Media Release

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New at the CBS! Survey of Information and Communication Technologies (ICT) Uses and Cyber-Protection in Business

Use of Computers, Internet Access, and Connection Speed

- In 2020, 90% of the businesses used computers and had internet access for work purposes. Three industries had lower than average usage rates: Construction (75%), Transportation and storage, postal and courier activities (77%), and Accommodation and food service activities (82%).

- Businesses with no computer use or internet connection tended to be smaller (with 10–49 persons employed) and were in either Construction, Transportation and storage, postal and courier activities, or Accommodation and food service activities.

- In 2020, 27% of the businesses in the survey population were connected to internet with high contracted download speeds (at least 100 megabytes per second).

Websites and Social Media

- In 2020, 62% of the businesses had a company website. This percentage was high for the Information and communication services industry, at 93%, whereas for Construction it was only 37%.

- Social networks (Facebook, LinkedIn, etc.) were the most popular type of social media,[1] with 55% of the businesses using them. Multimedia content sharing websites (Instagram, YouTube, etc.) were used by 29% of the businesses. A very small percentage of the businesses used blogs or wiki-based sharing tools (6% and 4%, respectively).

- In 2020, 35% of the businesses used social media to recruit employees. In the Information and communication services sector, 67% of the businesses recruited via social media, whereas in Manufacturing, mining and quarrying, only 27% did so.

Cloud Computing and Company Management Systems

- In 2020, 51% of the businesses purchased cloud-computing services. In the Information and communication services industry, 85% of the businesses purchased cloud-computing services, whereas in Accommodation and food service activities, only 31% did so.

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[1] Of the four types included in the survey.

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- In 2020, 25% of the businesses had CRM (Customer Relations Management) systems. This percentage was higher in the Information and communications services industry, at 64%, whereas in Construction only 10% used CRM systems. A comparison of estimates with those of the European Union (EU) shows that businesses in Israel tended to use CRM systems less than businesses in most EU countries.

- In 2020, 30% of the businesses had ERP (Enterprise Resources Planning) systems. Manufacturing, mining and quarrying led, with 54% of the businesses using this system.

Cyber-Security

- Of the businesses in the survey population, 18% underwent cyberattacks. Of the large businesses (with over 250 employees), 42% experienced such attacks.

- One in 30 businesses reported financial damage as a result of a cyberattack, and 1 in 20 in the Information and communications services sector.

- The most common ICT security measures[2] among the businesses were keeping systems up to date (68%) and detecting and responding to malware (65%).

E-Commerce

- In 2020, only 14.8% of the businesses received sale orders by website or application (e-commerce sales). This percentage was higher for the Accommodation and food service activities industry (34.1%) than for the Trade industry (19.4%) (see Table 16).

- The percentage of Israeli businesses in the Trade industry with e-commerce sales (19%) was lower than the comparable EU average (33%). Denmark was the leading EU country in the percentage of businesses in the Trade industry with e-commerce sales (63%).

Advanced Technologies

- In 2020, 33% of the businesses in the Information and communication industry used artificial intelligence (AI) technologies. In Manufacturing, AI technologies were used mostly in the larger high-tech businesses, with 12% of high-tech businesses using AI.

- In 2020, 13.6% of the businesses in Manufacturing used industrial robots. These businesses employed 37% of the employed persons in Manufacturing.

- In 2020, 8.4% of the businesses in Manufacturing, mining and quarrying, Electricity, and Water supply used 3D-printing technology. This was more common among the larger businesses in Manufacturing; these businesses employed 29% of the employed persons in the Manufacturing, mining and quarrying, Electricity, and Water supply industries.

- In 2020, 5% of the businesses in the survey population analyzed big data, significantly less than the EU average (14%). This disparity was mostly due to the low usage rates in the Services and Trade industries in Israel compared to EU countries.

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[2] Chosen from a predefined list of 20 security measures.