rental of IT-services, software and/or physical IT-equipment like computers, phones, sensors, robots etc.

How much did the enterprise invest in digital technology in 2024? (in thousand Danish kroner)

_____ .000 kr.

Will the level of the enterprise's investments in digital technology in 2025 be higher or lower than the investments in 2024?

- ◯ Lower
- ◯ About the same amount
- ◯ Higher

What barriers does the enterprise see as most probable to affect investments in digital technology in 2025?
(You can choose up to three barriers and rank your answers with 1 being the most likely barrier)

Please state your first priority here.

- ◯ Lack of resources regarding time
- ◯ Limited understanding of the relevance of digital technologies to the company
- ◯ The benefits of the digital technologies examined are too small or too uncertain/unknown
- ◯ Lack of skills among employees/management
- ◯ Lack of funding (capital)
- ◯ None of the above
- ◯ Other barriers

Please state your second priority here.

- ○ Lack of resources regarding time
- ○ Limited understanding of the relevance of digital technologies to the company
- ○ The benefits of the digital technologies examined are too small or too uncertain/unknown
- ○ Lack of skills among employees/management
- ○ Lack of funding (capital)
- ○ None of the above
- ○ Other barriers

Please state your third priority here.

- ○ Lack of resources regarding time
- ○ Limited understanding of the relevance of digital technologies to the company
- ○ The benefits of the digital technologies examined are too small or too uncertain/unknown
- ○ Lack of skills among employees/management
- ○ Lack of funding (capital)
- ○ None of the above
- ○ Other barriers

If response is ”Other barriers”:

Which other barriers does the enterprise see as most probable to affect investments in digital technology negatively?

If response is ”About the same amount” eller ”Higher”:

What benefits does the enterprise expect to achieve from investments in digital technology?
(You can choose up to three benefits and rank your answers with 1 being the most likely barrier)

Please state your first priority here.

- ○ Development of new products or services
- ○ Better quality of existing products or services
- ○ Reduced cost regarding operation or production
- ○ Automation due to labor shortages
- ○ Requirements or expectations from collaborating partners
- ○ Enhanced employee attraction (employer branding)
- ○ Other

Please state your second priority here.

- ○ Development of new products or services
- ○ Better quality of existing products or services
- ○ Reduced cost regarding operation or production
- ○ Automation due to labor shortages
- ○ Requirements or expectations from collaborating partners
- ○ Enhanced employee attraction (employer branding)
- ○ Other

Please state your third priority here.

- ○ Development of new products or services
- ○ Better quality of existing products or services
- ○ Reduced cost regarding operation or production
- ○ Automation due to labor shortages
- ○ Requirements or expectations from collaborating partners
- ○ Enhanced employee attraction (employer branding)
- ○ Other

If response is ”Other”:

Which other benefits does the enterprise expect to achieve from investments in digital technology?

e-Commerce sales

In e-commerce sales of goods or services, the order is placed via web sites, apps or EDI-type messages by methods specifically designed for the purpose of receiving orders.

The payment may be done online or offline.

e-Commerce does not include orders written in e-mail.

Please report web and EDI-type sales separately. They are defined by the method of placing the order:
• WEB sales: the customer places the order on a website or through an app;
EDI type sales: an EDI-type order message is created from the business system of the customer.

Web sales of goods or services

Web sales covers orders, bookings and reservations placed by your customers via
• the enterprise’s websites or apps:
o online store (webshop)
o web forms
o extranet (webshop or web forms)
o booking/reservation applications for services
o apps for mobile devices or computers
• e-commerce marketplace websites or apps (used by several enterprises for trading goods or services).

Orders written in e-mail are not counted as web sales.

During 2024, did the enterprise have web sales of goods or services via:

a) the enterprise's websites or apps?
(including extranets)

- ○ Yes
- ○ No

b) e-commerce marketplace websites or apps used by several enterprises for trading goods or services?
E.g. Zalando, eBay, Amazon, Hotels.com, JustEat, Alibaba

- ○ Yes
- ○ No

If Yes to at least one of the questions above:

What percentage of total turnover was generated by web sales of goods or services, in 2024?
If you cannot provide the exact percentage an approximation will suffice.

[ ] pct.

What was the percentage breakdown of the value of web sales in 2024 by type of customer:

(Please refer to value of web sales you reported earlier)

If you cannot provide the exact percentages an approximation will suffice.

a) Sales to private consumers (B2C)

[ ] pct.

b) Sales to other enterprises (B2B) and Sales to public sector (B2G)

[ ] pct.

TOTAL

[0] pct.

If Yes to both questions above:

What was the percentage breakdown of the value of web sales in 2024 by type of customer:

(Please refer to value of web sales you reported earlier)

If you cannot provide the exact percentages an approximation will suffice.

a) Sales to private consumers (B2C)

[ ] pct.

b) Sales to other enterprises (B2B) and Sales to public sector (B2G)

[ ] pct.

TOTAL

[0] pct.

EDI-type sales

EDI-type sales cover orders placed by your customers via EDI-type messages (EDI: Electronic Data interchange) meaning:

- in an agreed or standard format suitable for automated processing
- EDI-type order message created from the business system of the customer
- including orders transmitted via EDI-service provider
- including automatic system generated demand driven orders
- including orders received directly into your ERP system

Examples of EDI : EDIFACT, XML/EDI (e.g. UBL, Rosettanet)

During 2024, did the enterprise have EDI-type sales of goods or services?

( ) Yes ( ) No

If Yes:

What percentage of total turnover was generated by EDI-type sales of goods or services, in 2024?
If you cannot provide the exact percentage an approximation will suffice.

[ ] pct.

Data utilisation, sharing and analytics

Use of business software

Does the enterprise use the following business software?

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

☐ Yes ○ No

CRM (Customer Relation Management)
Software for managing information about customers (e.g. relations or transactions),
CRM facilitates communication with the customer and helps track customer interests, purchasing habits.

○ Yes ○ No

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 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 enterprise' data source or from external sources (e.g. suppliers, customers, government).

Does the enterprise perform data analytics by own employees?
Consider both internal and external data sources.

○ Yes ○ No

If Yes:

Does your enterprise perform data analytics on data from the following sources?

a) Transaction records such as sale details, payments records
E.g. from ERP or the enterprises' webshop

Yes No

b) Customers such as customer purchasing information, location, preferences, customer reviews, searches, etc.
E.g. from Customer Relationship Management system (CRM) or own website

Yes No

c) Social media, incl. from the enterprise's own social media profiles
E.g. personal information, comments, video, audio, images

Yes No

d) Web data
E.g. search engine trends, web scraping data
Web scraping refers to use of computer program for extracting data from websites

Yes No

e) Location data from the use of portable devices or vehicles
E.g. portable devices using mobile telephone networks, wireless connections or GPS

Yes No

f) 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

g) Government authorities' open data
E.g. enterprise public records, weather conditions, topographic conditions, transport data, housing data, buildings data

Yes No

h) Satellite data
E.g. satellite imagery, navigation signals, position signals
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

Yes No

Does an external enterprise or organisation perform data analytics for the enterprise?
Consider both internal and external data sources.

Yes No

Cloud computing

Cloud computing refers to ICT services that are used via the Internet to access software, computing power, storage capacity etc.;

where the services have all of the following characteristics:
- are delivered by the service provider via the Internet
- 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.

Cloud computing may include connections via Virtual Private Networks (VPN)

Does your enterprise use any paid cloud computing services?

○ Yes ○ No

If Yes:

Does your enterprise use any paid cloud computing services?

a) E-mail

○ Yes ○ No

b) Office software

E.g. word processors, spreadsheets, etc.

○ Yes ○ No

c) Finance or accounting software applications

○ Yes ○ No

d) Enterprise Resource Planning (ERP)

○ Yes ○ No

e) Customer Relationship Management (CRM) software applications (as a cloud computing service)

○ Yes ○ No

f) Security software applications
(e.g. antivirus program, network access control)

Yes | No

g) Hosting the enterprise's database(s)

Yes | No

h) Storage of files

Yes | No

i) Computing power to run the enterprise's own software

Yes | No

j) Computing platform providing a hosted environment for application development, testing or deployment
(e.g. reusable software modules, application programming interfaces (APIs)

Yes | No

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.

Does the enterprise use any of the following Artificial Intelligence technologies?

a) AI technologies performing analysis of written language (text mining)

Yes | No

b) AI technologies converting spoken language into machine-readable format (speech recognition)

Yes | No

c) AI technologies generating written, spoken language or programming codes (natural language generation, speech synthesis)

Yes | No

d) AI Technologies generating pictures, videos, sound/audio

Yes | No

e) AI technologies identifying objects or persons based on images (image recognition, image processing)

Yes | No

f) Machine learning (e.g. deep learning) for data analysis

Yes | No

g) AI technologies automating different workflows or assisting in decision making (AI-based software robotic process automation)

Yes | No

h) AI technologies enabling physical movement of machines via autonomous decisions based on observation of surroundings (autonomous robots, self-driving vehicles, autonomous drones)

Yes | No

If Yes to at least one of the questions above:

Does the enterprise use Artificial Intelligence technologies for any of the following purposes?

a) Use of AI for marketing or sales

E.g.

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

Yes | No

b) Use of AI for production or service processes

E.g.

- 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

Yes | No

c) Use of AI for organisation of business administration processes or management

E.g.

- 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

Yes | No

d) Use of AI for logistics

E.g.

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

Yes | No

e) Use of AI for ICT security
E.g.
• face recognition based on computer vision for authentication of ICT users
• detection and prevention of cyber-attacks

Yes | No

f) Use of AI for accounting, controlling or finance management
E.g.
• 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

Yes | No

g) Use of AI for research and development (R&D) or innovation activity (excluding research on AI)
E.g.
• analysis of data for conducting research, solving research problems developing a new or significantly improved product/service based on machine learning

Yes | No

3D printing

Use of 3D printing – also called additive manufacturing (AM) – refers to the use of special printers either by the enterprise itself or the use of 3D printing services provided by other enterprises for the creation of three-dimensional physical objects using digital technology.

During 2024, did your enterprise use 3D printing either using your enterprise's own 3D printers or by using printing services provided by other enterprises?

Yes | No

If Yes:

During 2024, did your enterprise use 3D printing for any of the following:

a) Prototypes

Yes | No

b) Other 3D products, e.g., molds, tools

Yes | No

c) Final goods, e.g. all or parts of goods, semi-finished goods

Yes | No

During 2024, has your enterprise used 3D printing in metal, e.g. aluminium, copper, titanium, steel, etc.

Yes | No

Data ethics

Data ethics is about the relationship between technology and citizens' fundamental rights, legal certainty and societal values, which the technological development gives rise to considerate. Data ethics is thus about collecting, processing and using data in a responsible, sustainable and reflective way.

The following questions do not include the GDPR.

Has the enterprise developed a policy about data ethics regarding the use of data?
E.g. customer data, user data, and/or employee data

- ○ Yes
- ○ No

Does the enterprise inform their employees about ethical dilemmas when using data?
E.g. through guidance, onboarding, e-learning or events on data ethics.

- ○ Yes
- ○ No

Has the enterprise made active choices regarding not treating data of customers, users, or employees?
E.g. by not sharing data with third-party services, reducing the collection of data, or by not using specific data in AI solutions.

- ○ Yes
- ○ No

How much does the enterprise agree or disagree in the following statement:
"There are economic advantages for the enterprise in working with data ethics"?
E.g. attracting customers, higher profits

- ○ Very much disagree
- ○ Disagree
- ○ Neither agree or disagree
- ○ Agree
- ○ Very much agree

How much does the enterprise agree or disagree in the following statement:
'There are value-based advantages for the enterprise in working with data ethics'
E.g. a better reputation, attracting employees

- ○ Very much disagree
- ○ Disagree
- ○ Neither agree or disagree
- ○ Agree
- ○ Very much agree

ICT and the environment

Does your enterprise use ICT systems or solutions to reduce the energy consumption of the enterprise?
Some of the examples may be:
- automated system enhancing energy efficiency of machinery
- smart thermostat to monitor, control and optimize energy consumption
- smart lighting systems
- remote monitoring or control system to manage energy consumption
- systems to detect anomalous consumption, voltage peaks or other non-conformities

Please do not take into account settings in the ICT equipment, e.g. sleep mode, turning the screen brightness down.

Yes | No

Does your enterprise use ICT systems or solutions to reduce the materials used (including consumables) or to enhance the use of recycled materials?
Some of the examples may be:
- computer-aided design optimising material use
- 3D printing for material efficiency
- automatic sorting for better separation and recyclability of waste
- monitoring systems supporting predictive maintenance of assets
- flow sensor to reduce water consumption
- ERP systems for minimizing overstocking and reduce material waste

Please do not take into account paper consumption, e.g. amount of paper used for printing and copying.

Yes | No

Data Act

The Data Act enters into application from the 12th of September 2025. The regulation creates obligations for data holders to share data from connected products with the users of the connected product.

Examples of connected products:
- Products with sensors, e.g. thermostats, meters (measuring)
- Agricultural machines
- Cars
- Smart products, e.g. refrigerators, TVs, phones, watches

When you use a connected product, it generates data. You - as an enterprise or private individual - have the right to request this data.

The purpose of the questions below is to get an indication of how many enterprises the Data Act may be relevant to, and not whether the enterprise has assessed whether or not they are obliged by the regulation in practice.

Based on the above description, does the enterprise consider it has the right to receive data from the connected products it uses?

Yes | No

Based on the above description, does the enterprise consider that it potentially may be in possession of data that should be made available to the user (both to individuals and other enterprises)?

Yes | No

The Data Act also aims to make it easier and cheaper to switch between cloud services. This means that cloud service providers are obliged to make it easier to switch to another cloud provider. This could be, for example, by removing any fees. A cloud service is broadly defined and typically falls into three models, namely Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS).

Based on the above description, does your enterprise consider that it provides cloud services that could potentially be affected by the regulation's requirement to facilitate switching?

Yes | No

If you have any remarks to your declaration, enter them below