

Statistic: **Small business activities**
Period: Yearly
Contact: Questions about the content of the declaration: www.dst.dk/en/sos

This study deals with companies' use of e.g. digital solutions, social media, e-sales, artificial intelligence and respondent burden, etc. It is important that the company answers the questions regardless of whether the company has the activities or technologies questioned.

The vast majority of questions can be answered with 'yes' or 'no' and the response time is not expected to exceed 10 minutes.

Access and use of the internet

How many persons employed have access to the internet for business purposes?

Please indicate an estimate of the percentage of the total number of persons employed who have access to the internet for business purposes

pct.

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.

Ja

Nej

If “Yes”:

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

- Less than 10 Mbit/s
- At least 10 Mbit/s but less than 30 Mbit/s
- At least 30 Mbit/s but less than 100 Mbit/s
- At least 100 Mbit/s but less than 500 Mbit/s
- At least 500 Mbit/s but less than 1 Gbit/s
- At least 1 Gbit/s

ICT specialists and skills

Does the enterprise employ ICT specialists?

ICT specialists are employees for whom ICT is the main job. For example, to develop, operate or maintain ICT systems or applications.

Yes

No

If “Yes”:

Did your enterprise provide any type of training to develop ICT related skills of the persons employed, during 2023?

a) Training for ICT specialists

Yes

No

If “Yes” or “No” to “Does the enterprise employ ICT specialists?”:

b) Training for other persons employed

Yes

No

Remote access

Does your enterprise conduct remote meetings?

via e.g. Skype, Zoom, MS Teams

Yes

No

Do any of the persons employed have remote access to the following via computers or portable devices such as smartphones?

a) E-mail system of the enterprise

Yes

No

b) Documents of the enterprise

e.g. files, spreadsheets, presentations, charts, photos

Yes

No

c) Business applications or software of the enterprise

e.g. access to accounting, sales, orders, CRM

Please exclude applications used for internal communication, e.g. Skype, Teams

Yes

No

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Web sales of goods or services

Web sales covers orders, bookings and reservations via online store, app, web forms or extranet.
E.g. online ordering of food or goods for pickup or delivery, booking or time reservation at workshop, hairdresser etc.
Payment and delivery do not have to be made electronically.
Orders written in e-mail are not counted as web sales.

During 2023, 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. e-Bookers, Booking, hotels.com, eBay, Amazon, Amazon Business, Alibaba

Yes

No

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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 2023?

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

pct.

What was the percentage breakdown of the value of web sales in 2023 by type of customer:

(Please refer to value of web sales you reported in B2)

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 web sales

Must be = 100 percent

pct.

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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 your enterprise make persons employed aware of their obligations in ICT security related issues in the following ways?

a) Voluntary training or internally available information

E.g. information on the intranet

Yes

No

b) Compulsory training courses or viewing compulsory material

Yes

No

c) By contract

E.g. contract of employment

Yes

No

Does the enterprise have document(s) on measures, practices or procedures on ICT security?

Documents on ICT security and confidentiality of data cover employee training in ICT use, ICT security measures, the evaluation of ICT security measures, plans for updating ICT security documents, etc.

Yes

No

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

a) Authentication via strong password

I.e. minimum length of 12 mixed characters and periodic password change

 Yes No

b) Systematic updating of software

(incl. operating systems)

 Yes No

c) Authentication via biometric methods used to access the enterprise's ICT system

E.g. authentication based on fingerprints, voice, face

 Yes No

d) Authentication based on a combination of at least two authentication mechanisms

I.e. combination of e.g. custom password, one-time password (OTP), code generated via a security token or received via a smartphone, biometric method (e.g. based on fingerprints, voice, face)

 Yes No

e) Encryption of data, documents or e-mails

 Yes No

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f) Data backup to a separate location

Including backup to the cloud

 Yes No**g) Network access control**

E.g. management of user rights in enterprise's network

 Yes No**h) VPN (Virtual Private Network)**

Virtual Private Network extends a private network across a public network to enable secure exchange of data over public network

 Yes No**i) ICT security monitoring system used to detect suspicious activity**

E.g. intrusion detection or prevention systems that monitors users' or devices' behavior, network traffic. Please exclude antivirus software and default firewall solution included in the operating system of personal computers and routers.

 Yes No**j) Maintaining log files**

E.g. that enable analysis after ICT security incidents

 Yes No**k) ICT risk assessment**

Periodical assessment of probability and consequences of ICT security incidents

 Yes No**l) ICT security tests**

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

 Yes No

Artificial Intelligence

Artificial intelligence refers to systems that use technologies such as:

- Text mining
- Image analysis
- Image generation
- Text generation
- Speech recognition
- Natural language generation
- Machine learning (deep learning)
- Process automation

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 system, 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 text
(text mining)

Yes

No

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

Yes

No

c) AI technologies generating written or spoken language
(natural language processing)

Yes

No

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

Yes

No

e) Machine learning for data analysis
(deep learning)

Yes

No

f) AI technologies automating different workflows or assisting in decision making
(Artificial Intelligence based software robotic process automation)

Yes

No

g) AI technologies enabling physical movement of machines via autonomous decisions based on observation of surroundings.

(autonomous robots, self-driving vehicles, autonomous drones)

Yes

No

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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.

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

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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 analyze 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

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Respondent burden

Danish companies have a duty to report to many different authorities – for example, VAT registration, maternity refunds or the contents of a product the company has produced. The authorities use the reports to carry out their regulatory tasks. However, companies often perceive reports as a burden they would like to avoid. In the following, please answer questions about the reports your company handles.

On average, how many hours per week do you spend reporting to the public sector?

Incl. preparing data.

- a) Less than 1 hour per week
- b) Approx. 1-2 hours per week
- c) Approx. 3-4 hours per week
- d) Approx. 5 hours per week or more
- e) Do not know

Which reports do you find particularly resource-intensive?

Here we are particularly interested in hearing which areas are experienced as particularly time-consuming to answer – such as employee data, climate data or business statistics.

Who typically makes your reports?

- a) We do this ourselves - most often without the use of digital solutions
- b) We do it ourselves - most often using digital solutions (e.g. a software program)
- c) We most often buy this from an accountant
- d) Do not know