

LEONARDO DA VINCI - TRANSFER OF INNOVATION

NEEDS-ANALYSIS

Education and Culture DG
Lifelong Learning Programme

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Copyright © SME 2 Consortium

Document data

Author:	Maria Hartyanyi
Version:	FINAL
Theme:	Analysis of the survey with Hungarian SMEs
WP:	WP2
Date:	9 June 2012
Document Type:	final
File:	SME20_needs_analysis_HungaryEN_final.doc
Lector:	Szilvia Gerhát, Darragh Coakley
Product ID:	R6
Target group:	Partners

Copyright © SME 2 Consortium

Index

Summary 5
Section 1: Company 7
1.1 What year was your company founded? 7
1.2 Turnover last financial year: 7
1.3 Number of full time employees: 8
1.4 Number of part time employees: 8
1.5.1 Your position: 8
1.5.2 Your job title or specialist field: 9
1.5.3 Your age: 9
1.7 In which of the following sectors is your company active? 9
Section 2: IT Infrastructure 11
2.1 Number of business mobile phones paid by your company: 11
2.2 Number of business computers (desktop, laptop) in your company: 12
2.3 My company uses the following devices/technologies: 14
2.4 Do you use smart phones or tablet PCs for? 14
Section 3: Internet & Website 15
3.1 Does your company use the Internet to find relevant business information? 15
3.2 Do you use the Internet to find information necessary for the work? 15
3.3 How many employees use the Internet for their work from those who work with computer? 15
3.4 Does your company have a website? 16
3.4.1 If not, why not? 16
3.4.2 If yes, who implemented it? 16
3.4.3 Who updates your website content/information? 17
3.4.4 From deciding to upgrade, how long does it take to change the content? 17
3.4.5 Does the website meet the company's expectation in your view? 17
3.4.6 Do you think the web site benefits the company? 18
3.4.7 Which of the following services are provided by the website? 18
Section 4: IT Training 19
4.1 How many of your employees have IT qualifications? 19
4.2 Does your company offer any internal IT training? 20
4.3 What is your preferred style of learning? 20
4.4 Do you browse the net for your work in the following? 21
4.5 Is the company supportive of learning & training? 21
Section 5: IT & Business Culture 23
5.1 Does your company's use of IT tools for 23
5.2 Does your company use of IT tools 23
5.3 Does your company use of IT tools 24
5.4 Does your company use of IT tools 24
5.5 Does your company use IT tools to 25

Copyright © SME 2 Consortium

Section 6: Applications 26
6.1 Communication tools — do you use: 26
6.2 Which of the following tools do you use in your company for your work? 26
6.3 Are the following business applications used in your company? 27
6.4 Does your company use special integrated business applications (ERP)? 28
6.5 Does your company use the following services for business purposes? 28
6.6.1 Does your company use the following tools for project work? 29
6.6.2 Does your company use the following marketing tools? 29
6.6.3 Does your company use the following tools for marketing or knowledge sharing? 30
6.6.4 Does your company use the following Open Source systems? 30
6.7.1 Do you use Spreadsheets (e.g. Ms Excel) for 31
6.7.2 Do you use Word Processors (e.g. Ms Word) for 31
Training 32

Copyright © SME 2 Consortium

NEED-ANALYSIS

BASED ON 92 SAMPLES

The aim of the survey was to explore the ICT and networking competences of the managers and employees of the Hungarian small and medium enterprises in order to define the existing learning needs in the following four areas:

1. Knowledge and information management
2. Project management
3. Online Marketing
4. Human resource management

The result will be the basis for the SME 2.0 Competency Framework, the main document for the elaboration of the syllabuses. The main focus of the survey was not to reveal the theoretical knowledge of the target group in these four fields, but rather to determine the usage level of ICT supporting the daily businesses.

The online anonymous survey was carried out without registration of the participants, but in the last question participants were asked to provide an e-mail address if they would like to join to the free course during the second period of the project. The survey was not a representative one; most of the participants are the managers, owners and the employees of the SMEs with business activity in the Middle-Hungarian region.

Summary

92 companies participated in the survey, most of them were founded between 1990 and 2012 and among them 51% have a turnover of no more than 10 million FT, **83% are micro-sized enterprises.**

Most companies (89%) have internet connection.

63% of the companies have a web site and a surprising result was that **a third of them do not have any.** If not, why? **44%** selected the choice: "**No expertise to guide us"**. It is also interesting that the second most common (22%) choice indicated that participants did not consider it important to have a web site. Answers indicated that SMEs typically use their own or external expertise to create a web page. It seems that anyone who can manage it, creates their website in-house.

Copyright © SME 2 Consortium

Does the website meet the company's expectation in your view?

Two-thirds of the respondents indicated that their website home page could be improved. Just over 10% of the "perfect" answers, this clearly indicated that it would be much room for improvement.

For 77% of the respondents, the website provides a knowledge base and for 48% of the respondents, it provides sales. An interesting results indicates that services like forums, blogs and online payment are available at less than 20% of the respondent's websites.

71% of the responder companies never offer internal IT training.

Most of the 92 responses show that people prefer online learning/ training and do not favor organized courses.

In 23% of the surveyed companies, despite considering it important that employees be able to use computer/internet in their work at a high-level; **no aid was given to training in this area. Working-time support for learning is implemented in less than 30% of the companies**.

For Human Rresources (HR) only a quarter of the companies use IT tools. For Project Management (PM) only a third of the companies use IT tools.

The use of IT tools to supportHR activities is around 20% of the companies surveyed, so it cannot be said to be widespread – training in this area for companies would be beneficial.

The use of IT tools to support PM tasks is between 10 and 40% of the companies surveyed, indicating that the companies need help in how to effectively use these tools.

The use of IT tools for marketing purposes is similar to the above mentioned ones - companies surveyed indicated that the use of IT tools are also below 40%.

The KM responses show a wide variation in the individual problems, but overall the same conclusions determined in the other areas can be drawn.

***Enterprise Resource Planning (ERP)* is only used by 10% of the respondents.**

In terms of tools for project work used by respondents, only Google Docs (28%) and the Google calendar (28%) are well known, but use of these tools is under 30%.

Copyright © SME 2 Consortium

In terms of tools for marketing/knowledge sharing, services such as Slideshare and Animoto **are not well known. The use of** Facebook (53% use) and Youtube (30% use) for marketing possibilities **are still untapped.** Mahara is not well known, as are Twitter and LinkedIn. As mentioned, Facebook is well known, but generally underused.

Open source systems like *SMF, Drupal, Joomla, MyBB etc.* are not well known.

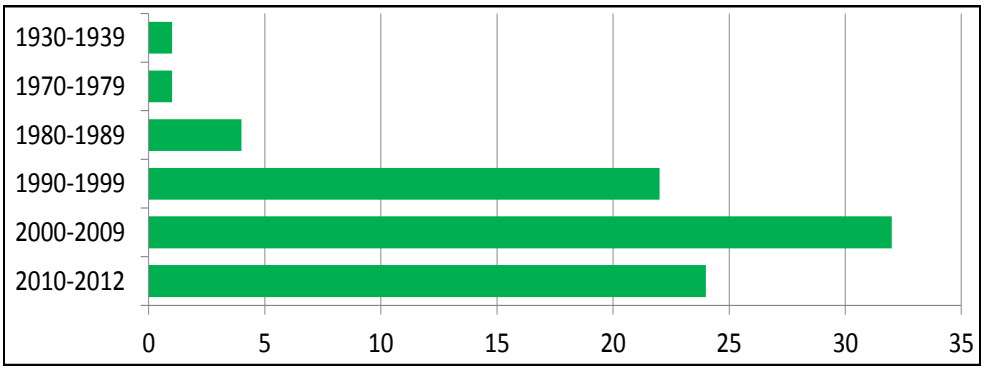
The majority of respondents use *Word processor/spreadsheet* applications, but some of the respondents (10-20%) have indicated that they would need help using it effectively.

Finally, two-thirds of the respondents indicated that they would like to participate in the training.

Section 1: Company

1.1 What year was your company founded?

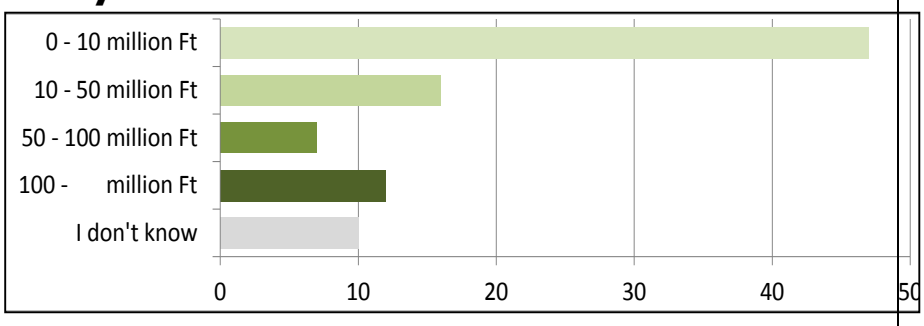
1930-1939	1	1%
1970-1979	1	1%
1980-1989	4	5%
1990-1999	22	**26%**
2000-2009	32	**38%**
2010-2019	24	**29%**
Altogether	84	



Evaluation: Only 84 answers were given, and among them 93% of the companies were founded between 1990 and 2012.

1.2 Turnover last financial year:

0-10 million Ft	47	**57%**
10-50 million Ft	16	20%
50-100 million Ft	7	9%
100 - million Ft	12	15%
All who knows	82	
I don't know	10	11%



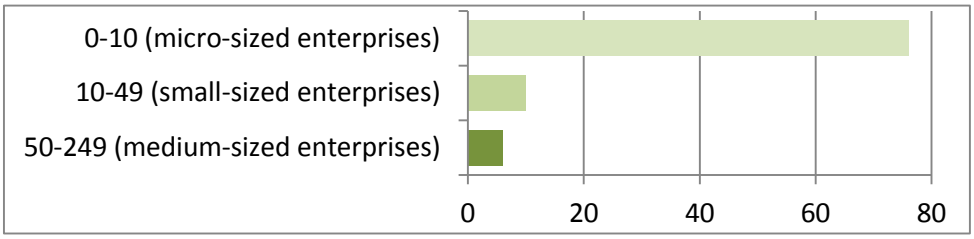
Copyright © SME 2 Consortium

altogether	92

Evaluation: 92 answers were given: 82 respondents knew and among them 51% have turnover no more than 10 million FT.

1.3 Number of full time employees:

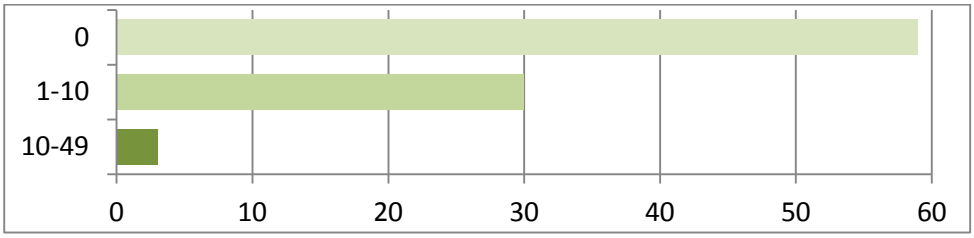
0-10 (micro-sized enterprises)	76	**83%**
10-49 (small-sized enterprises)	10	11%
50-249 (medium-sized enterprises)	6	6%
altogether	92	



Evaluation: 92 answers were given, and among them 83% are micro-sized enterprises.

1.4 Number of part time employees:

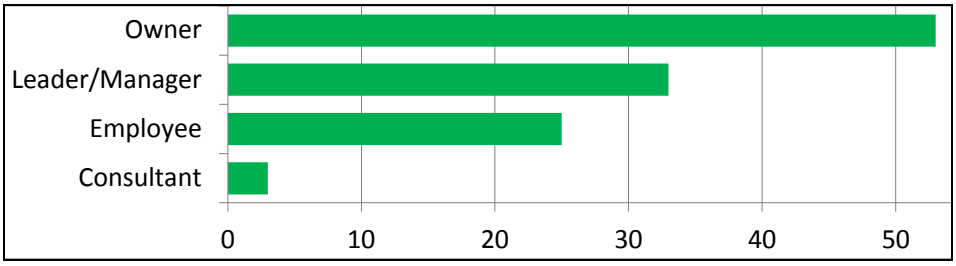
0	59	**64%**
1-10	30	33%
10-49	3	3%
altogether	92	



Evaluation: 92 answers were given, and among these 64% have no part time employees, and 33% have no more than 10 part time employees.

1.5.1 Your position:

Owner	53	**58%**
Leader/Manager	33	36%
Employee	25	27%
Consultant	3	3%
respondent	92	



Copyright © SME 2 Consortium

Evaluation: among the 92 respondents 58% are owners, 36% are leaders/managers and only 27% are employees (there are overlaps because these positions are not mutually exclusive)

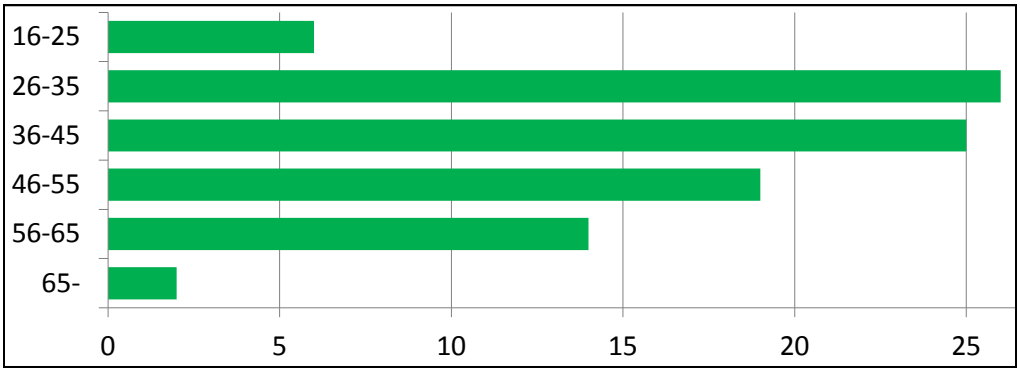
1.5.2 Your job title or specialist field:

accountancy; administration; advisor; agricultural mechanical engineering design; architecture; assistant; audit; banking sector; beauty / manicure and pedicure; billing; building industry; business consulting; business owner; cashier; chief executive officer; chiropractor; coach, organizational development, HR specialist; coordinator, appraisers; development; development teacher; e-commerce coordinator; education; education manager; entrepreneur; environment; event management; finance; Financial consultant; financial manager; fitnesz owner; foreign language teacher; foreign trade; higher education; individual entrepreneurs; insurance; IT; IT engineer; leader; logistics, personnel consulting; manager; managing; managing director; marketing; masseuse, security consulting; network marketing; office manager; online marketing manager; operational management; planning, technical supervision and consultancy; portfolio management; program development and graphologist; programmer; project manager; proposal writing; research leader, macroeconomic; sale; sales; shopkeeper; small business advisor; teacher; telephone service; textile industry; trade; translator

Evaluation: Since this question was answered open-choice (as opposed to a number of options), the result has a very large variety of answers and so cannot be evaluated statistically.

1.5.3 Your age:

16-25	6	7%
26-35	26	**28%**
36-45	25	**27%**
46-55	19	21%
56-65	14	15%
65-	2	2%
altogether	92	



Evaluation: 92 answers were given and among them 55% are between 26 and 45, 21% are between 46 and 55 years old.

1.7 In which of the following sectors is your company active?

Sales, distribution	19	21%
Consulting	19	21



Copyright © SME 2 Consortium

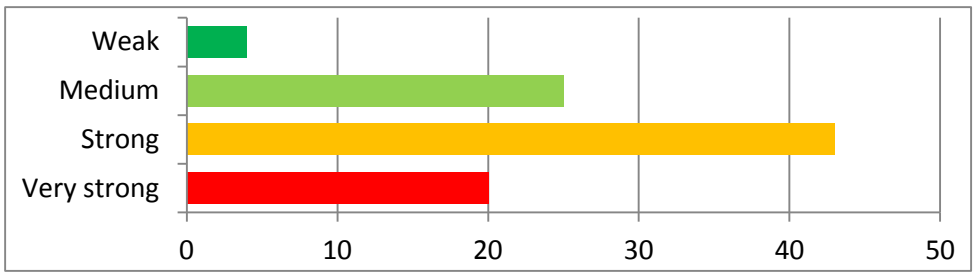
		%
Education	17	18%
Service industry	15	16%
Financial activities	12	13%
Information Technology	11	12%
Engineering	8	9%
Health & Social Work	5	5%
Construction	4	4%
Sciences	4	4%
Textile industry	4	4%
respondent	92	

Other fields: Transport / Logistics; Environmental Technologies; Hospitality; Pharmaceuticals; Agriculture; Creative Arts; Mechanical/metallurgy; networking; fitness and health; translation service; economic research; spring production; sporting activities, livestock; organise and manage trainings ; mediator of the Polish and Hungarian markets; development projects, implementation, curriculum development; graphology - personnel selection, team development, self-knowledge, career, relationships.

Evaluation: 92 answers were given, and among them the most common were Sales, distribution; Consulting; Education; Service industry; Financial activities; Information Technology (of course, many more answers were given).

1.8 How is the level of competition in your main market(s)?

Weak	4	4%
Medium	25	27%
Strong	43	47%
Very strong	20	22%
altogether	92	



Evaluation: 92 answers were given, and among them 69% feel that the level of competition is strong.

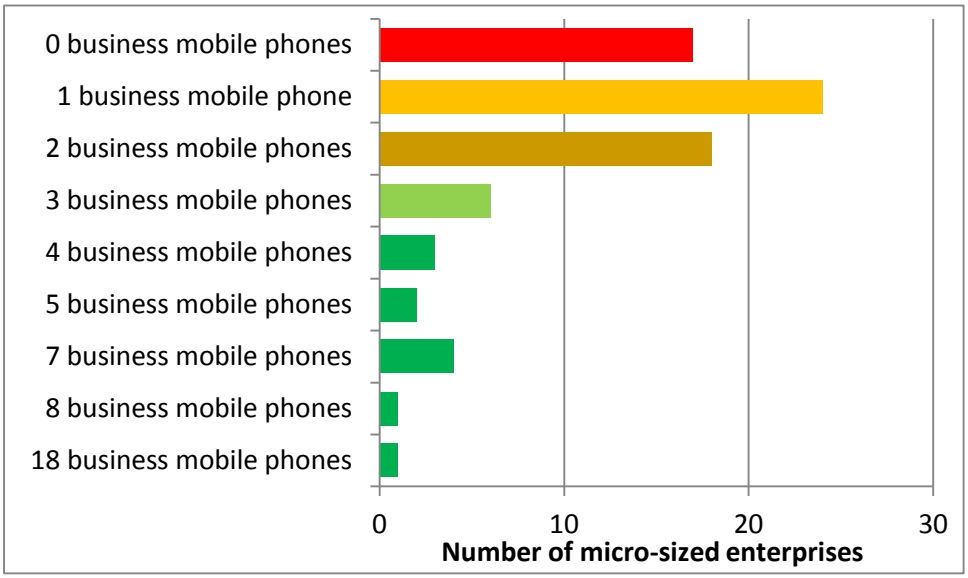
Copyright © SME 2 Consortium

Section 2: IT Infrastructure

2.1 Number of business mobile phones paid by your company:

Micro-sized enterprises (number of employees < 10)

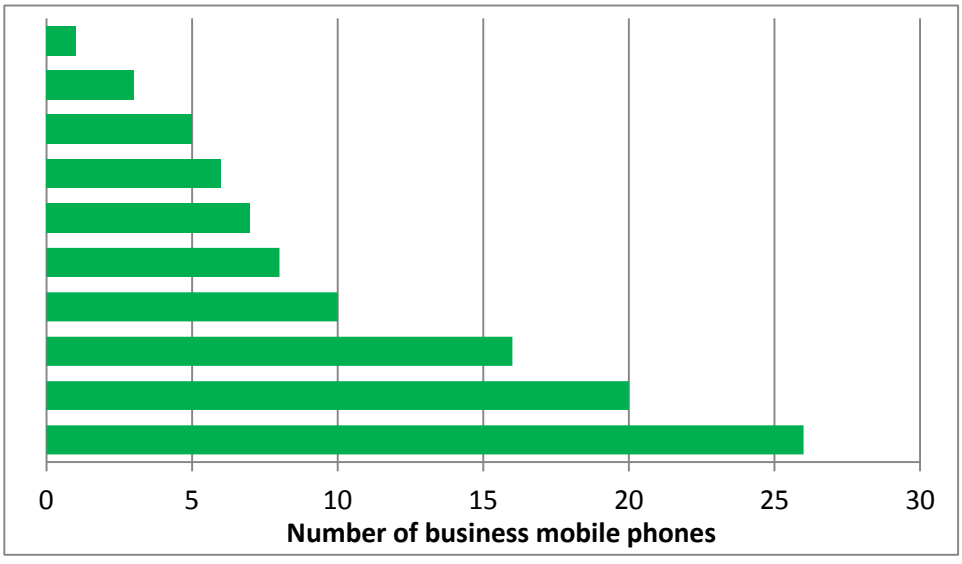
Number of mobile phones	Number of enterprises	
0	17	22%
1	24	32%
2	18	24%
3	6	8%
4	3	4%
5	2	3%
7	4	5%
8	1	1%
18	1	1%
altogether	76	



Evaluation: Among the 76 micro-sized enterprises 22% have no business mobile phones and 56% use 1 or 2 business mobile phones.

Small-sized enterprises (number of employees: 10–49)

Number of mobile phones	Number of enterprises
1	1
3	1
5	1
6	1
7	1
8	1
10	1
16	1
20	1
26	1
altogether	10

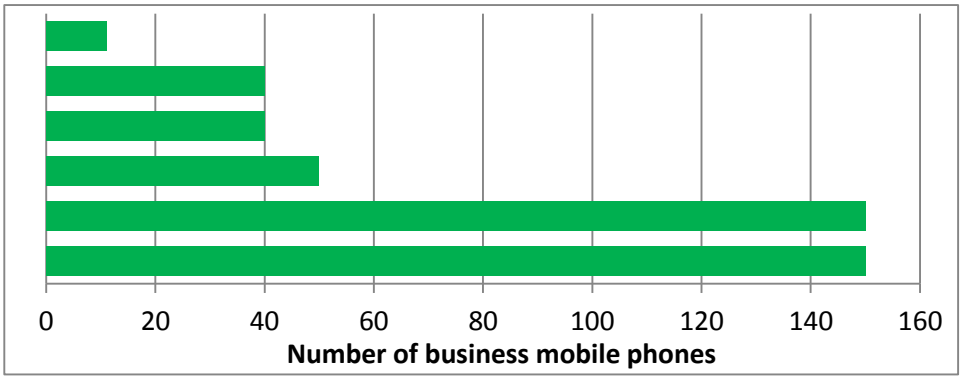


Evaluation: Among the 10 small-sized enterprises 3 have more than 10 business mobile phones.

Copyright © SME 2 Consortium

Medium-sized enterprises (number of employees: 50–249)

Number of mobile phones	Number of enterprises
11	1
40	2
50	1
150	2
altogether	6

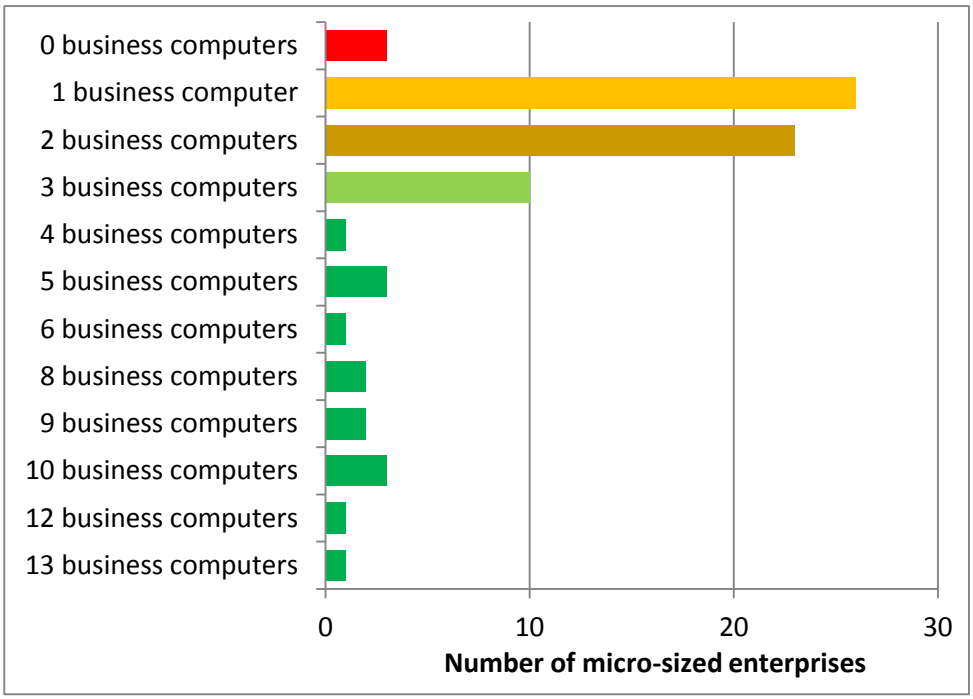


Evaluation: Among the 6 medium-sized enterprises 2 have more than 50 business mobile phones.

2.2 Number of business computers (desktop, laptop) in your company:

Micro-sized enterprises (number of employees < 10)

Number of computers	Number of enterprises	
0	3	4%
1	26	34%
2	23	30%
3	10	13%
4	1	1%
5	3	4%
6	1	1%
8	2	3%
9	2	3%
10	3	4%
12	1	1%
13	1	1%
altogether	76	

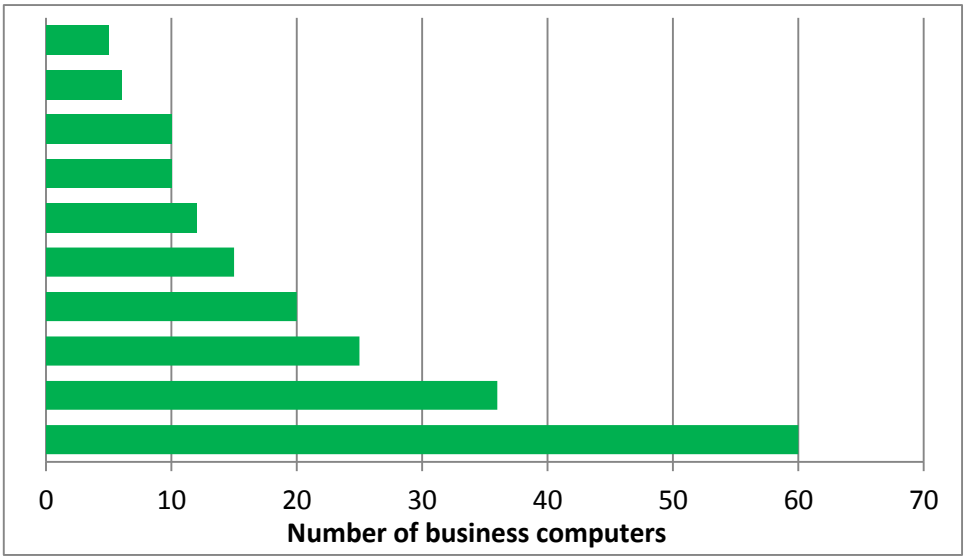


Evaluation: Among the 76 micro-sized enterprises 64% have 1 or 2 business computers.

Copyright © SME 2 Consortium

Small-sized enterprises (number of employees: 10–49)

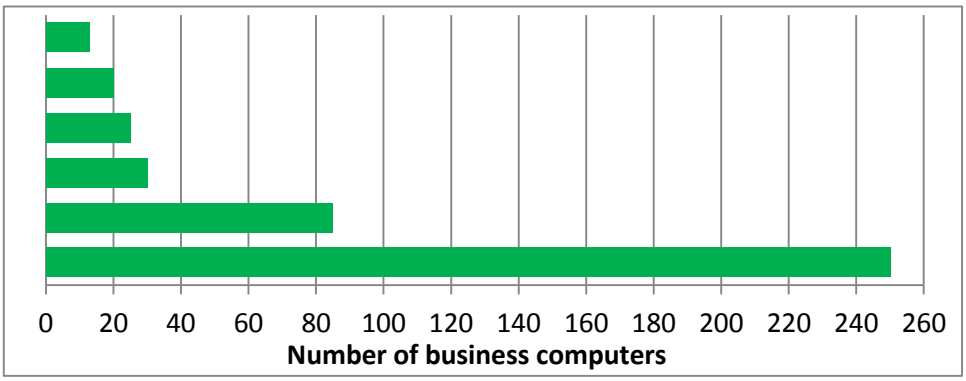
Number of computers	Number of enterprises
5	1
6	1
10	2
12	1
15	1
20	1
25	1
36	1
60	1
altogether	10



Evaluation: Among the 10 small-sized enterprises only 2 have less than 10 business computers.

Medium-sized enterprises (number of employees: 50–249)

Number of computers	Number of enterprises
13	1
20	1
25	1
30	1
85	1
250	1
altogether	6

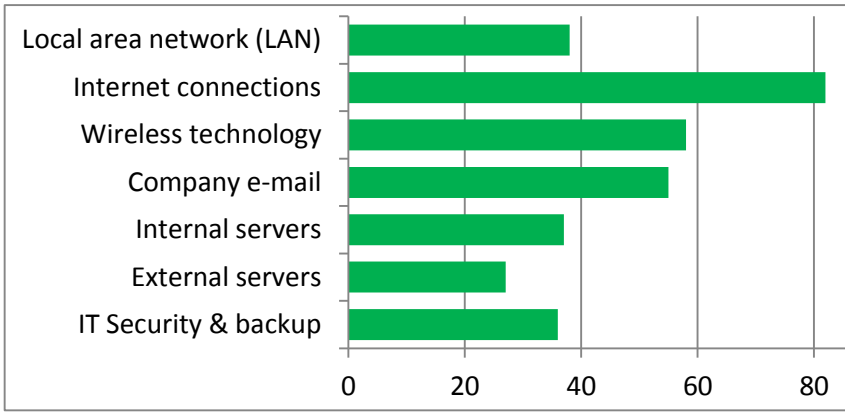


Evaluation: Among the 6 medium-sized enterprises 2 have more than 50 business computers.

Copyright © SME 2 Consortium

2.3 My company uses the following devices/technologies:

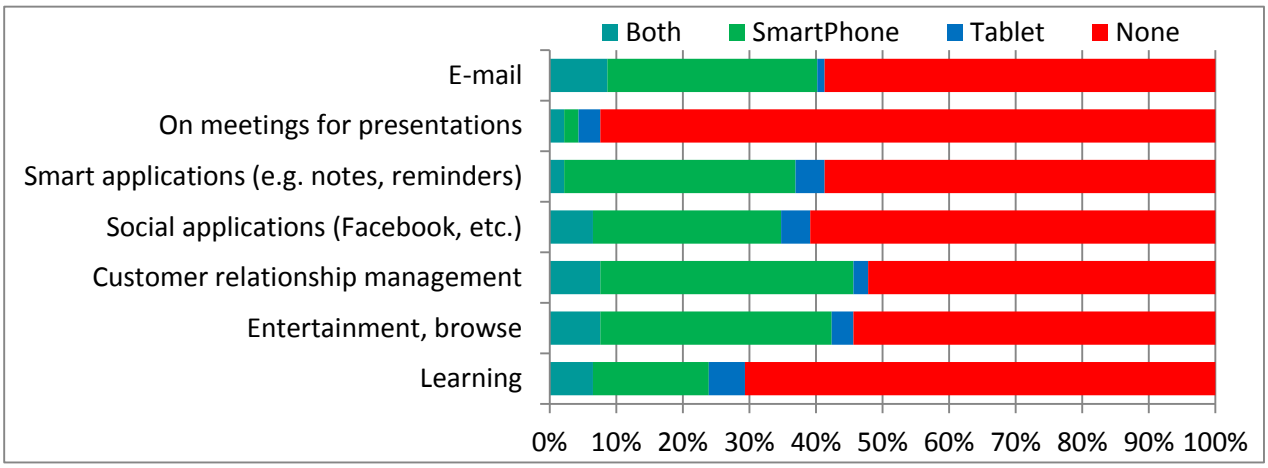
Local area network (LAN)	38	41%
Internet connections	82	**89%**
Wireless technology	58	63%
Company e-mail	55	60%
Internal servers	37	40%
External servers	27	29%
IT Security & backup	36	39%
respondent	92	



Evaluation: Most companies (89%) have an internet connection.

2.4 Do you use smart phones or tablet PCs for?

	Both	Smart Phone	Tablet	None	altogether
E-mail	8	29	1	54	92
On meetings for presentations	2	2	3	85	92
Smart applications (e.g. notes, reminders)	2	32	4	54	92
Social applications (Facebook, etc.)	6	26	4	56	92
Customer relationship management	7	35	2	48	92
Entertainment, browse	7	32	3	50	92
Learning	6	16	5	65	92



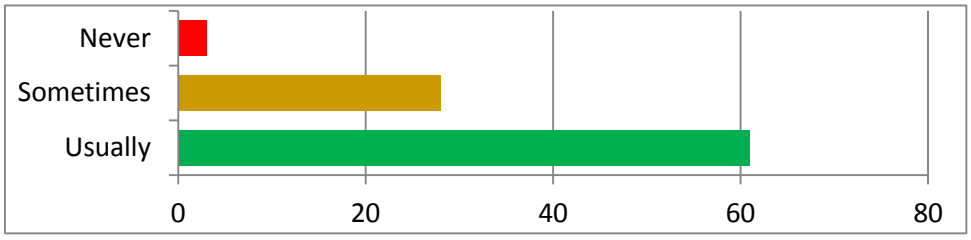
Evaluation: 12% of SMEs use tablet PCs, and 46% use smart phones.

Copyright © SME 2 Consortium

Section 3: Internet & Website

3.1 Does your company use the Internet to find relevant business information?

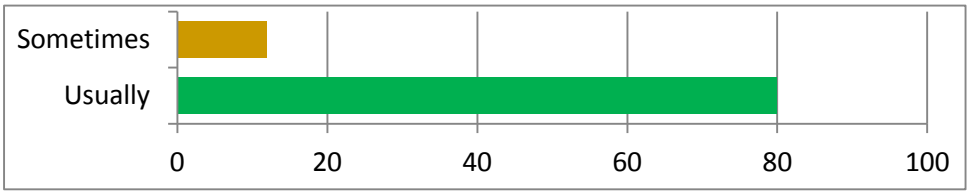
Never	3	3%
Sometimes	28	31%
Usually	61	66%
altogether	92	



Evaluation: 92 answers were given, and among them 66% use the Internet to find relevant business-related information.

3.2 Do you use the Internet to find information necessary for the work?

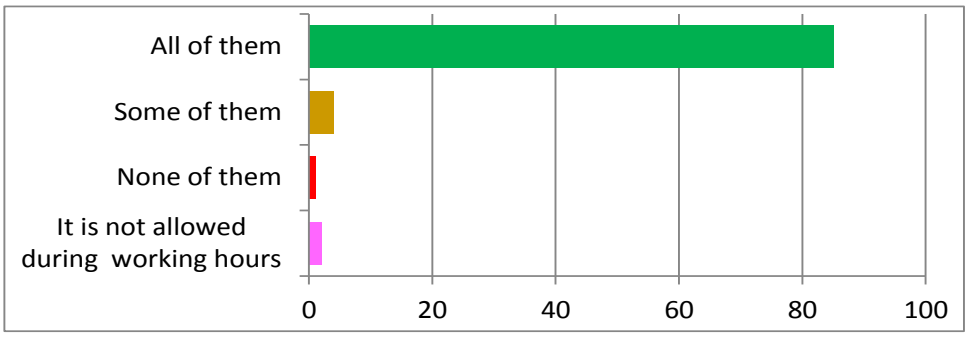
Sometimes	12	13%
Usually	80	87%
altogether	92	



Evaluation: 92 answers were given, and among them 87% use the Internet to find information necessary for their work.

3.3 How many employees use the Internet for their work from those who work with computer?

All of them	85	93%
Some of them	4	4%
None of them	1	1%
It is not allowed during working hours	2	2%
altogether	92	

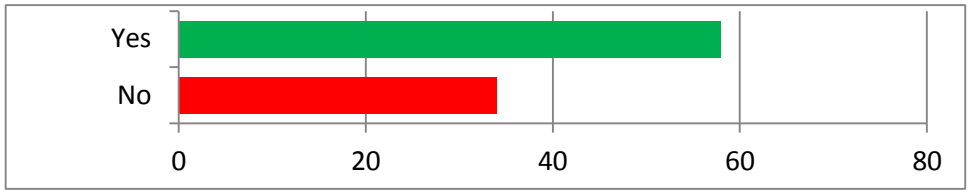


Evaluation: 92 answers were given, and among them 93% have indicated that all employees use the Internet for their work from those who work with a computer.

Copyright © SME 2 Consortium

3.4 Does your company have a website?

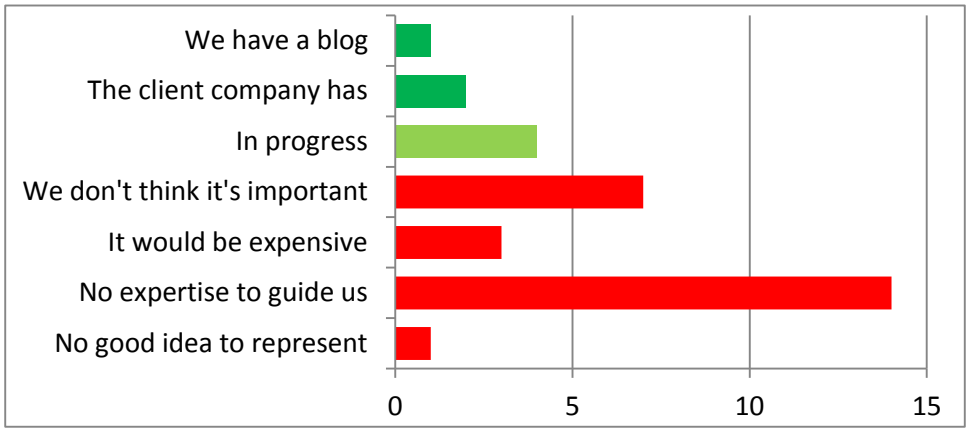
Yes	58	63%
No	34	37%
altogether	92	



Evaluation: 92 answers were given, and among them 63% have company web sites. A surprising result is that **a third of them do not have a web site**!

3.4.1 If not, why not?

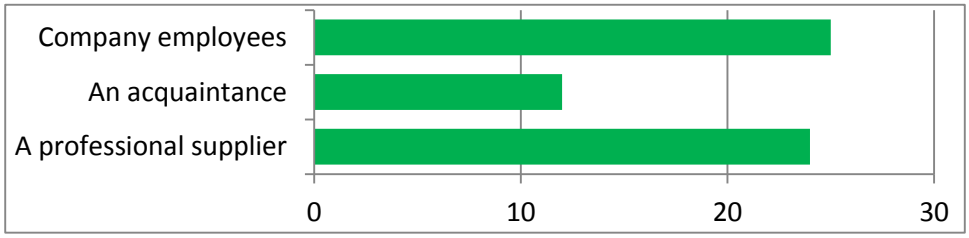
We have a blog	1	3%
In progress	4	13%
The client company has	2	6%
We don't think it's important	7	22%
It would be expensive	3	9%
No expertise to guide us	14	44%
No good idea to represent	1	3%
altogether	32	



Evaluation: 32 answers were given, and among them **44%** have indicated that they had: "**No expertise to guide us"**! It is also interesting that the second most common (**22%**) response indicated that the company **does not consider it important** to have a Web site.

3.4.2 If yes, who implemented it?

Company employees	25	40%
An acquaintance	12	19%
A professional supplier	24	38%
Employee + external expert	1	2%
I got it (MLM)	1	2%
altogether	63	

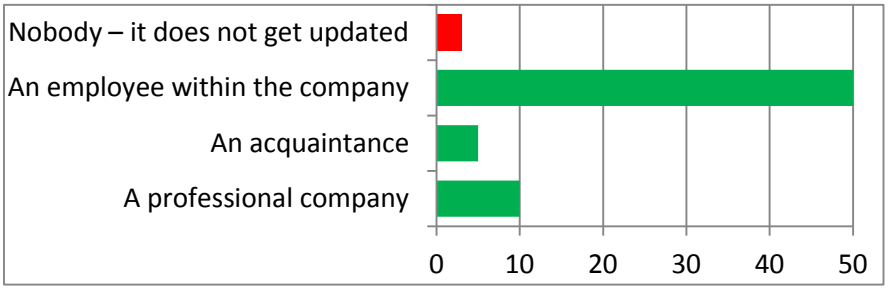


Evaluation: 63 answers were given, and among them the SMEs equally use their own or external expertise to create a web page. It seems that anyone who has this expertise tend to create their website in-house.

Copyright © SME 2 Consortium

3.4.3 Who updates your website content/information?

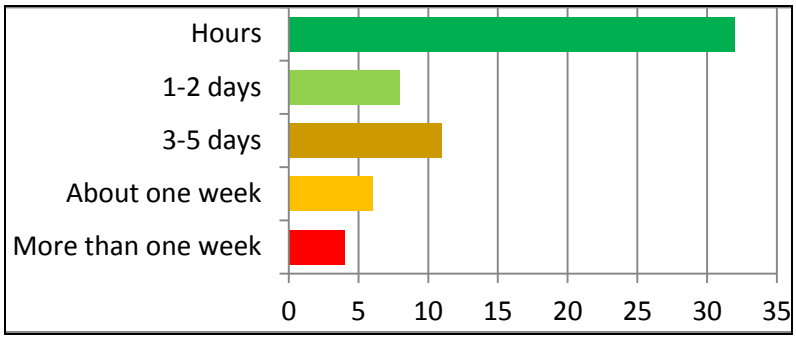
Nobody – it does not get updated	3	4%
An employee within the company	50	74%
An acquaintance	5	7%
A professional company	10	15%
altogether	68	



Evaluation: 68 answers were given, and among them 74% have an employee within the company to update the website content.

3.4.4 From deciding to upgrade, how long does it take to change the content?

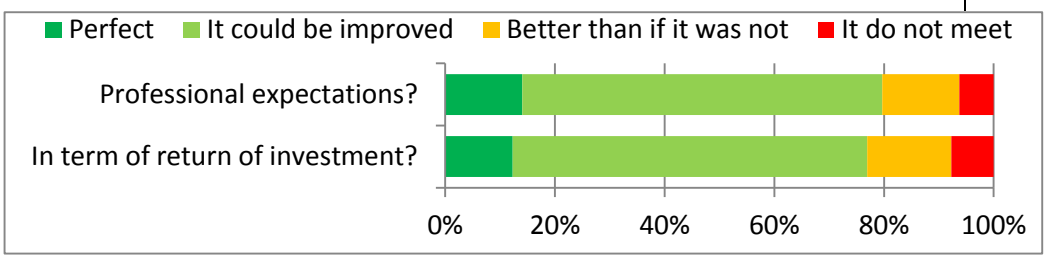
Hours	32	52%
1-2 days	8	13%
3-5 days	11	18%
About one week	6	10%
More than one week	4	7%
altogether	61	



Evaluation: 61 answers were given, and from half of these (52%) web site updates take a number of hours, however for the other half of respondents, it takes days to update, while for one in six respondents the update takes up to a week.

3.4.5 Does the website meet the company's expectation in your view?

	Perfect	It could be improved	Better than if it was not	It does not meet	altogether
Professional expectations?	9	42	9	4	64
In term of return of investment?	8	42	10	5	65

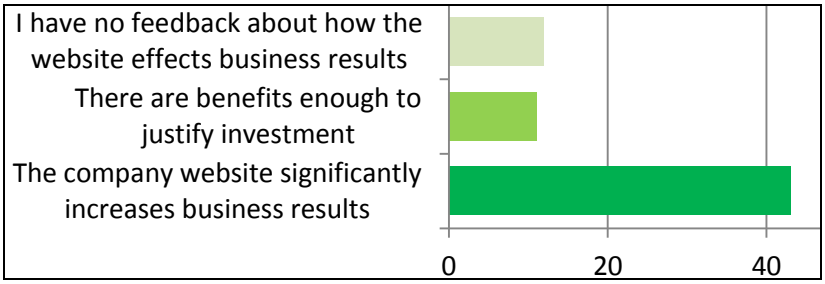


Copyright © SME 2 Consortium

Evaluation: Two-thirds of the respondents indicated that the home page might be improved. Just over 10% of the respondents felt that their site was perfect - clearly indicating that it is much room for improvement in general.

3.4.6 Do you think the web site benefits the company?

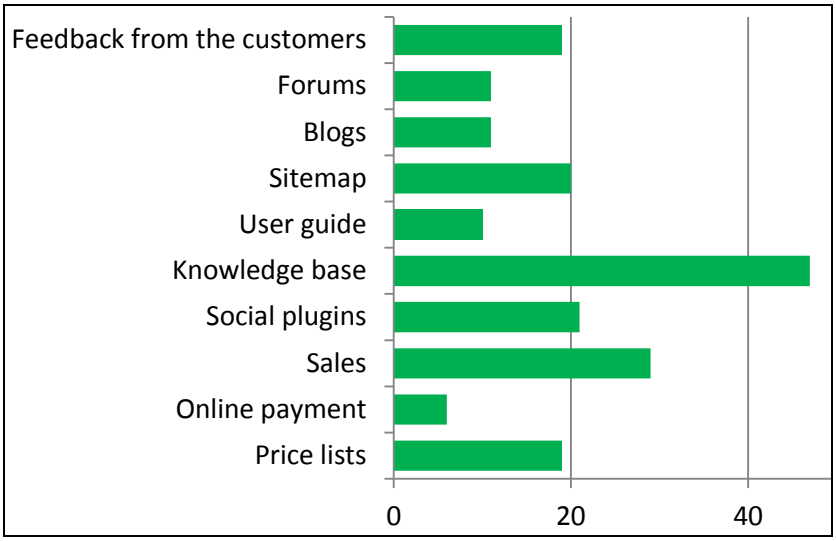
I have no feedback about how the website affects business results	12	18%
There are benefits enough to justify investment	11	17%
The company website significantly increases business results	43	**65%**
altogether	66	



Evaluation: 66 answers were given, and among them 65% found that the company website significantly increases business results. An important fact to note is that 18% have no feedback about how the website affects business results.

3.4.7 Which of the following services are provided by the website?

Feedback from the customers	19	31%
Forums	11	18%
Blogs	11	18%
Sitemap	20	33%
User guide	10	16%
Knowledge base	47	**77%**
Social plugins	21	34%
Sales	29	**48%**
Online payment	6	10%
Price lists	19	31%
respondent	61	
Other		
News, documents to download	1	
Technical information, data storage/ sharing	1	



Evaluation: Among the 61 respondents, 77% of their websites provides a knowledge base and 48% provides sales. It is important to note that services like forums, blogs and online payments are available for less than 20% of the respondents.

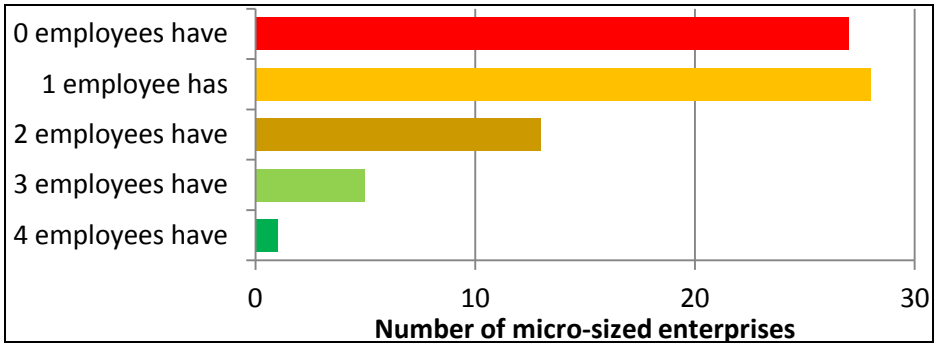
Copyright © SME 2 Consortium

Section 4: IT Training

4.1 How many of your employees have IT qualifications?

Micro-sized enterprises (number of employees < 10)

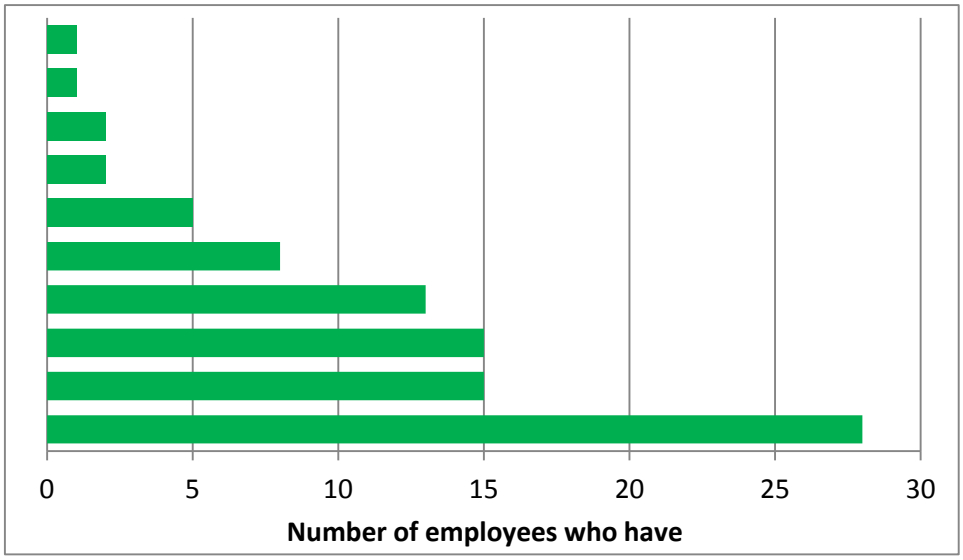
Employees who have IT qualifications	Number of enterprises	
0	27	36%
1	28	38%
2	13	18%
3	5	7%
4	1	1%
altogether	74	



Evaluation: Among the 74 micro-sized enterprises 36% have no employees who possess IT qualifications.

Small-sized enterprises (number of employees: 10–49)

Employees who have IT qualifications	Number of enterprises
1	2
2	2
5	1
8	1
13	1
15	2
28	1
altogether	10

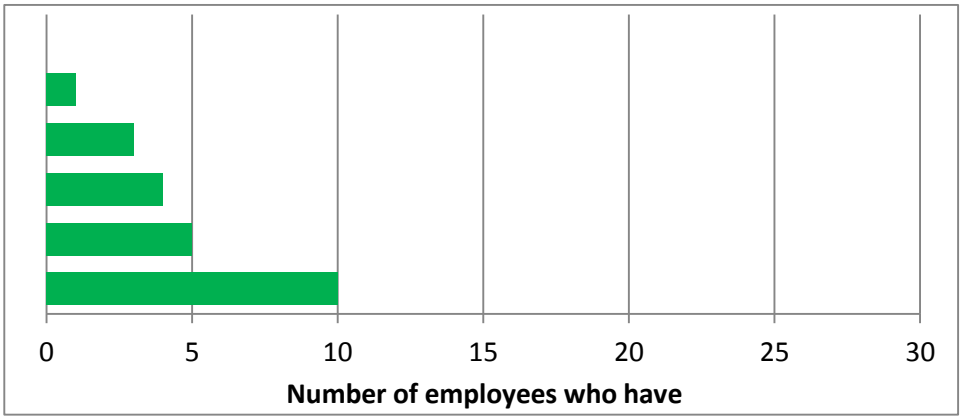


Evaluation: Among the 10 small-sized enterprises all have employees who have IT qualifications, and 4 have more than 10 of these employees.

Copyright © SME 2 Consortium

Medium-sized enterprises (number of employees: 50–249)

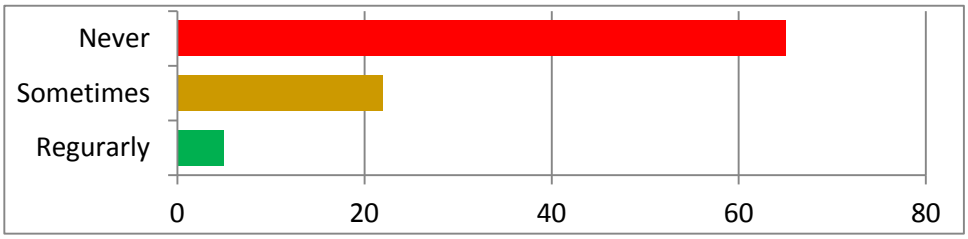
Employees who have IT qualifications	Number of enterprises
0	1
1	1
3	1
4	1
5	1
10	1
altogether	6



Evaluation: Among the 6 medium-sized enterprises none have more than 10 employees who have IT qualifications, and one of these enterpriseshas none of these employees.

4.2 Does your company offer any internal IT training?

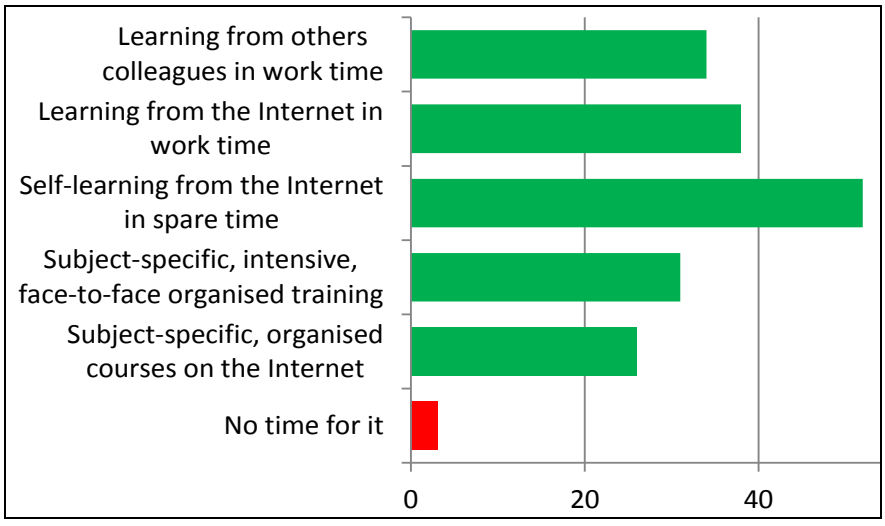
Never	65	71%
Sometimes	22	24%
Regularly	5	5%
altogether	92	



Evaluation: 92 answers were given, and among them **71% never offer internal IT training**.

4.3 What is your preferred style of learning?

Learning from others colleagues in work time	34	37%
Learning from the Internet in work time	38	41%
Self-learning from the Internet in spare time	52	57%
Subject-specific, intensive, face-to-face organised training	31	34%
Subject-specific, organised courses on the Internet	26	28%
No time for it	3	3%
respondent	92	

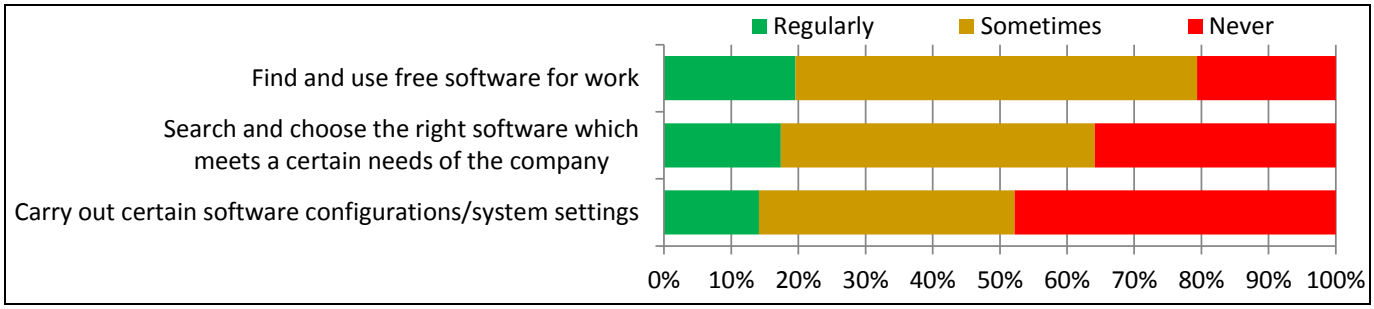


Copyright © SME 2 Consortium

Evaluation: Most of the 92 responses show that people prefer learning from the Internet, and do not favor organized courses (of course, many people had marked several versions).

4.4 Do you browse the net for your work in the following?

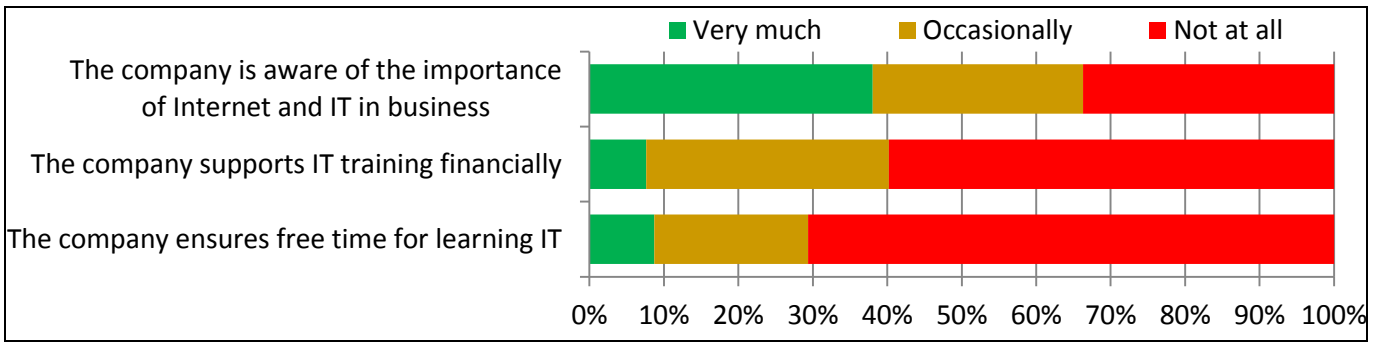
	Regularly	Sometimes	Never	altogether
Find and use free software for work	18	55	19	92
Search and choose the right software which meets a certain needs of the company	16	43	33	92
Carry out certain software configurations/system settings	13	35	44	92



Evaluation: 92 answers were given, and among them 20% do not use the Internet for the three listed problems.

4.5 Is the company supportive of learning & training?

	Very much	Occasionally	Not at all	altogether
The company is aware of the importance of Internet and IT in business	35	26	31	92
The company supports IT training financially	7	30	55	92
The company ensures free time for learning IT	8	19	65	92



Evaluation: In 23% of the surveyed companies, despite the fact that they find it important that their employees can use a computer/internet connection at a high-level

Copyright © SME 2 Consortium

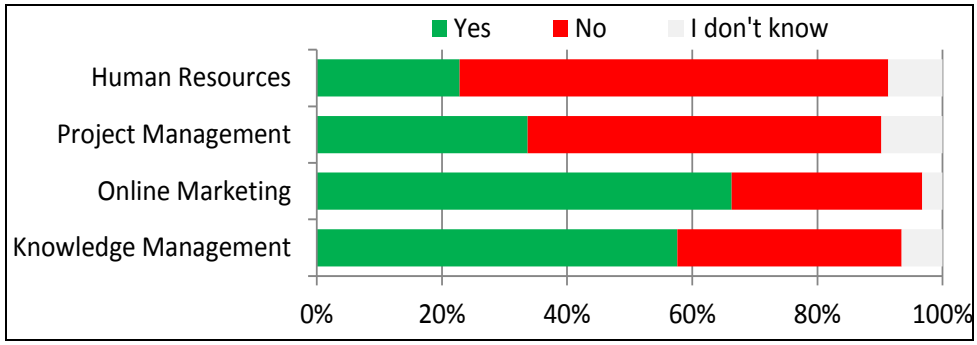
in their work; no aid has been given to learning. Working-time support for learning is at less than 30% in these companies.

Copyright © SME 2 Consortium

Section 5: IT & Business Culture

5.1 Does your company's use of IT tools for

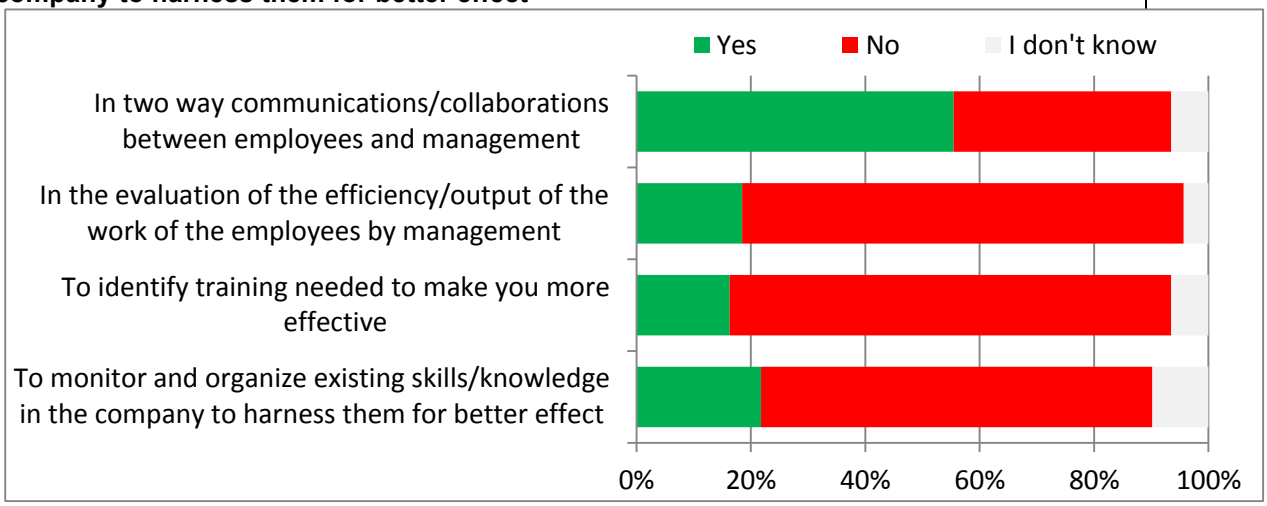
	Yes	No	I don't know
Human Resources	21	63	8
Project Management	31	52	9
Online Marketing	61	28	3
Knowledge Management	53	33	6



Evaluation: For HR only a quarter and for Project Management only a third of the companies use IT tools.

5.2 Does your company use of IT tools

	Yes	No	I don't know	altogether
In two way communications/collaborations between employees and management	51	35	6	92
In the evaluation of the efficiency/output of the work of the employees by management	17	71	4	92
To identify training needed to make you more effective	15	71	6	92
To monitor and organize existing skills/knowledge in the company to harness them for better effect	20	63	9	92

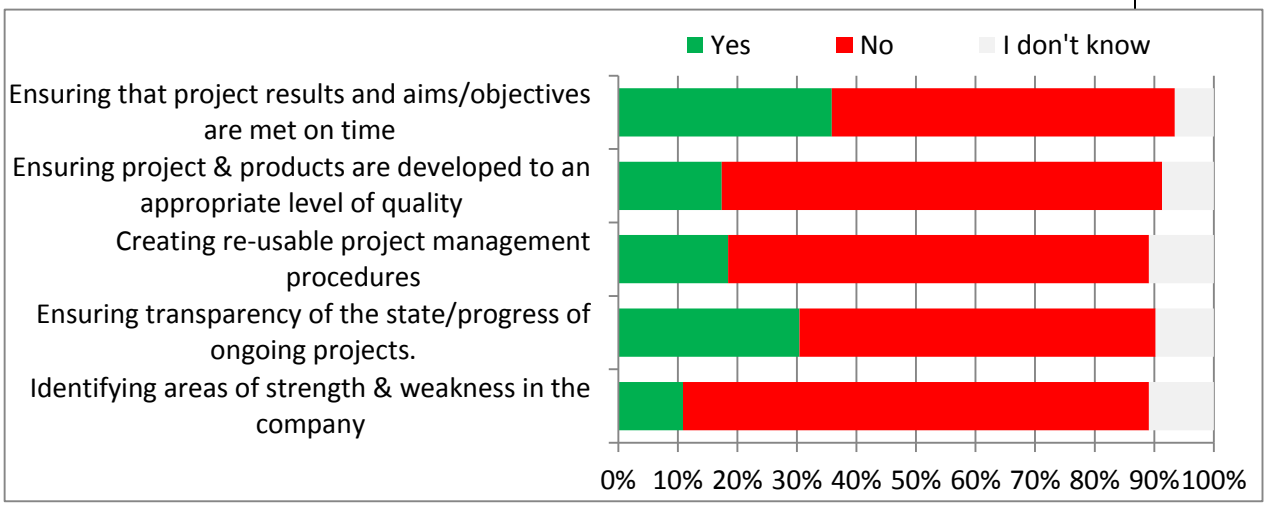


Evaluation: The use of the HR activities supporting IT tools is around 20%, so it is not said to be widespread.

Copyright © SME 2 Consortium

5.3 Does your company use of IT tools

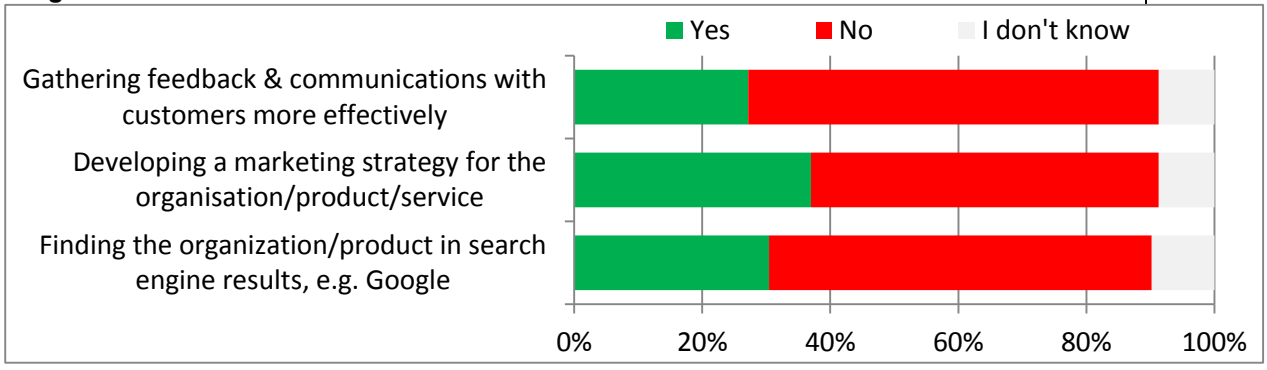
	Yes	No	I don't know	altogether
Ensuring that project results and aims/objectives are met on time	33	53	6	92
Ensuring project & products are developed to an appropriate level of quality	16	68	8	92
Creating re-usable project management procedures	17	65	10	92
Ensuring transparency of the state/progress of on-going projects.	28	55	9	92
Identifying areas of strength & weakness in the company	10	72	10	92



Evaluation: The use of IT tools for Project Management tasks is between 10 and 40%, so the companies need help in how to use these tools.

5.4 Does your company use of IT tools

	Yes	No	I don't know	altogether
Gathering feedback & communications with customers more effectively	25	59	8	92
Developing a marketing strategy for the organisation/product/service	34	50	8	92
Finding the organization/product in search engine results, e.g. Google	28	55	9	92

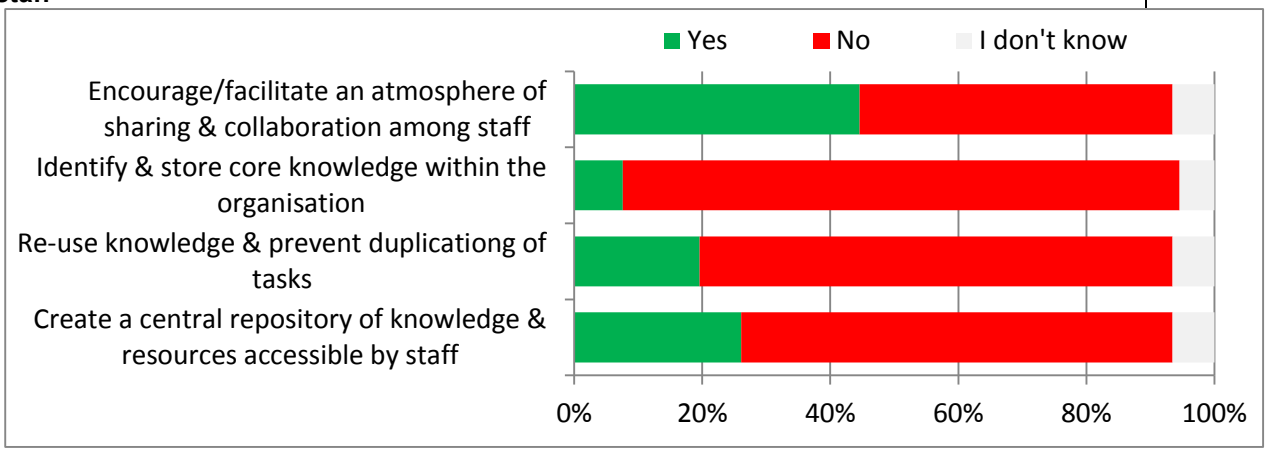


Copyright © SME 2 Consortium

Evaluation: The marketing area is similar to the above mentioned areas, the use of the IT tools are also below 40%.

5.5 Does your company use IT tools to

	Yes	No	I don't know	altogether
Encourage/facilitate an atmosphere of sharing & collaboration among staff	41	45	6	92
Identify & store core knowledge within the organisation	7	80	5	92
Re-use knowledge & prevent duplicating of tasks	18	68	6	92
Create a central repository of knowledge & resources accessible by staff	24	62	6	92



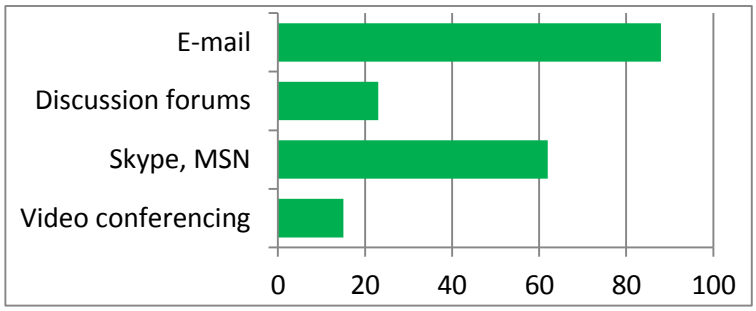
Evaluation: The Knowledge Management responses show a wide variation in the individual problems, but overall the same conclusion can be drawn, as in the previous areas.

Copyright © SME 2 Consortium

Section 6: Applications

6.1 Communication tools — do you use:

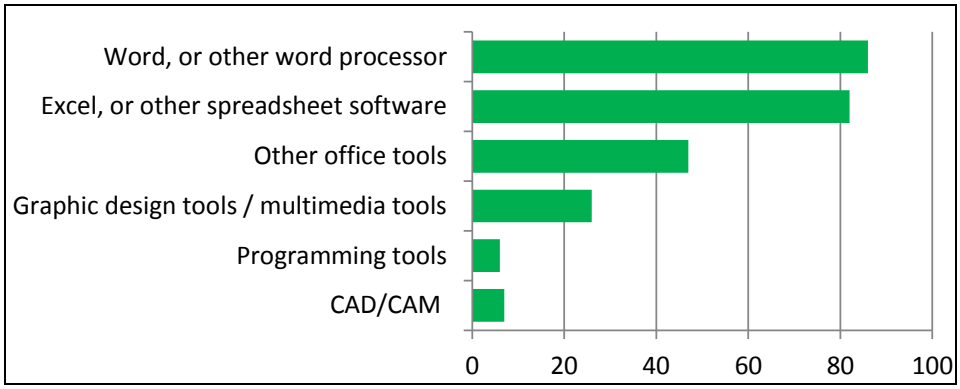
E-mail	88	**96%**
Discussion forums	23	25%
Skype, MSN	62	**67%**
Video conferencing	15	16%
respondent	92	
Other		
Facebook	1	
fax	1	
phone web conference	1	
twitter, facebook, fb social box	1	



Evaluation: The use of e-mail (96%) and Skype/MSN (67%) lead as communication tools; the others still lag far behind.

6.2 Which of the following tools do you use in your company for your work?

Word, or other word processor	86	**93%**
Excel, or other spreadsheet software	82	**89%**
Other office tools	47	51%
Graphic design tools / multimedia tools	26	28%
Programming tools	6	7%
CAD/CAM	7	8%

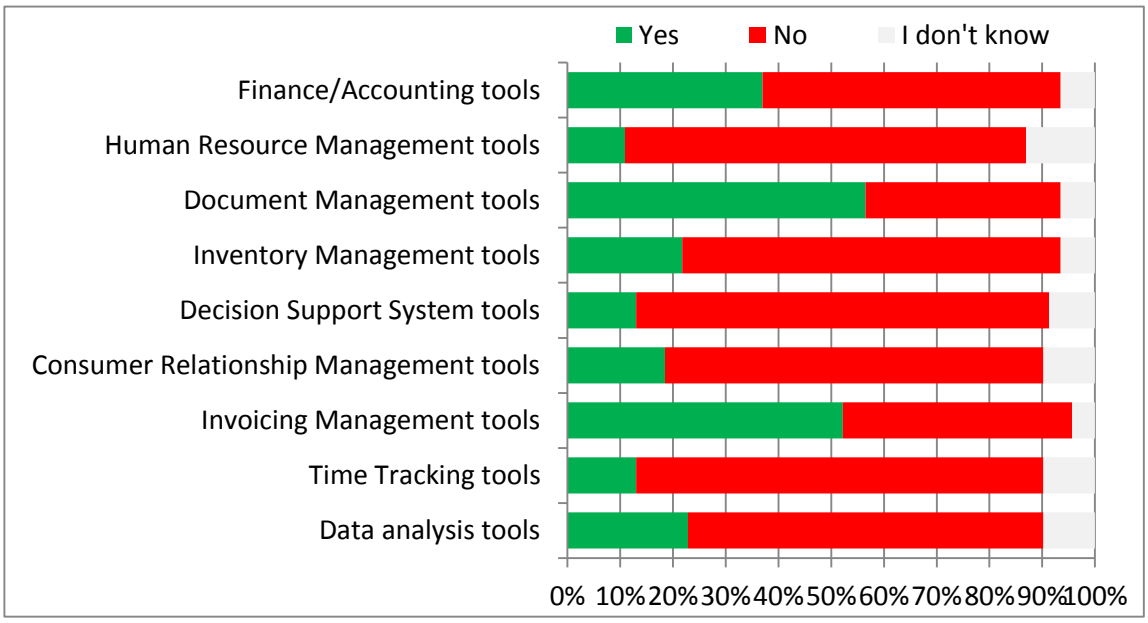


Evaluation: From the list the word processor (93%) and spreadsheets (89%) programs are the most widely used tools.

Copyright © SME 2 Consortium

6.3 Are the following business applications used in your company?

	Yes	No	I don't know	altogether
Finance/Accounting tools	**34**	52	6	92
Human Resource Management tools	10	70	12	92
Document Management tools	**52**	34	6	92
Inventory Management tools	20	66	6	92
Decision Support System tools	12	72	8	92
Consumer Relationship Management tools	17	66	9	92
Invoicing Management tools	**48**	40	4	92
Time Tracking tools	12	71	9	92
Data analysis tools	21	62	9	92
Other				
Fidelio (hotel manager)	1			
Application/proposal management	1			
Dictionaries	1			
Test evaluation tool	1			
Self-developed IT platform	1			

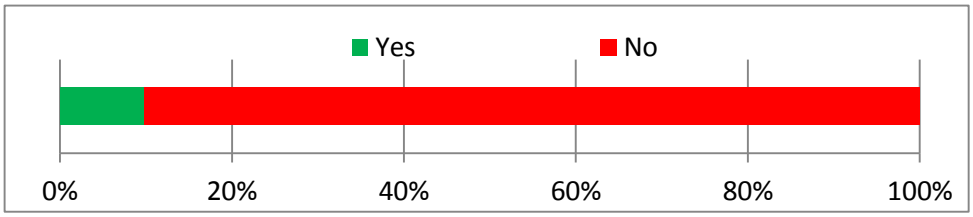


Evaluation: From the listed applications the Document Management (57%), the Invoicing Management (52%) and the Finance/Accounting (37%) tools are well-known.

Copyright © SME 2 Consortium

6.4 Does your company use special integrated business applications (ERP)?

Yes	9	10%
No	83	90%
altogether	92	



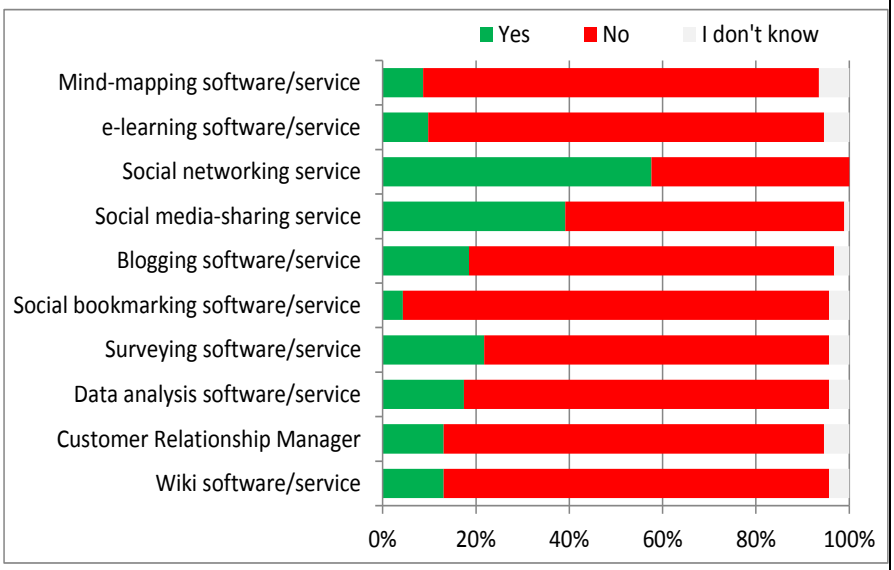
Evaluation: ERP is only used by 10% of the respondents.

If 'Yes', please specify which one(s)!

Ms Dynamics GP	2
SAP Business One	2
Adempiere	1
10×one	1
CEGID	1
InnoManagement 3.1	1
Libra3s	1

6.5 Does your company use the following services for business purposes?

	Yes	No	I don't know
Mind-mapping software/service	8	78	6
e-learning software/service	9	78	5
Social networking service	53	39	0
Social media-sharing service	36	55	1
Blogging software/service	17	72	3
Social bookmarking software/service	4	84	4
Surveying software/service	20	68	4
Data analysis software/service	16	72	4
Customer Relationship Manager	12	75	5
Wiki software/service	12	76	4

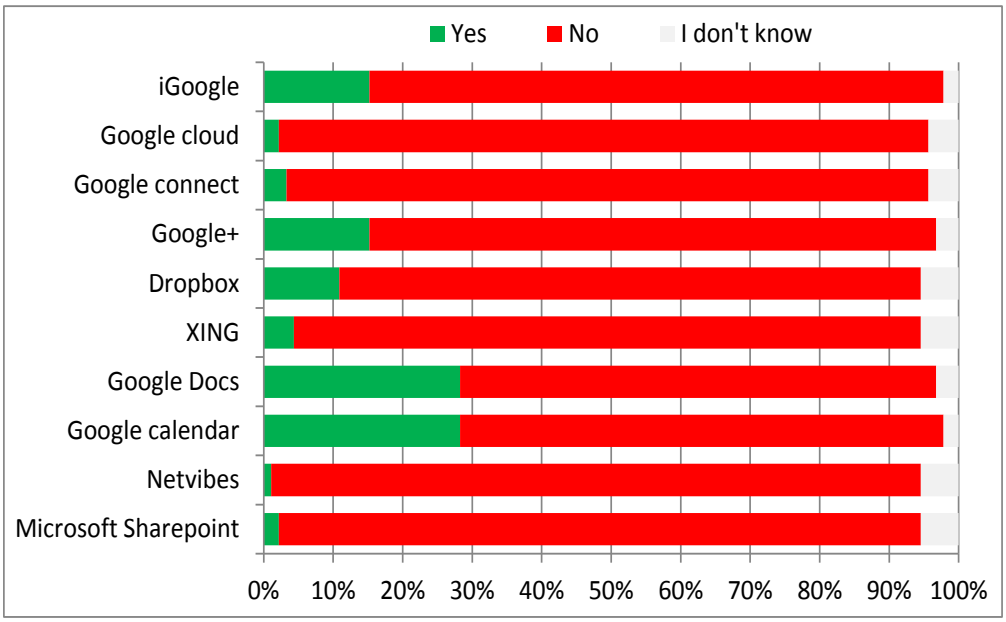


Evaluation: From the listed services only the Social networking (58%) and the Social media-sharing (39%) services are well-known.

Copyright © SME 2 Consortium

6.6.1 Does your company use the following tools for project work?

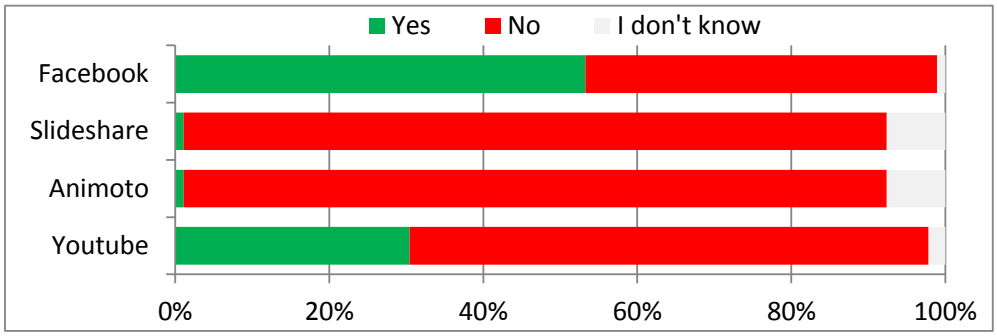
	Yes	No	I don't know
iGoogle	14	76	2
Google cloud	2	86	4
Google connect	3	85	4
Google+	14	75	3
Dropbox	10	77	5
XING	4	83	5
Google Docs	26	63	3
Google calendar	26	64	2
Netvibes	1	86	5
Microsoft Sharepoint	2	85	5



Evaluation: From the listed services only the Google Docs (28%) and the Google calendar (28%) services are known, but their usage is under 30%.

6.6.2 Does your company use the following marketing tools?

	Yes	No	I don't know
Facebook	49	42	1
Slideshare	1	84	7
Animoto	1	84	7
Youtube	28	62	2

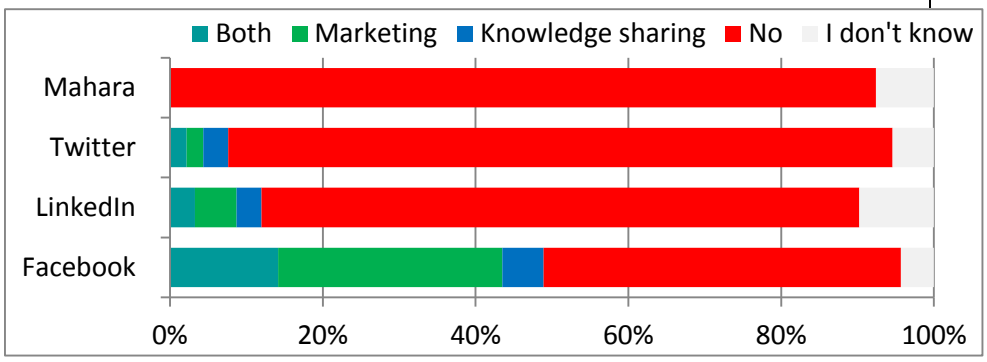


Evaluation: The Slideshare and the Animoto services are not well-known, the use of Facebook (53%) and Youtube (30%) for marketing purposes are present, but are untapped.

Copyright © SME 2 Consortium

6.6.3 Does your company use the following tools for marketing or knowledge sharing?

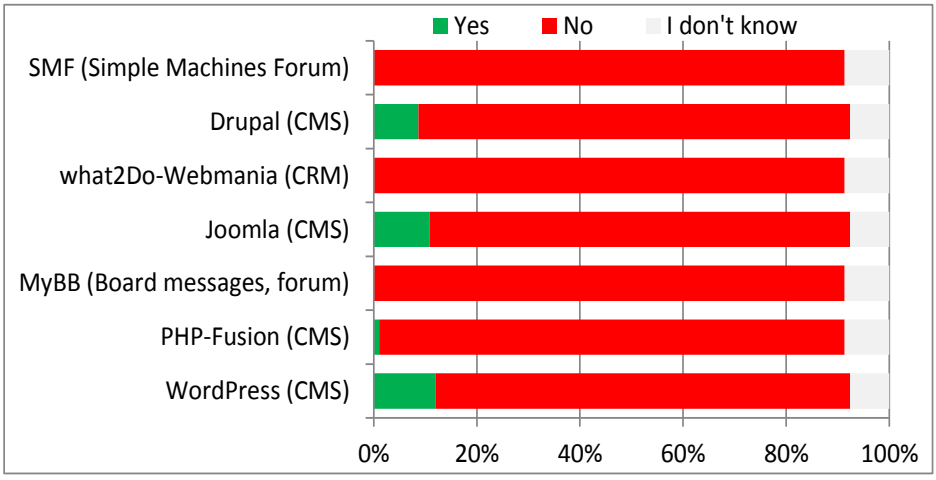
	Both	Marketing	Knowledge sharing	No	I don't know	altogether
Mahara	0	0	0	85	7	92
Twitter	2	2	3	80	5	92
LinkedIn	3	5	3	72	9	92
Facebook	13	27	5	43	4	92



Evaluation: Mahara is not well-known, Twitter and the LinkedIn are not well-known, Facebook is well known, but its potential is untapped.

6.6.4 Does your company use the following Open Source systems?

	Yes	No	I don't know
SMF (Simple Machines Forum)	0	84	8
Drupal (CMS)	8	77	7
what2Do-Webmania (CRM)	0	84	8
Joomla (CMS)	10	75	7
MyBB (Board messages, forum)	0	84	8
PHP-Fusion (CMS)	1	83	8
WordPress (CMS)	11	74	7

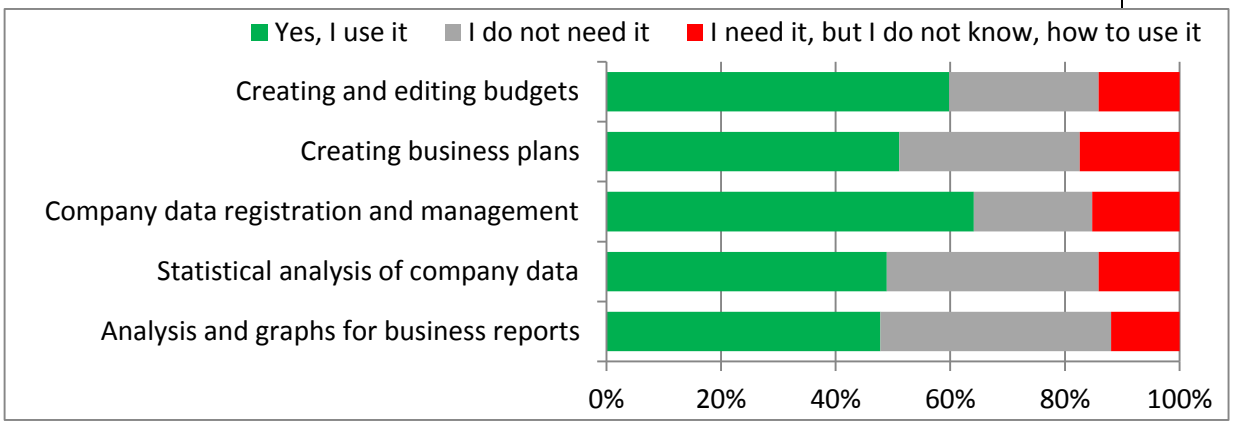


Evaluation: The listed systems are used very little or not at all.

Copyright © SME 2 Consortium

6.7.1 Do you use Spreadsheets (e.g. Ms Excel) for

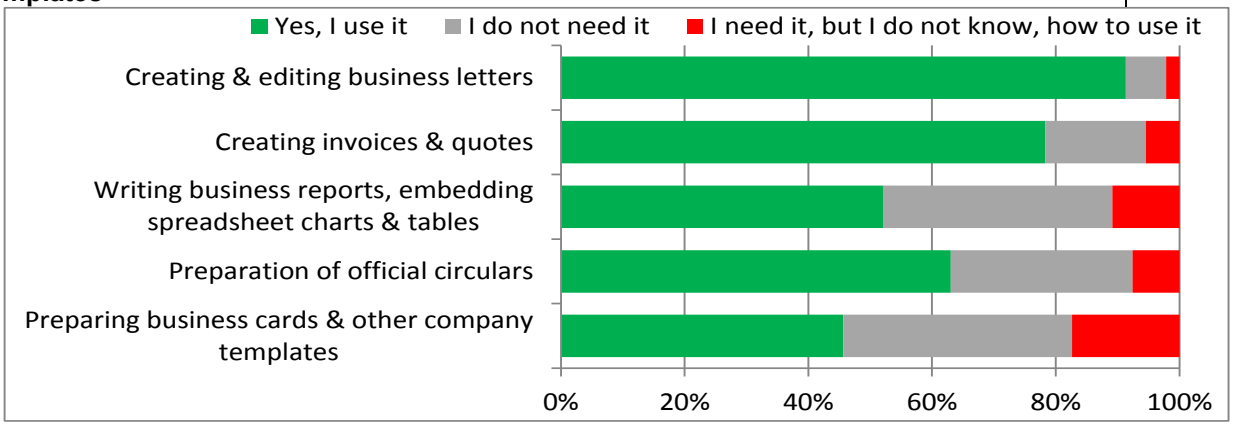
	Yes, I use it	I do not need it	I need it, but I do not know, how to use it	altogether
Creating and editing budgets	55	24	13	92
Creating business plans	47	29	16	92
Company data registration and management	59	19	14	92
Statistical analysis of company data	45	34	13	92
Analysis and graphs for business reports	44	37	11	92



Evaluation: The majority of respondents use the spreadsheet tools, but some of them (10-20%) would need help using it.

6.7.2 Do you use Word Processors (e.g. Ms Word) for

	Yes, I use it	I do not need it	I need it, but I do not know, how to use it	altogether
Creating & editing business letters	84	6	2	92
Creating invoices & quotes	72	15	5	92
Writing business reports, embedding spreadsheet charts & tables	48	34	10	92
Preparation of official circulars	58	27	7	92
Preparing business cards & other company templates	42	34	16	92

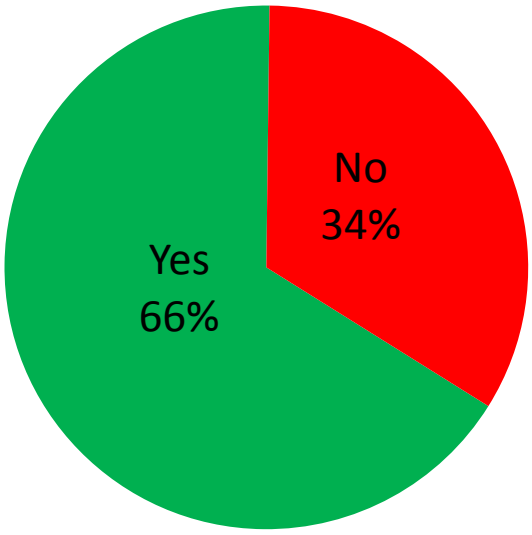


Copyright © SME 2 Consortium

Evaluation: The majority of respondents use the word processor tools, but some of them would need help for using it.

Training

Yes	61	**66%**
No	31	34%
altogether	92	



Evaluation: Two-thirds of the respondents would like to participate in the training.

Copyright © SME 2 Consortium