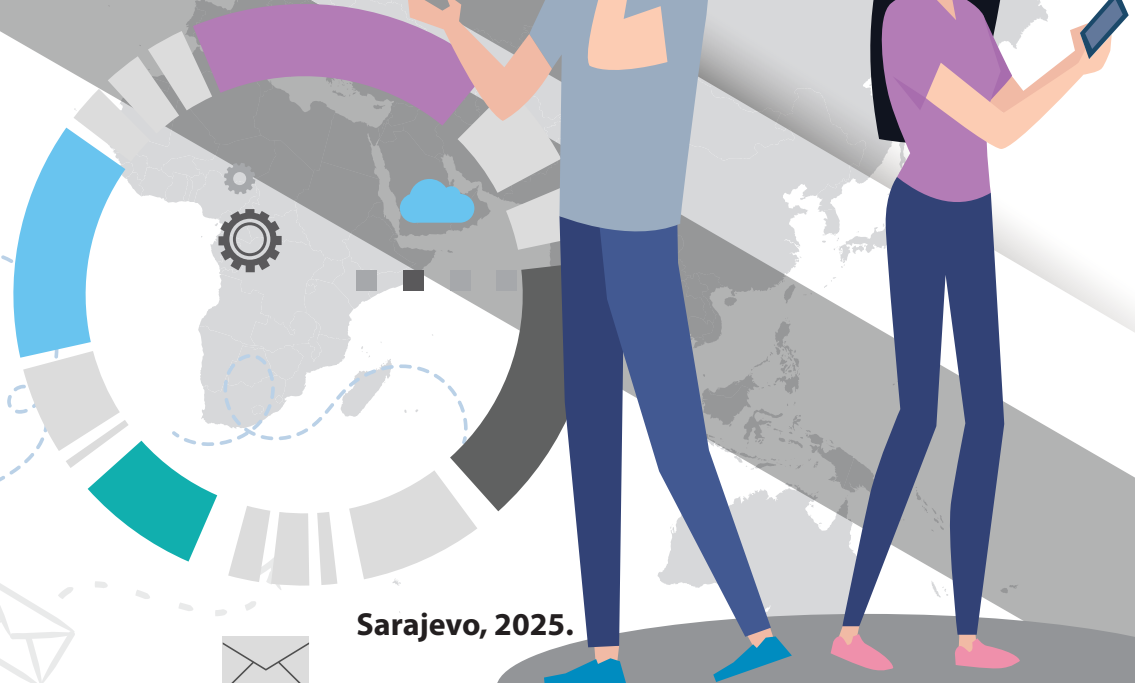
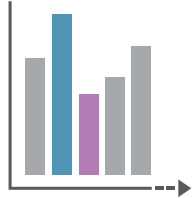


UPOTREBA informaciono-komunikacionih tehnologija u Bosni i Hercegovini

*USE OF INFORMATION AND COMMUNICATION
TECHNOLOGY IN BOSNIA AND HERZEGOVINA*

2024.



Bosna i Hercegovina
Bosnia and Herzegovina



Agencija za statistiku
Bosne i Hercegovine
Agency for Statistics of
Bosnia and Herzegovina

Sarajevo, 2025.



**UPOTREBA INFORMACIONO-
KOMUNIKACIONIH TEHNOLOGIJA
U BOSNI I HERCEGOVINI**
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COMMUNICATION TECHNOLOGIES
IN BOSNIA AND HERZEGOVINA*
2024



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Bosnia and Herzegovina



**Agencija za statistiku
Bosne i Hercegovine**
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Sarajevo, 2025

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UVOD

Razvoj i upotreba informaciono-komunikacionih tehnologija transformisali su savremeno društvo u „informaciono društvo“. Njegova glavna karakteristika je ta što informaciono-komunikacione tehnologije igraju najvažniju ulogu kako u proizvodnji i ekonomiji, tako i u svim ostalim sferama života pojedinca i društva u cjelini.

Agencija za statistiku Bosne i Hercegovine u proteklih pet godina, zajedno sa entitetskim statističkim institucijama, provodi istraživanja o korištenju informaciono-komunikacionih tehnologija. Prvo se odnosilo na domaćinstva i pojedince, a drugo na preduzeća.

Oba ova istraživanja provedena su 2024. godine.

Svrha ovoga istraživanja je prikazati nivo upotrebe interneta i ostalih informaciono-komunikacionih tehnologija, te broj osoba u Bosni i Hercegovini koji su korisnici interneta, i za koje se svrhe upotrebljava internet. Ovi podaci čine važan izvor informacija za provođenje politika u sektoru informacionog društva.

Koncepti i definicije koje se primjenjuju za IKT istraživanja usklađeni su sa Eurostat-ovom metodologijom za statistike o Informacionom društvu, 2023, sa regulativom Evropskog parlamenta i Vijeća br. 2019/1700 o uspostavi zajedničkog okvira za statistike o osobama i domaćinstvima te regulativama 2022/1399 i 2022/2279 o provođenju istraživanja o upotrebi informaciono-komunikacionih tehnologija u domaćinstvu i od strane pojedinaca za referentnu 2024. godinu.

Kada je riječ o domaćinstvima i pojedincima, referentni period činila su tri mjeseca koja su prethodila telefonskom intervjuisanju ili posjeti anketara, dok su se pojedina pitanja odnosila na cjelokupnu 2024. godinu.

Uzorak je dizajniran kao troetapno stratifikovani slučajno izabrani uzorak. Jedinice uzorkovanja prve etape su jedan ili više popisnih krugova. Slučajno izabrana domaćinstva sa bar jednim članom domaćinstva starosti 16-74 godine unutar tih popisnih krugova su jedinice druge etape uzorkovanja, dok su slučajno izabrane osobe unutar tih izabranih domaćinstava jedinice treće etape uzorkovanja.

INTRODUCTION

The development and use of information and communication technologies have transformed modern society into an “information society”. Its main characteristic is that information and communication technologies play the most important role in both production and the economy, as well as in all other spheres of life of individuals and society as a whole.

In the past five years, the Agency for Statistics of Bosnia and Herzegovina, together with the entity statistical institutions, has been conducting research on the use of information and communication technologies. The first referred to households and individuals, and the second covered companies.

Both of these researches were conducted in 2024.

The purpose of this survey is to show the level of Internet use and other information and communication technologies, as well as the number of people in Bosnia and Herzegovina who are Internet users and for which the Internet is used. These data constitute an important source of information for the implementation of policies in the information society sector.

The concepts and definitions used in ICT surveys are harmonized with the Eurostat Methodology for Information Society Statistics, 2023., with the European Parliament and Council Regulation No. 2019/1700 on establishing a common framework for statistics relating to persons and households and regulations 2022/1399 and 2022/2279 on conducting surveys for usage of ICT in households and by individuals for 2024 reference year.

When it comes of households and individuals, the reference period consisted of three months preceding the telephone interviews or interviewers visit, while certain issues were related to the entire 2024.

The sample was designed as a three-stage stratified random sample. The sampling units of the first stage are one or more census districts. Randomly selected households with at least one household member aged 16-74 within these census districts are units of the second sampling stage, while randomly selected persons within these selected households are units of the third sampling stage.

Velična uzorka na nivo Bosne i Hercegovine je 7 824 domaćinstava. Stopa odgovora je 77,7%, odnosno 6 083 domaćinstava (stopa odgovora = broj jedinica koje su odgovorile/sa broj jedinica izabran u uzorak).

Podaci su prikupljeni putem telefonskog anketiranja (CATI).

Anketa za preduzeća provedena je na uzorku stratifikovanom po veličini i djelatnosti. Okvir uzorka je Statistički poslovni registar. Primijenjen je stratifikovani uzorak, veličina uzorka 2 792 preduzeća. Realizovani uzorak 2 253 preduzeća. Stopa odgovora iznosi 80,7%.

Podaci su prikupljeni kombinovanim metodama: putem telefonskog anketiranja (CATI), anketiranje putem pošte.

Za provođenje istraživanja o upotrebi informaciono-komunikacionih tehnologija od strane preduzeća i e-trgovina primjenjuje se EU regulativa 2019/2152 za poslovne statistike i regulativa 2022/1344 za referentnu 2024. godinu.

Nadamo se da će ova publikacija pružiti korisnicima dovoljno podataka o trenutnom stanju u oblasti informaciono-komunikacionih tehnologija i da će poslužiti kao dobra osnova za planiranje njenog daljeg razvoja.

The sample size at the level of Bosnia and Herzegovina is 7 824 households. The response rate is 77,7%, or 6083 households (response rate = number of units responded/with number of units selected in the sample).

Data were collected through telephone interviewing (CATI).

The survey of enterprises was conducted on a sample stratified by size and activity. The sample frame is the Statistical Business Register. The stratified sample was applied, a sample size of 2 792 enterprises. The realized sample of 2 253 enterprises. The response rate is 80.7%

The data were collected via CATI and survey by mail.

EU regulations on business statistics no. 2019/2152 and EU regulation no. 2022/1344 have been applied for conducting survey on usage of ICT and e-commerce in enterprises for 2024 reference year.

We hope that this publication will provide users with sufficient data on the current state of information and communication technologies and will serve as a good basis for planning its further development.

DOMAĆINSTVA I POJEDINCI
HOUSEHOLDS AND
INDIVIDUALS

Karakteristike istraživanja za domaćinstva i pojedince /Survey characteristics for households and individuals

Realizacija istraživanja /Survey realisation	Istraživanje je provedeno u periodu od aprila do juna 2024. The survey was conducted in the period from April to June 2024
Tip istraživanja /Survey type	Telefonski intervju (CATI) /Telephone interview (CATI)
Veličina uzorka /Sample size	7824 domaćinstva, 7824 pojedinaca /7824 households, 7824 individuals
Tip uzorka /Survey type	Dvoetajni, stratifikovani /Two-stage stratified
Stopa odgovora /Response rate	77,7%
Ciljna populacija /Target population	Domaćinstva: sva domaćinstva sa najmanje jednim članom od 16 do 74 godina Households: all households with at least one member age 16-74
	Pojedinci: svi pojedinci koji imaju od 16 do 74 godina Individuals: all individuals age 16-74
Pokrivenost /Coverage	Teritorija BiH /Territory of BiH

UZORAK

Istraživanja o upotrebi informaciono-komunikacionih tehnologija u domaćinstvima provedena su na reprezentativnom uzorku od 7 824 domaćinstva na teritoriji Bosne i Hercegovine. Stopa odgovora iznosi 77,7%, (6 083 domaćinstva).

Isti uzorak koji je upotrebljen kod domaćinstava iskorišten je i za anketiranje osoba starosti od 16 do 74 godine koji žive na teritoriji Bosne i Hercegovine, uzorak je obuhvatio 7 824 pojedinca. Stopa odgovora iznosi 77,7%, (6 083 osoba).

SAMPLE

The survey on the use of information and communication technologies in households was conducted on a representative sample of 7 824 households in the territory of Bosnia and Herzegovina. The response rate is 77,7%, (6 083 households).

The same sample used in households was also used for the survey of persons aged 16 to 74 years living in the territory of the Bosnia and Herzegovina, the sample included 7824 individuals. The response rate is 77.7% (6 083 persons).

Uzorak domaćinstva Household sample	Entitet /Entity			Ukupno BiH Total BiH	Tip domaćinstva Type of household		Domaćinstva sa i bez djece Households with and without children	
	FBiH	RS	BD BH		Gradsko Urban	Ostalo Other	Domaćinstva sa djecom mlađom od 16 godina Households with children under 16 years of age	Domaćinstva bez djece mlađe od 16 godina Households without children under 16 years of age
Broj odgovora Number of responses	2 925	2 584	574	6 083	3 028	3 055	1 810	4 273
%	48	42	9	100	50	50	30	70

Uzorak osobe Person sample	Spol /Gender		Ukupno BiH Total BiH	Starosna dob /Age					
	Muški Male	Ženski Female		16-24	25-34	35-44	45-54	55-64	65-74
Broj odgovora Number of responses	3 288	2 795	6 083	353	641	920	1 072	1 352	1 745
%	54	46	100	6	11	15	18	22	29

Uzorak osobe Person sample	Ukupno BiH Total BiH	Obrazovni nivo ispitanika Educational level of respondents			Radni status ispitanika Working status of the respondents			
		Osnovno ili niže srednje obrazovanje Primary or lower secondary education	Srednjoškolsko obrazovanje Secondary education	Više i visoko obrazovanje Tertiary education	Zaposlen Employed	Nezaposlen Unemployed	Student Student	Ostali Other
Broj odgovora Number of responses	6 083	1 430	3 661	992	2 254	1 355	139	2 335
%	100	24	60	16	37	22	2	38

GLAVNI INDIKATORI

Računari u domaćinstvima (Bilo koje vrste: desktop, laptop, netbook, tablet, osim smart phone)

Rezultati istraživanja o upotrebi informaciono-komunikacionih tehnologija u domaćinstvima i pojedinačno (IKT-D) u Bosni i Hercegovini, pokazali su sljedeće:

- 66,6% domaćinstava imaju pristup računaru,
- 33,4% domaćinstava nemaju pristup računaru.

MAIN INDICATORS

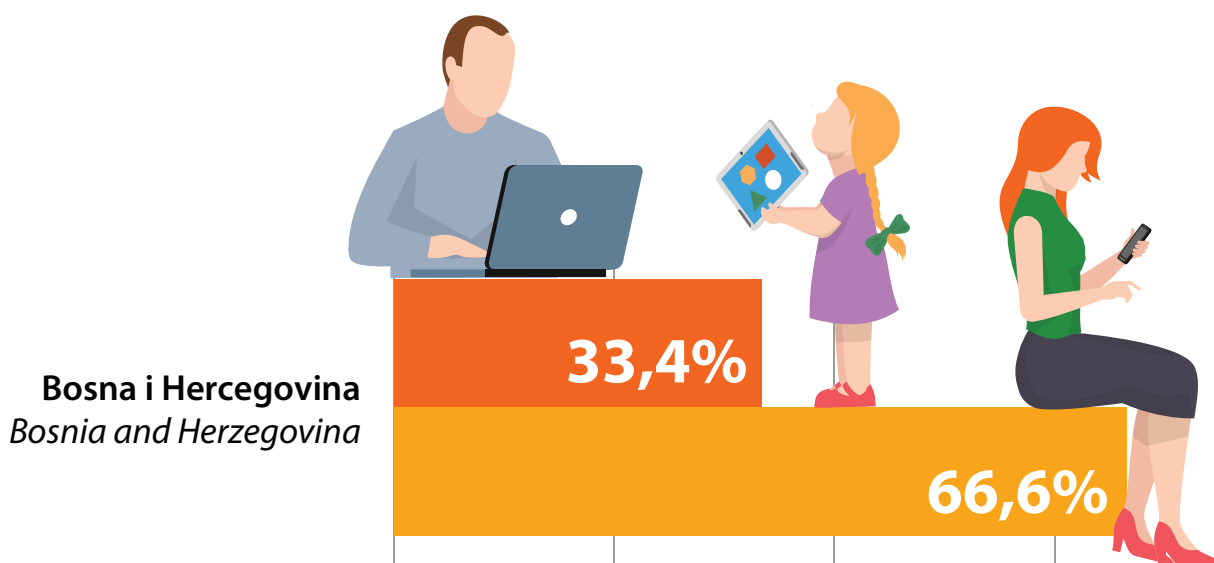
Computers in households (Any type of: desktop, laptop, netbook, tablet, except smartphone)

The results of the survey on the use of information and communication technologies in households and individually (ICT-HH) in Bosnia and Herzegovina have shown the following:

- 66,6% of households have access to the computer
- 33,4% of households do not have computer access.

Grafikon 1. Procenat domaćinstava koja imaju pristup računaru, BiH

Graph 1 Households access to the computer, BiH

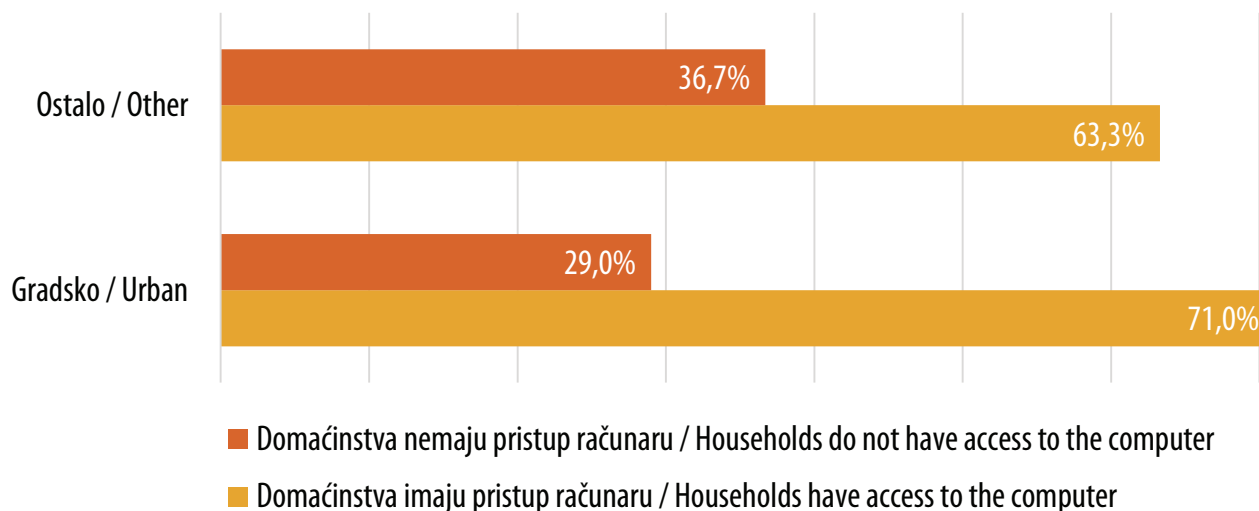


- Domaćinstva nemaju pristup računaru/ Households do not have no access to the computer
- Domaćinstva imaju pristup računaru/ Households have access to the computer

Zastupljenost računara u domaćinstvima varira zavisno o tipu naselja. U urbanim sredinama 68,1% domaćinstava ima pristup računaru u ostalim dijelovima 59,9%.

The representation of computers in households varies depending on the type of settlement. In urban areas 68.1% of households have access to a computer in other parts 59.9%

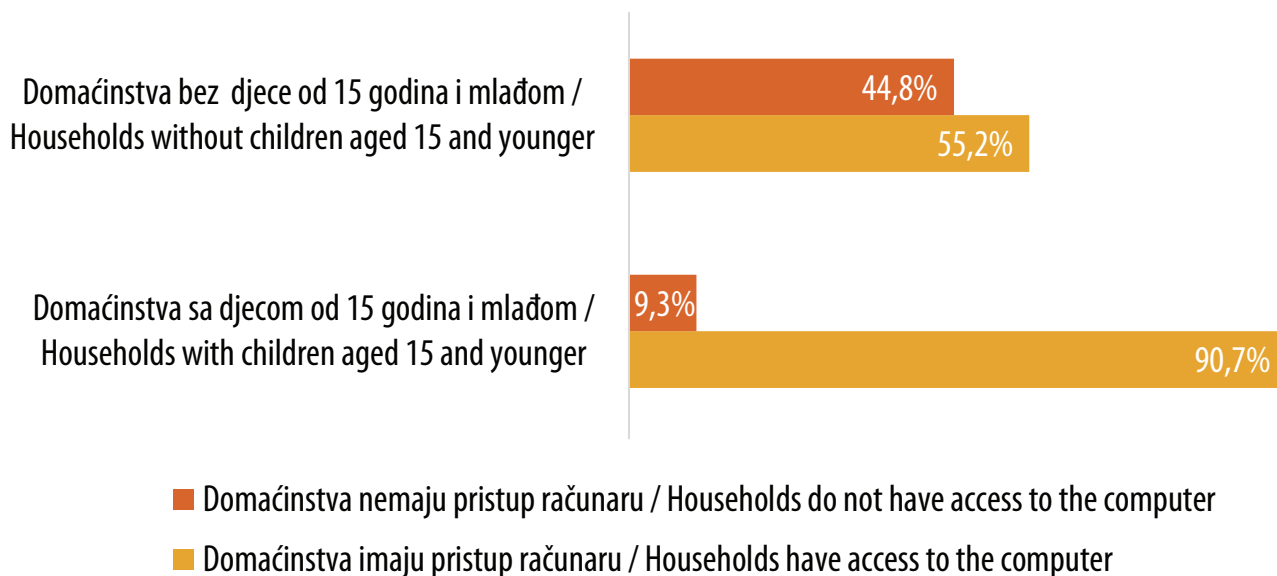
Grafikon 2. Procenat domaćinstava koja imaju pristup računaru, prema tipu naselja, BiH
Graph 2 Percentage of households which have access to the computer, by the type of settlement, BiH



Značajne razlike se mogu primijetiti kada se upoređuje pristup računaru u domaćinstvima sa djecom mlađom od 16 godina (90,7%) i domaćinstvima bez djece mlađe od 16 godina (55,2%).

Significant differences can be observed when comparing computer access in households with children under 16 (90,7%) and households without children under 16 (55.2%).

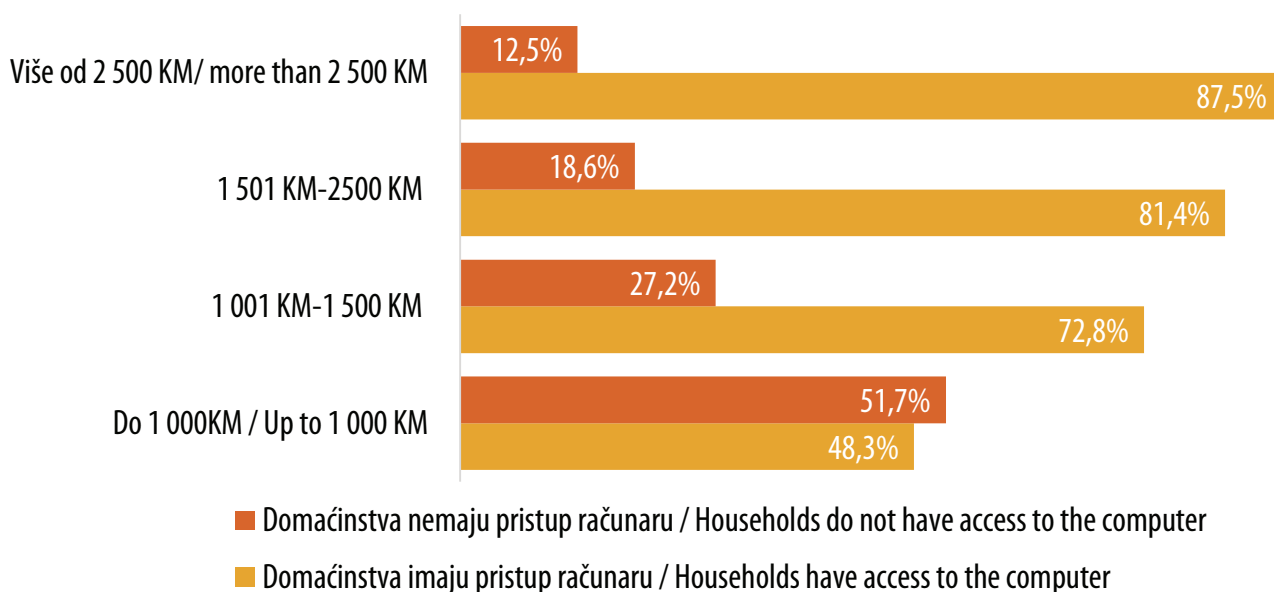
Grafikon 3. Procenat domaćinstava koja imaju pristup računaru, sa djecom od 15 godina i mlađom, BiH
Graph 3 Percentage of households which have access to the computer, with children aged 15 and younger, BiH



Jaz u pristupu domaćinstava računaru vidljiv je u strukturi domaćinstava po mjesečnom dohotku. Pristup računaru većinom imaju domaćinstava sa mjesečnim primanjima većim od 1 500 KM (81,4%), odnosno prihodima većim od 2 500 KM (87,5%), dok udio domaćinstava sa primanjima do 1 000 KM iznosi svega 48,3%.

The gap in household access to computers is visible in the structure of households by monthly income. Access to computer mostly have households with monthly income of over 1 500 KM (81,4%) and revenue of more than 2 500 KM (87,5%), while the share of households with income up to 1 000 KM is only 48.3%.

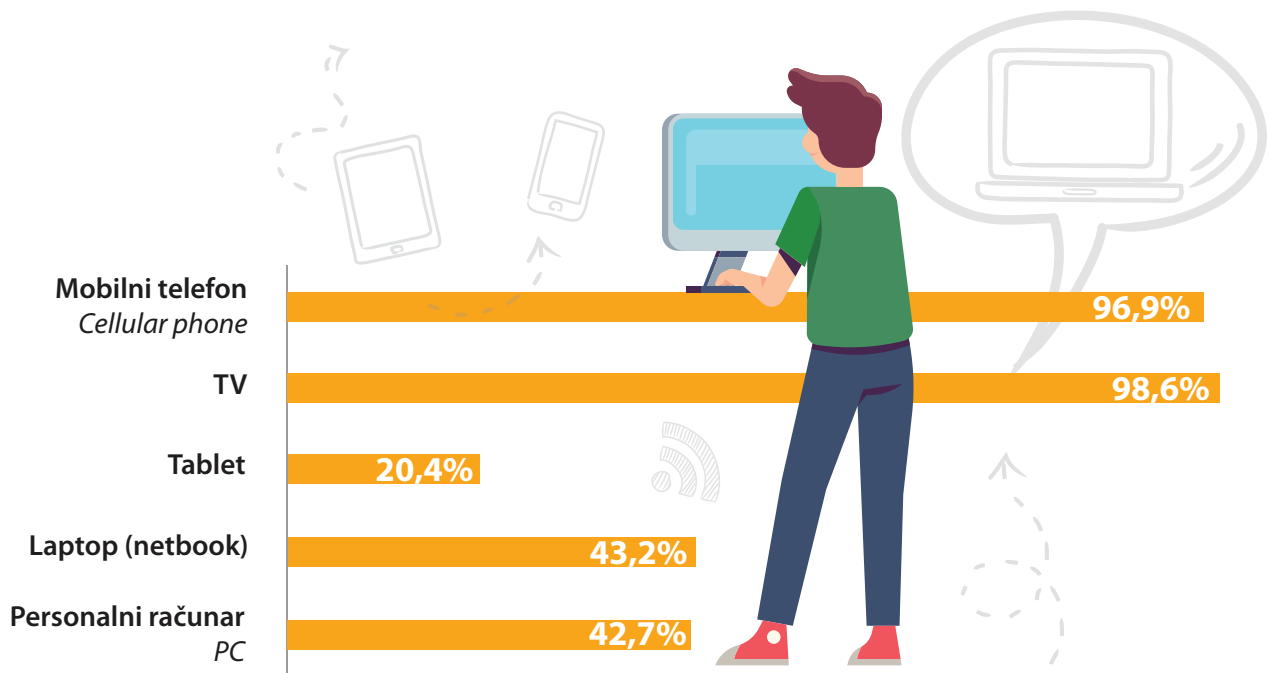
Grafikon 4. Procenat domaćinstava koja imaju pristup računaru, prema mjesečnim neto prihodima domaćinstva, BiH
Graph 4 Percentage of households which have access to the computer, according to monthly net income of the household, BiH



Na pitanje koje se odnosi na uređaje kojima domaćinstvo ima pristup, ispitanici su mogli da daju više odgovora. Istraživanje pokazuje da 98,6% domaćinstva posjeduje TV, a 96,9% domaćinstava posjeduje mobilni telefon.

On the question relating to devices which household has access, respondents could give more than one answer. The survey shows that 98.6% of households own a TV and 96.9% of households own a mobile phone.

Grafikon 5. Uređaji koji su zastupljeni u domaćinstvima (%), Bosna i Hercegovina
Graph 5 Devices that are in households (%), Bosnia and Herzegovina



Internet u domaćinstvima

Rezultati istraživanja o upotrebi informaciono-komunikacionih tehnologija u domaćinstvima i pojedinačno (IKT-D) u Bosni i Hercegovine, pokazali su sljedeće:

- domaćinstava imaju pristup internetu: 81,6%,
- domaćinstava nemaju pristup internetu: 18,3%,
- domaćinstava ne zna da li ima pristup internetu: 0,1%.

Internet in households

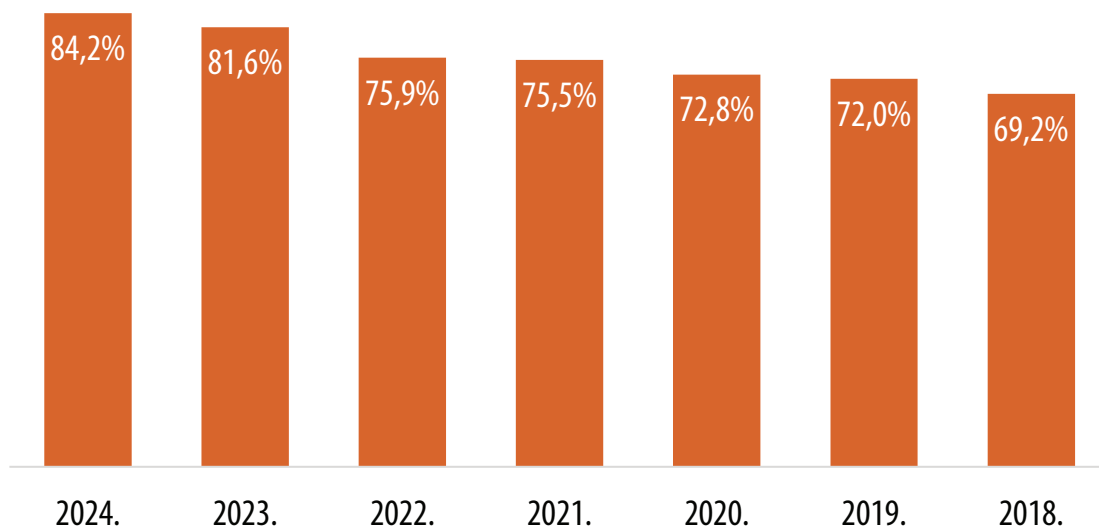
The results of the survey on the use of information and communication technologies in households and individually (ICT-HH) in Bosnia and Herzegovina have shown the following:

- households have access to the Internet: 81.6%
- households do not have Internet access: 18.3%
- households do not know whether it has access to the Internet: 0.1%

U Bosni i Hercegovini 84,2% domaćinstava ima pristup internetu, što je povećanje od 2,6 procentualnih poena u odnosu na 2023. godinu.

In Bosnia and Herzegovina, 84.2% of households have internet access, an increase of 2,6 percentage points compared to 2023.

Grafikon 6. Procenat domaćinstava koja poseduju internet priključak, Bosna i Hercegovina
Graph 6 Percentage of households that own internet connection, Bosnia and Herzegovina



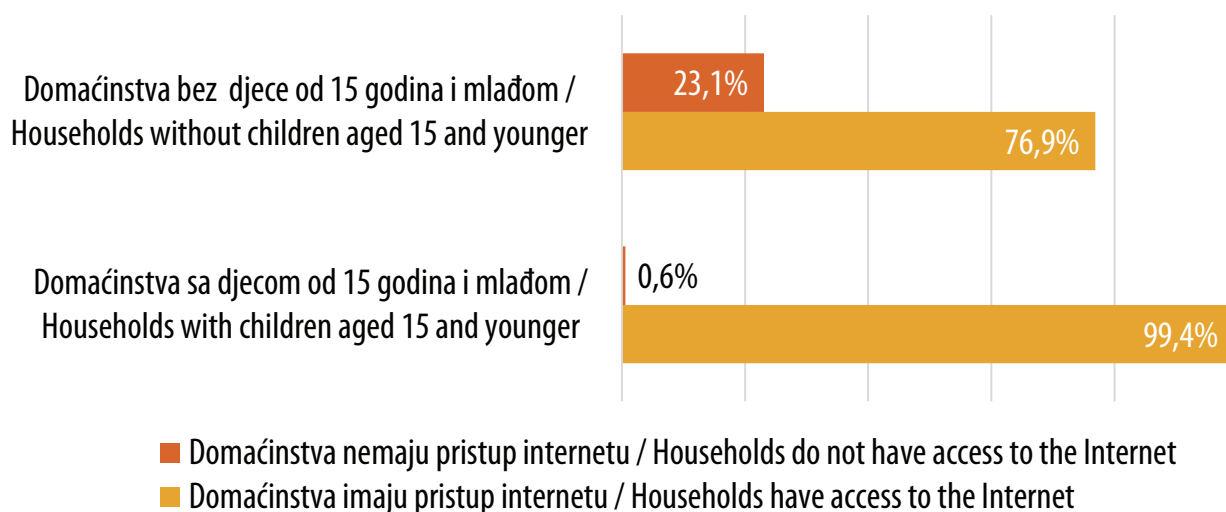
Rezultati istraživanja su pokazali da 99,4% domaćinstava koja imaju djecu ispod 16 godina imaju pristup internetu.

The survey results showed that 99.4% of households with children under 16 have an internet access.

Rezultati istraživanja su pokazali da 76,9% domaćinstava koja nemaju djecu ispod 16 godina, imaju pristup internetu.

The 76.9% of households have access to the Internet, without children aged under 16.

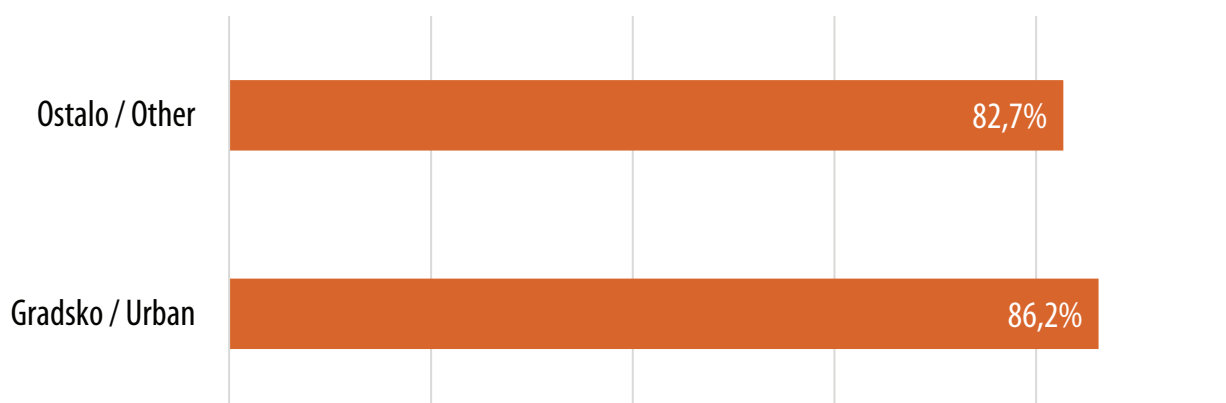
Grafikon 7. Procenat domaćinstava koja imaju pristup internetu, sa djecom od 15 godina i mlađom, BiH
Graph 7 Percentage of households which have access to the Internet, with children aged 15 and younger, BiH



Internet priključak u domaćinstvima varira zavisno o tipu naselja. U gradskim sredinama 86,2% domaćinstava ima internet priključak, a u ostalim sredinama 82,7%.

Internet connection in households varies depending on the type of settlement. In urban areas 86.2% of households have internet connection in other areas 82.7%.

Grafikon 8. Procenat domaćinstava koja poseduju internet priključak u 2024., prema tipu naselja
Graph 8 Percentage of households that own internet connection in 2024, by the type of settlement

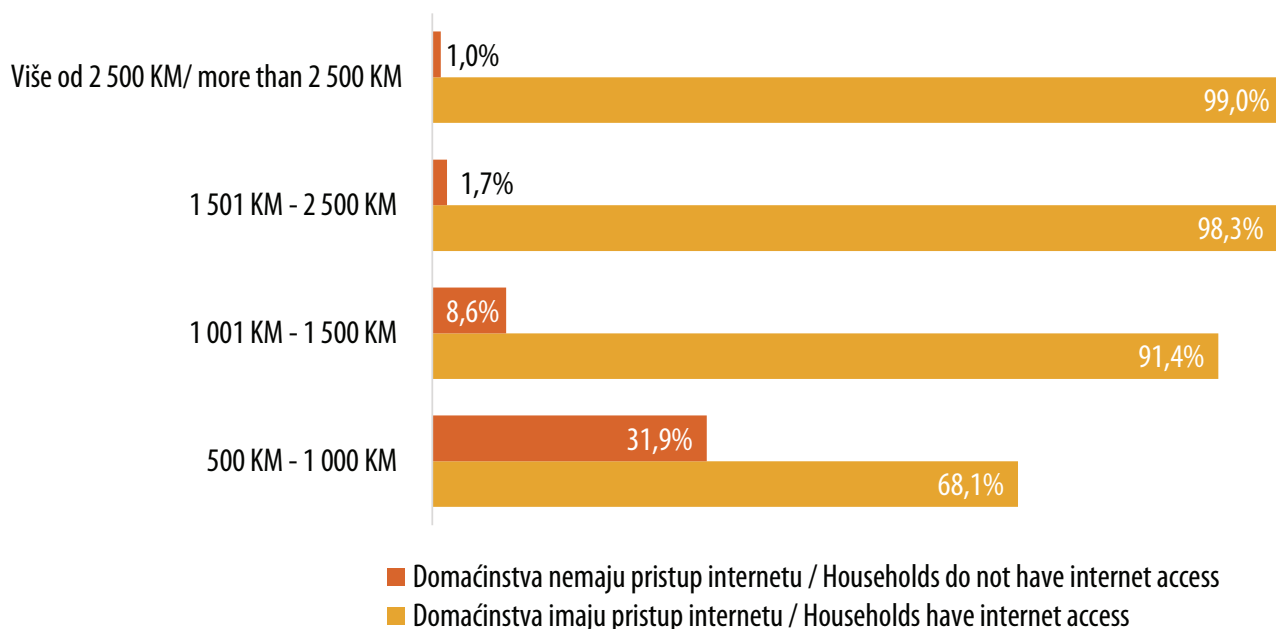


Jaz u pristupu domaćinstava internetu vidljiv je u strukturi domaćinstava po mjesečnom dohotku. Pristup internetu većinom imaju domaćinstva sa mjesečnim primanjima većim od 1 000 KM (91,4%), 1 500 KM (98,3%), odnosno prihodima većim od 2 500 KM (99,0%), dok udio domaćinstava sa primanjima do 1 000 KM iznosi 68,1%.

The gap in household access to internet is visible in the structure of households by monthly income. Access to computer mostly have households with monthly income of over 1 000 KM (91.4%), 1 500 KM (98.3%) and revenue of more than 2 500 KM (99.0%), while the share of households with income up to 1 000 KM is 68.1%.

Grafikon 9. Procenat domaćinstava koja imaju pristup internetu, prema mjesečnim neto prihodima domaćinstva, BiH 2024.

Graph 9 Percentage of households which have internet connection, according to monthly net income of the household, BiH 2024



Pojedinci: upotreba interneta

U Bosni i Hercegovini je 86,1% osoba koristilo internet u posljednja tri mjeseca, 0,6% ispitanika koristilo je internet prije više od tri mjeseca, a 1,3% prije više od godinu dana. Ispitanici koji nikad nisu koristili internet je 12,0%.

Udio korisnika interneta (u posljednja tri mjeseca), prema nivou obrazovanja:

- osobe s višim i visokim obrazovanjem, 98,7%,
- osobe sa srednjim obrazovanjem, 90,9%
- osobe sa osnovnim ili niže srednjim obrazovanjem, 62,9%.

Udio korisnika interneta (u posljednja tri mjeseca), prema spolu:

- Muškarci: 87,3%,
- Žene: 84,7%.

Individuals: us of the Internet

In Bosnia-Herzegovina, 86.1% of persons used the Internet during the last three months, 0.6% of respondents used the internet more than three months ago, and 1.3% more than a year ago. 12.0% of respondents never used the Internet.

Share of Internet users (in the last three months), by educational attainment level:

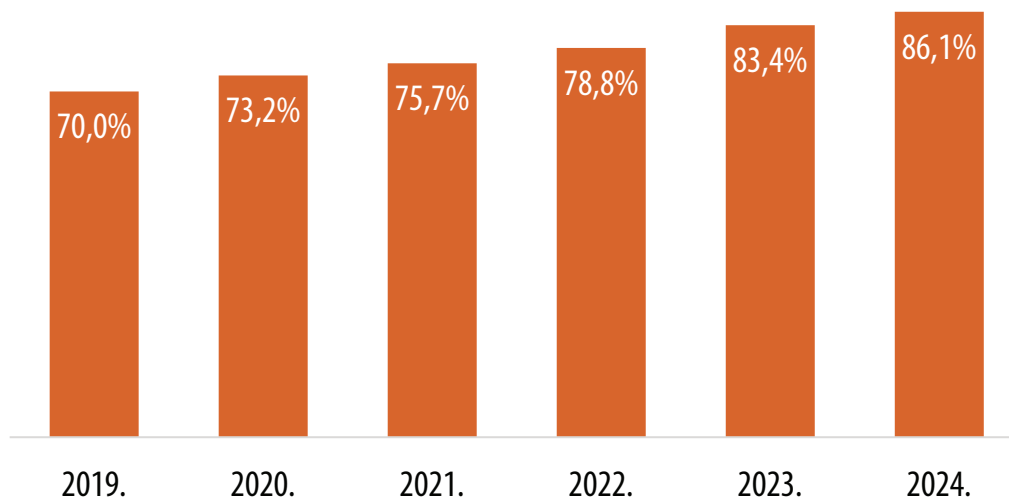
- persons with higher education: 98.7%
- persons with secondary education: 90.9%
- persons with primary or lower secondary education: 62.9%

Share of Internet users (in the last three months), by gender:

- Males: 87.3%
- Females: 84,7%

Grafikon 10. Osobe koje su koristile internet u posljednja 3 mjeseca

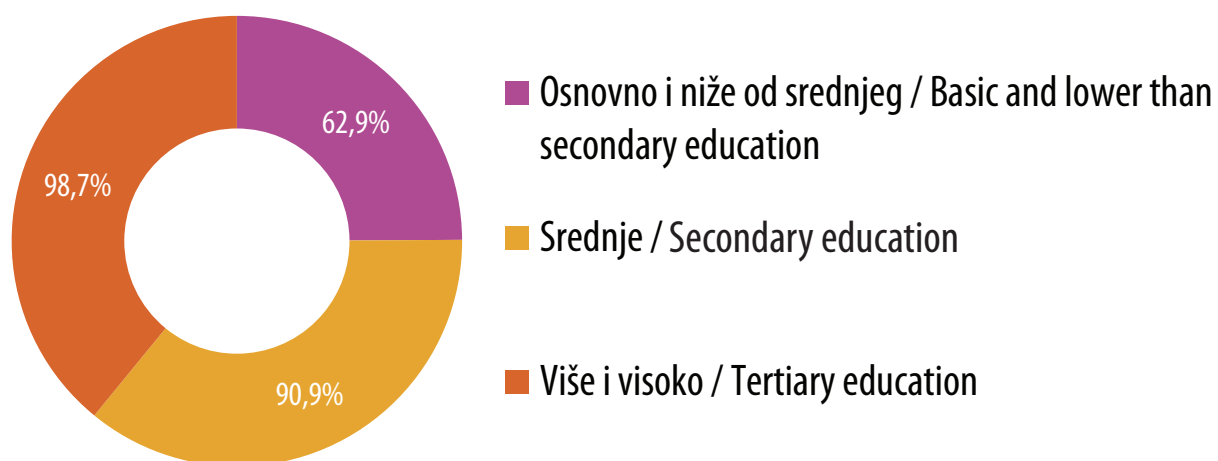
Graph 10 Persons who used the Internet in the last 3 months



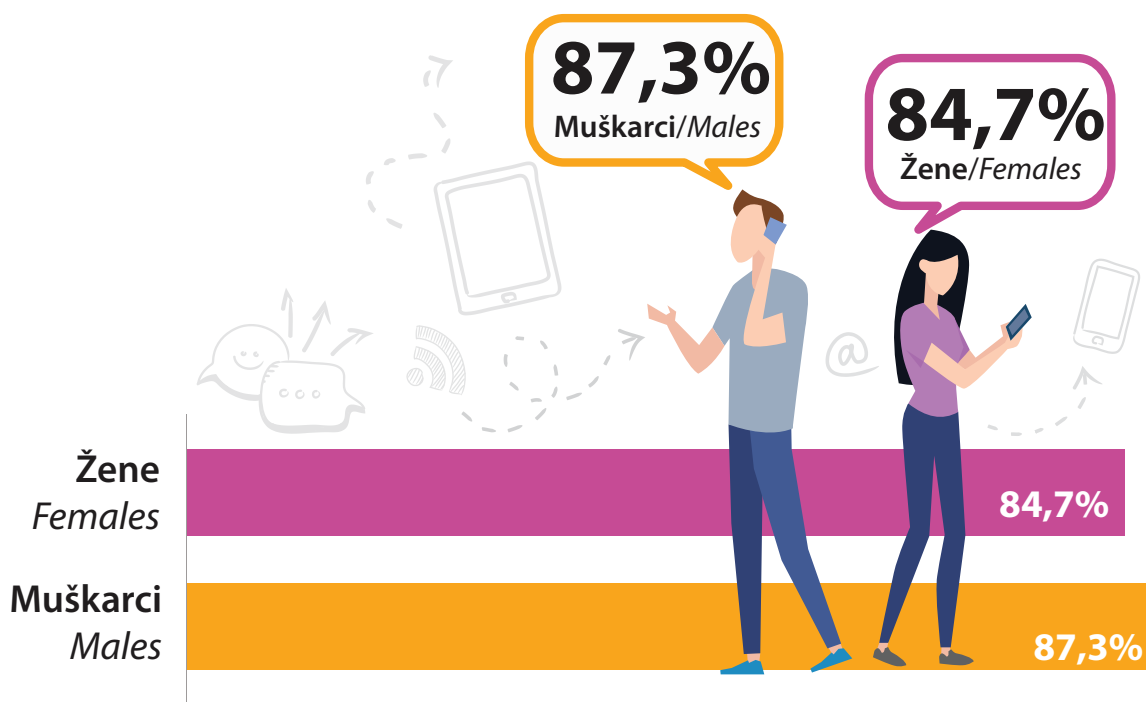
Grafikon 11. Osobe koje su koristile internet, 2024.
Graph 11 Persons who used the Internet, 2024



Grafikon 12. Struktura obrazovanja korisnika interneta, 2024.
Graph 12 Structure of education of Internet users, 2024



Grafikon 13. Udio korisnika interneta (u posljednja tri mjeseca), prema spolu 2024.
 Graph 13 The share of Internet users (in the last three months), by gender 2024



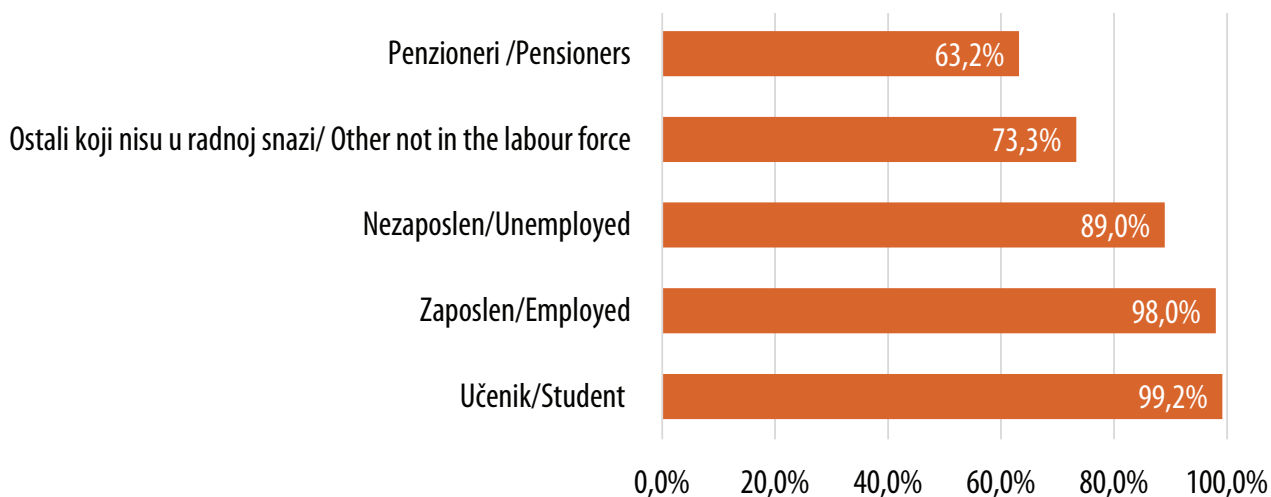
Procenat korisnika interneta u zadnja tri mjeseca, prema radnom statusu:

- 98,0% zaposlenih osoba,
- 89,0% nezaposlenih osoba,
- 99,2% studenata,
- 63,2% penzioneri,
- 73,3% ostali (domaćica, neaktivno stanovništvo i sl.).

The share of Internet users is three months, by to the working status:

- 98.0% of employed persons;
- 89.0% of unemployed persons;
- 99.2% of students;
- 63.2% of pensioners;
- 73.3% of others (Fulfilling domestic tasks, inactive population, etc.).

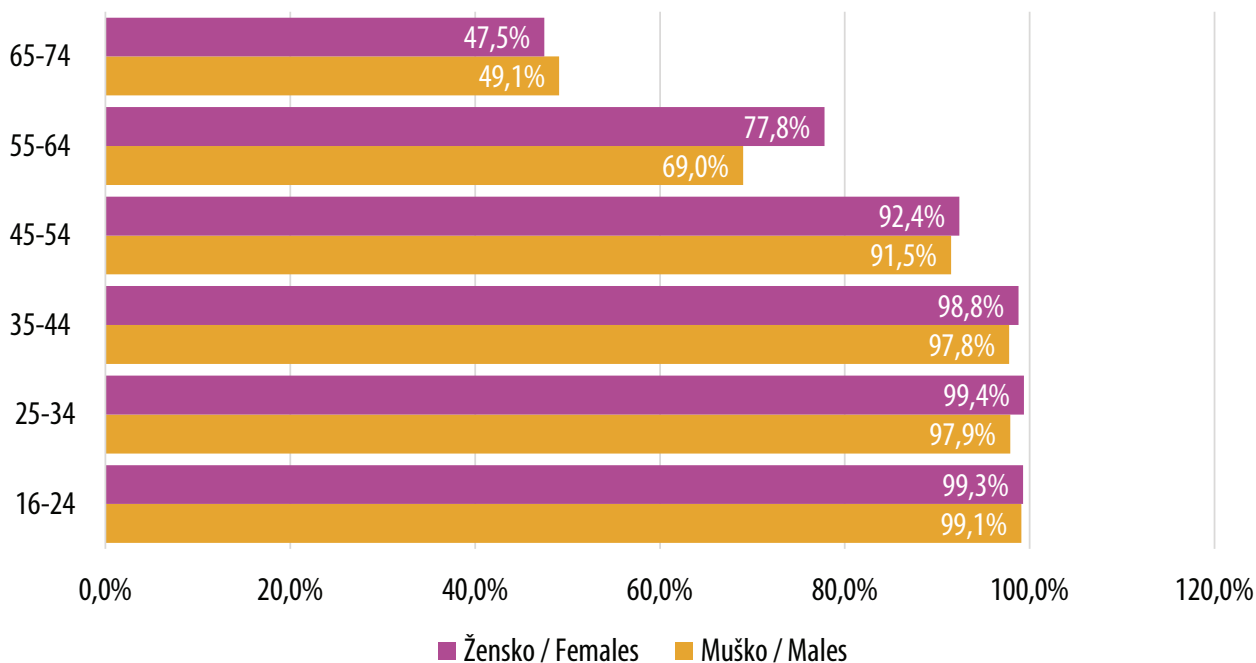
Grafikon 14. Udio korisnika interneta (u posljednja tri mjeseca), prema radnom statusu, Bosna i Hercegovina, 2024.
 Graph 14 The share of Internet users (in the last three months), by to employment situation, Bosnia and Herzegovina, 2024



Na pitanje koliko su često, u prosjeku, koristili internet tokom posljedna tri mjeseca, 80,8% ispitanika odgovorilo je sa više puta u toku dana.

When asked how often they used the Internet for the last three months on average, 80.8% respondents answered: multiple times during the day.

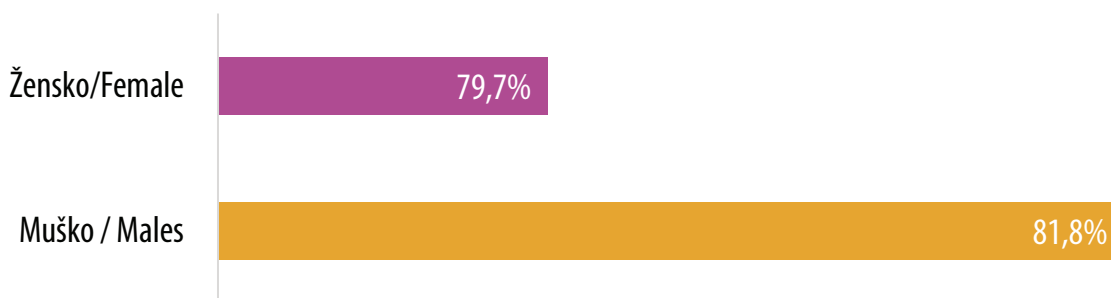
Grafikon 15. Korištenje interneta (više puta u toku dana), prema spolu i starosti, Bosna i Hercegovina, 2024.¹
 Graph 15 Internet usage (multiple times during the day), by gender and age, Bosnia and Herzegovina, 2024¹



Analiza ispitanika prema spolu pokazuje da internet koristi više puta u toku dana 81,8% osoba muškog spola, a 79,7% osoba ženskog spola koristilo internet više puta u toku dana.

An analysis of respondents by gender shows that Internet usage multiple times during the day, 81.8% of males and 79.7% females used the Internet multiple times during the day.

Grafikon 16. Udio korisnika interneta (više puta u toku dana) prema spolu, Bosna i Hercegovina, 2024.²
 Graph 16 The share of Internet users (multiple times during the day) by gender, Bosnia and Herzegovina, 2024²



¹ Podaci se odnose na ukupnu populaciju.

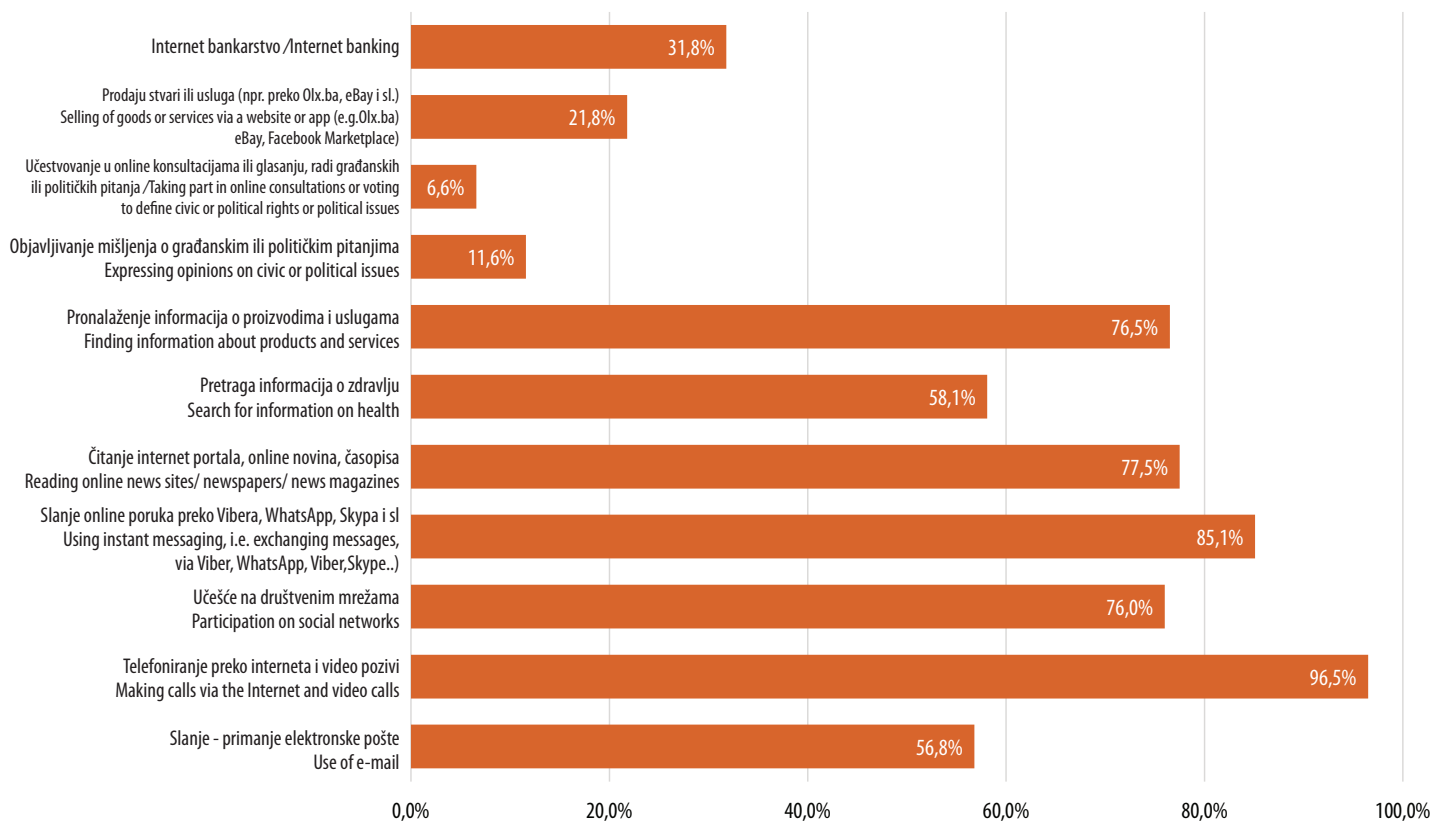
¹ Data refer to the total population.

² Podaci se odnose na ukupnu populaciju.

² Data refer to the total population.

Grafikon 17. Tipovi korištenja interneta (u privatne svrhe) u posljednja tri mjeseca u procentima, Bosni i Hercegovini, 2024.³

Graph 17 Activities of internet use (for private use) in the last three months, in percentages, Bosnia i Herzegovina 2024³



Internet populacija od 65 do 74 godine najčešće je koristila internet za telefoniranje preko interneta i video poziva i to sa 97,8%.

The Internet population of 65 to 74 years is the most common use of the Internet for making calls and internet video calls with 97.8%

Internet populacija od 16 do 24 godine također je najčešće koristila internet za telefoniranje preko interneta i video poziva (95,6%) te za slanje poruka putem Vibera, WhatsApp-a, Skypa-a (92,1%).

Internet population aged 16 to 24, most often used the Internet for making calls and internet video calls with 95,6%, followed by using instant messaging, i.e. exchanging messages, for example, via Skype, Messenger, WhatsApp, Viber, 92.1%

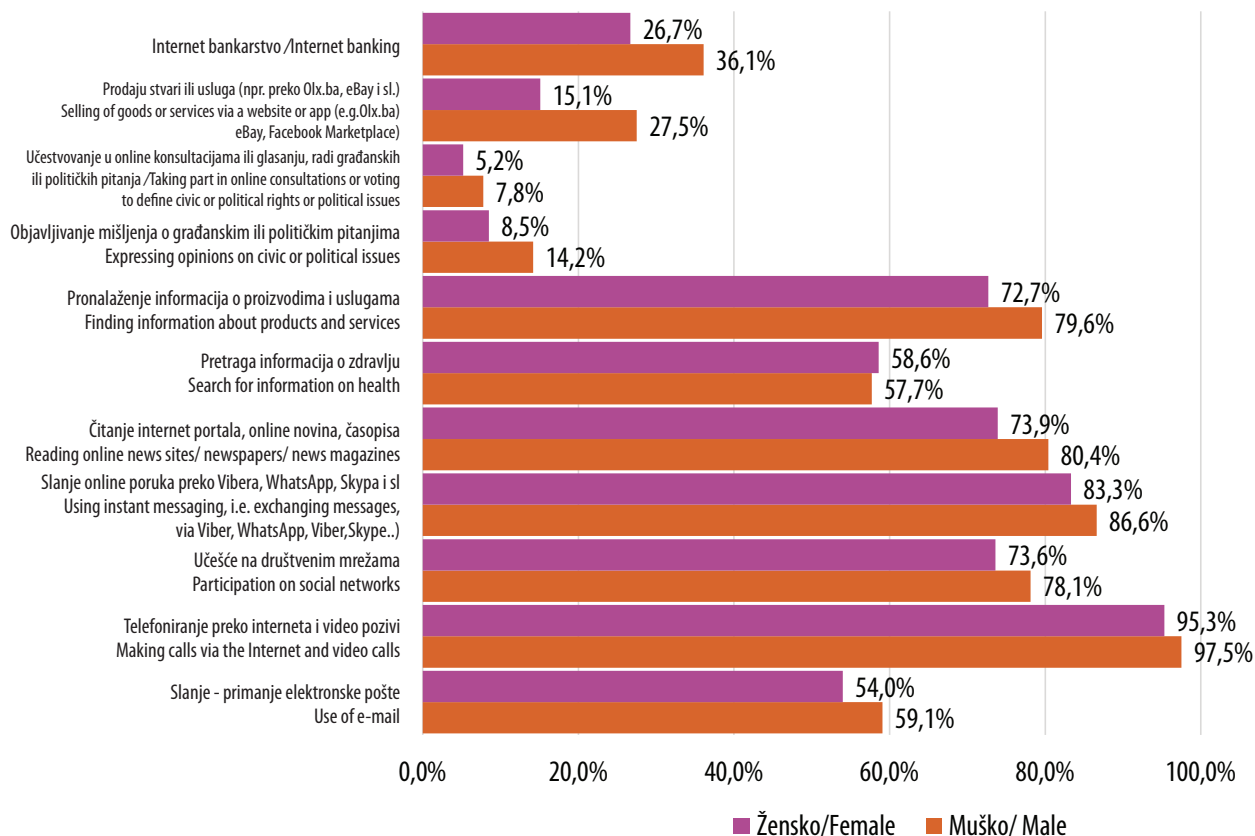
Usluge internet bankarstva najviše koristi populacija od 25 do 34 godine i on iznosi 48,4%.

Internet banking services are mostly used by the population of 25 - 34 and it is 48.4%.

³ Podaci se odnose na osobe koje koriste internet u posljednja 3 mjeseca.

³ *The data refers to persons who use the Internet in the last 3 months.*

Grafikon 18. Najčešći tipovi korištenja interneta (u privatne svrhe) u posljednja tri mjeseca, po spolu⁴
Graph 18 The most common types of internet use (for private use) in the last three months, by gender⁴



⁴ Podaci se odnose na osobe koje koriste internet u posljednja 3 mjeseca.

⁴ The data refers to persons who use the Internet in the last 3 months.

Javna uprava

Istraživanje pokazuje da 34,9% ispitanika koji su koristili internet u privatne svrhe, u posljednjih 12 mjeseci, koristili su elektronske servise javne uprave (e-government).

Istraživanje je pokazalo i da je 19,5% internet populacije koristilo internet za dobijanje informacija sa web stranica javnih institucija, 7,5% internet populacije je koristilo internet za pristup ličnim informacijama (npr. podaci o vakcinaciji) dok je 7,2% internet populacije koristilo internet za dobijanje informacija iz javnih baza podataka.

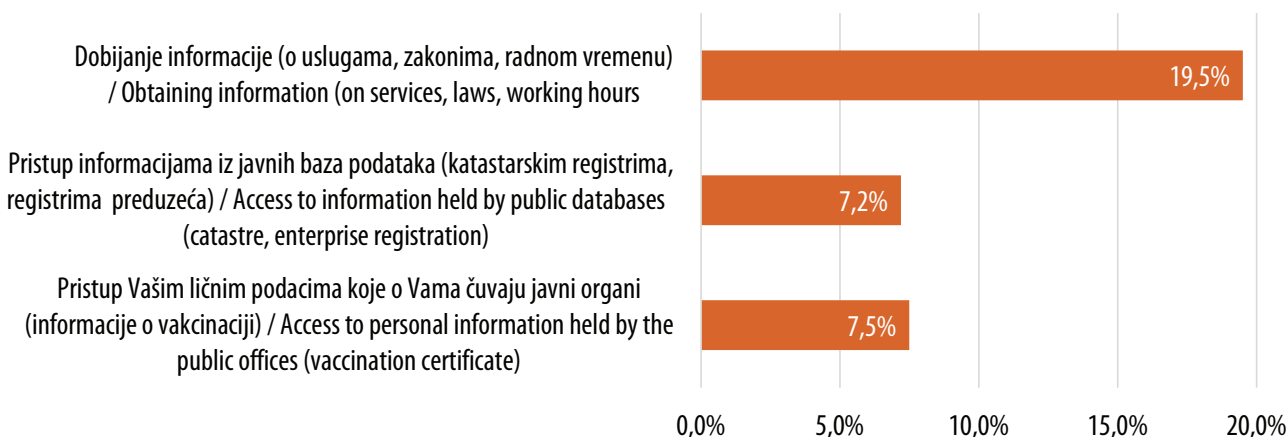
E-government

The survey shows that 34,9% of respondents who use the Internet for private purposes in the last 12 months, used electronic government services (e-government).

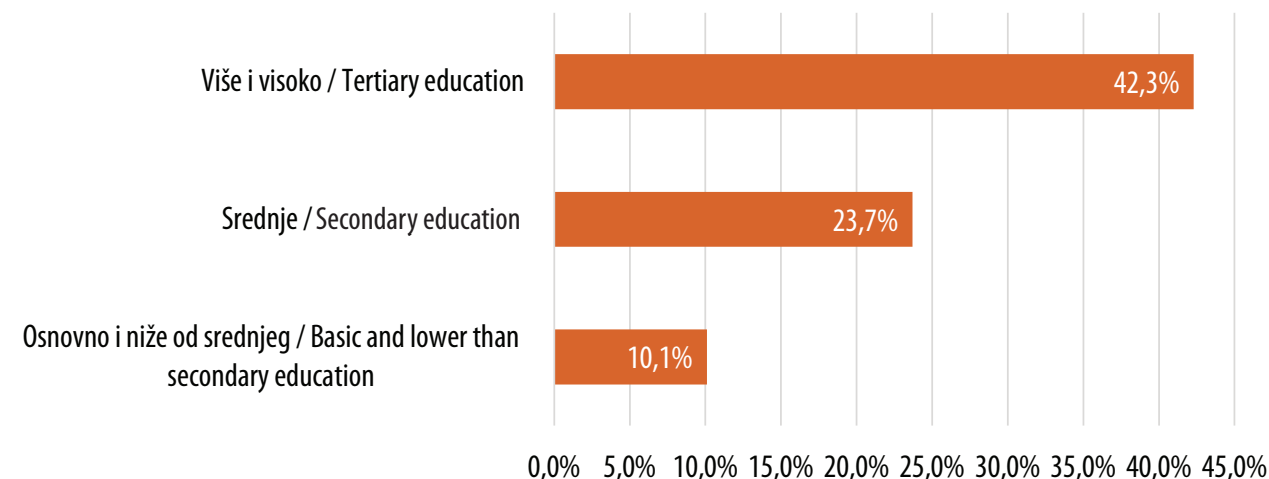
The survey also showed that 19.5% of the internet population used the Internet to obtain information from the public institution's website, 7.5% of the internet population used the internet to access their personal information (for example, vaccination certificate) while 7.2% of the internet population used the internet to access information from the public databases.

Grafikon 19. Za koju ste od sljedećih usluga javne uprave koristili internet

Graph 19 For which of the following public administration services did you use the Internet

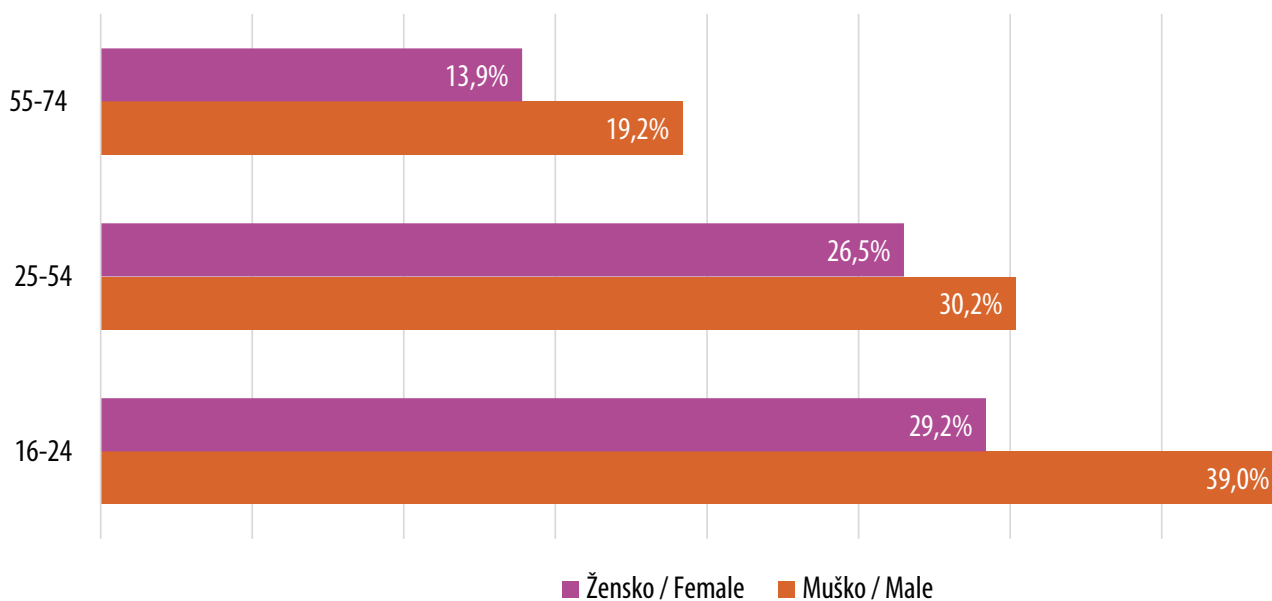


Grafikon 20. Upotreba interneta radi korištenja usluga javne uprave u posljednjih 12 mjeseci, prema nivou obrazovanja
Graph 20 Use of the Internet in order to use services or services of public administration in the last 12 months, by education level



Grafikon 21. Upotreba interneta radi korištenja usluga javne uprave u posljednjih 12 mjeseci, prema spolu i starosti

Graph 21 Use of the Internet in order to use services or services of public administration in the last 12 months, by sex and age



Elektronska trgovina⁵

Kada je riječ o vremenskom okviru u kojem su korisnici interneta kupovali/poručivali robu ili usluge putem interneta, 40,1% internet korisnika obavilo je kupovinu/narudžbu u posljednja tri mjeseca, 10,5% prije više od tri mjeseca (manje od 1 godine), a 6,6% prije više od godinu dana.

Korisnici interneta koji nikad nisu kupovali ili poručivali robu ili usluge putem interneta je 42,8%.

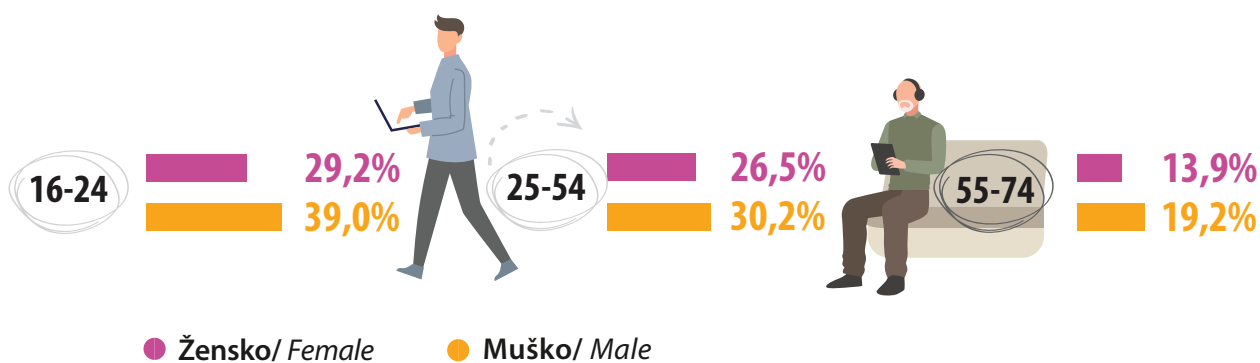
E-commerce⁵

As for the time frame in which the internet users bought/ordered goods or services over the Internet, 40.1% of users conducted a purchase/order in the last three months, 10.5% between 3 months and a year ago, and 6.6% more than a year ago.

The Internet users who never bought or ordered goods or services over the Internet is 42.8%

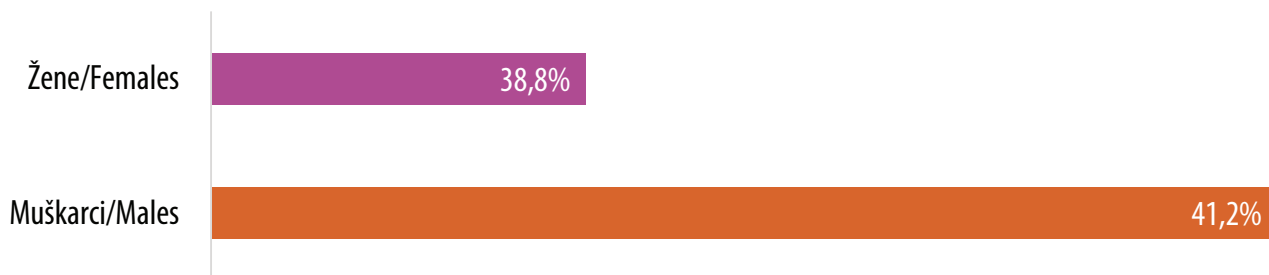
Grafikon 22. Posljednji put (u privatne svrhe) kupili/naručili robu ili usluge putem interneta u procentima, po godinama

Graph 22 Last time (for private purposes) they bought/ordered goods or services via the Internet in percent, by year



Grafikon 23. Kupili/naručili robu ili usluge putem interneta u posljednja tri mjeseca (u privatne svrhe), prema spolu, 2024.

Graph 23 Bought /ordered goods or services online in the last three months (for private purposes), by gender, 2024

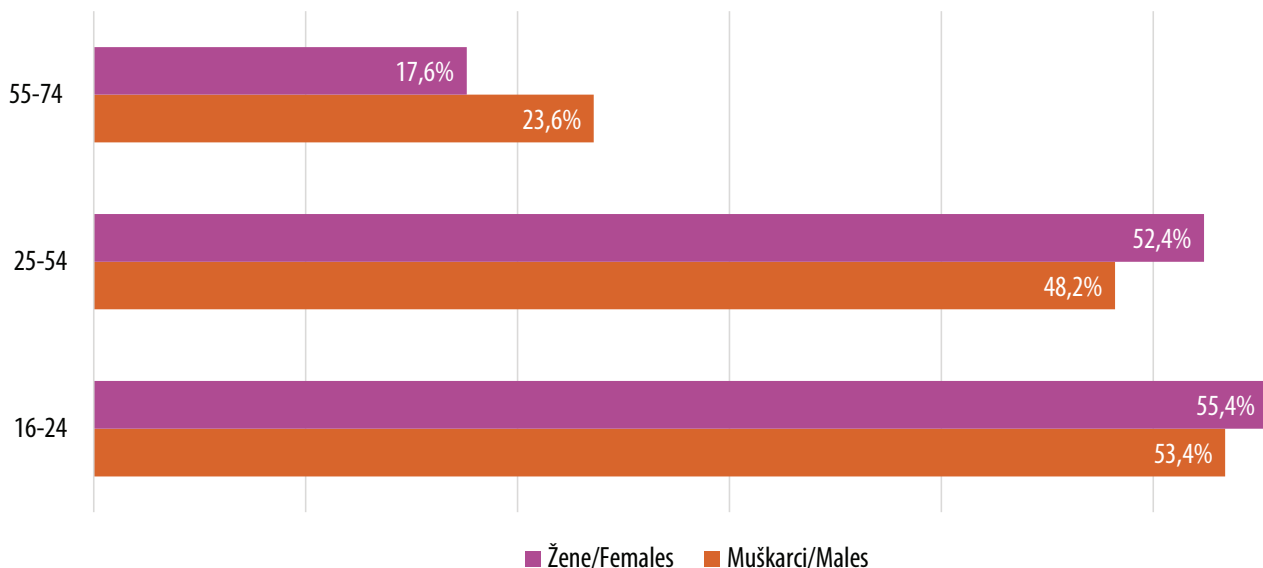


⁵ Podaci se odnose na osobe koje su koristile internet posljednjih 12 mjeseci.

⁵ The data refer to persons who have used the Internet in the last 12 months.

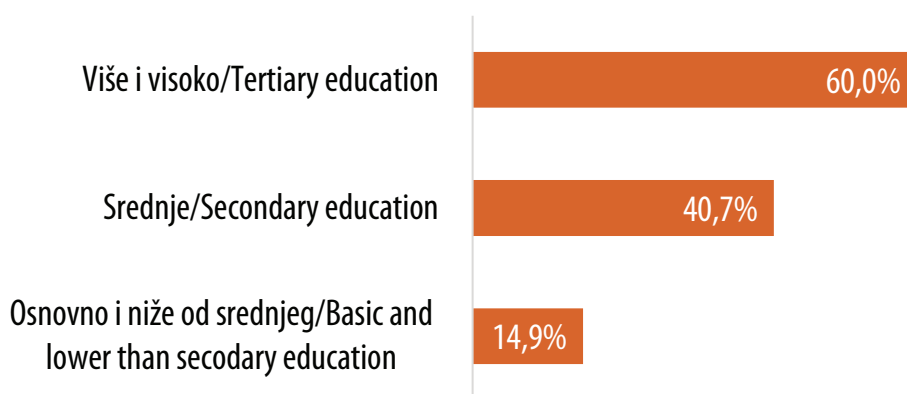
Grafikon 24. Kupili/naručili robu ili usluge putem interneta u posljednja tri mjeseca (u privatne svrhe), prema spolu i starosti, 2024.

Graph 24 Bought / ordered goods or services online in the last three months (for private purposes), by sex and age, 2024



Grafikon 25. Kupili/naručili robu ili usluge putem interneta u posljednja tri mjeseca (u privatne svrhe), prema nivou obrazovanja, 2024.

Graph 25 Bought/ordered goods or services online in the last three months (for private purposes), by education level, 2024



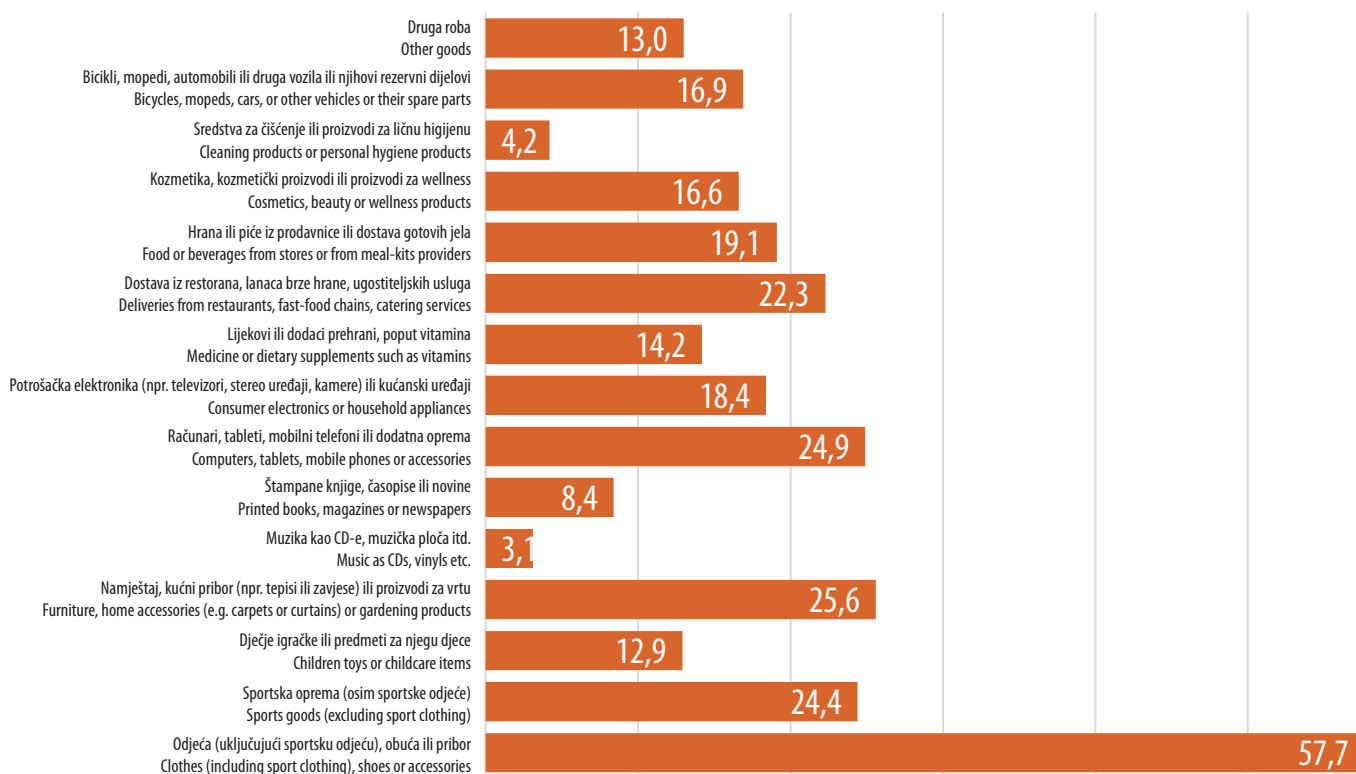
Pojedinci su najčešće naručivali proizvode ili usluge putem interneta u posljednja 3 mjeseca:

- Odjeća (uključujući sportsku odjeću), obuća ili pribor (npr. torbe, nakit) 57,7%,
- Namještaj, kućni pribor 25,6%,
- Dostava iz restorana, lanaca brze hrane, ugostiteljskih usluga 22,3%,
- Potrošačka elektronika (npr. televizori, stereo uređaji, kamere) ili kućanski uređaji (npr. mašina za pranje veša) 18,4%,
- Hrana ili piće iz prodavnice ili dostava gotovih jela 19,1%,
- Računari, tableti, mobilni telefoni ili dodatna oprema 24,9%,
- Sportska oprema (osim sportske odjeće) 24,4%.

Most often individuals have ordered products or services online over the last 3 months:

- *Clothes (including sport clothing), shoes or accessories (e.g. bags, jewellery) 57.7%;*
- *Furniture, household goods 25.6%;*
- *Deliveries from restaurants, fast-food chains, catering services 22.3%;*
- *Consumer electronics (e.g. TV-sets, stereos, cameras) or household appliances (e.g. washing machines) 18.4%;*
- *Food or beverages from stores or from meal-kits provider 19.1%;*
- *Computers, tablets, mobile phones or additional equipment 24.9%;*
- *Sports equipment (except sports clothes) 24.4%;*

Grafikon 26. Koju ste vrstu robe ili usluga kupili ili naručili putem interneta u posljednja 3 mjeseca, u privatne svrhe⁶
Graph 26 What types of goods or services did you buy or order over the Internet for private use in the last 3 months⁶



⁶ Podaci se odnose na pojedince koji putem interneta kupovali ili naručivali u posljednjih 3 mjeseca.

⁶ Data refer to individuals who have purchased or ordered online in the last 3 months.

Analiza ispitanika prema spolu pokazala je da je 50,8% osoba muškog spola, a 65,7% ženskog spola kupovalo odjeću (uključujući sportsku odjeću), obuća ili pribor (npr. torbe, nakit).

The analysis of respondents by gender showed that 50.8% of males and 65.7% of females bought Clothing (including sportswear), footwear or accessories (eg bags, jewelry).

Dostavu gotovih jela preko interneta naručivalo je 26,2% osoba muškog spola, a 17,9% ženskog spola.

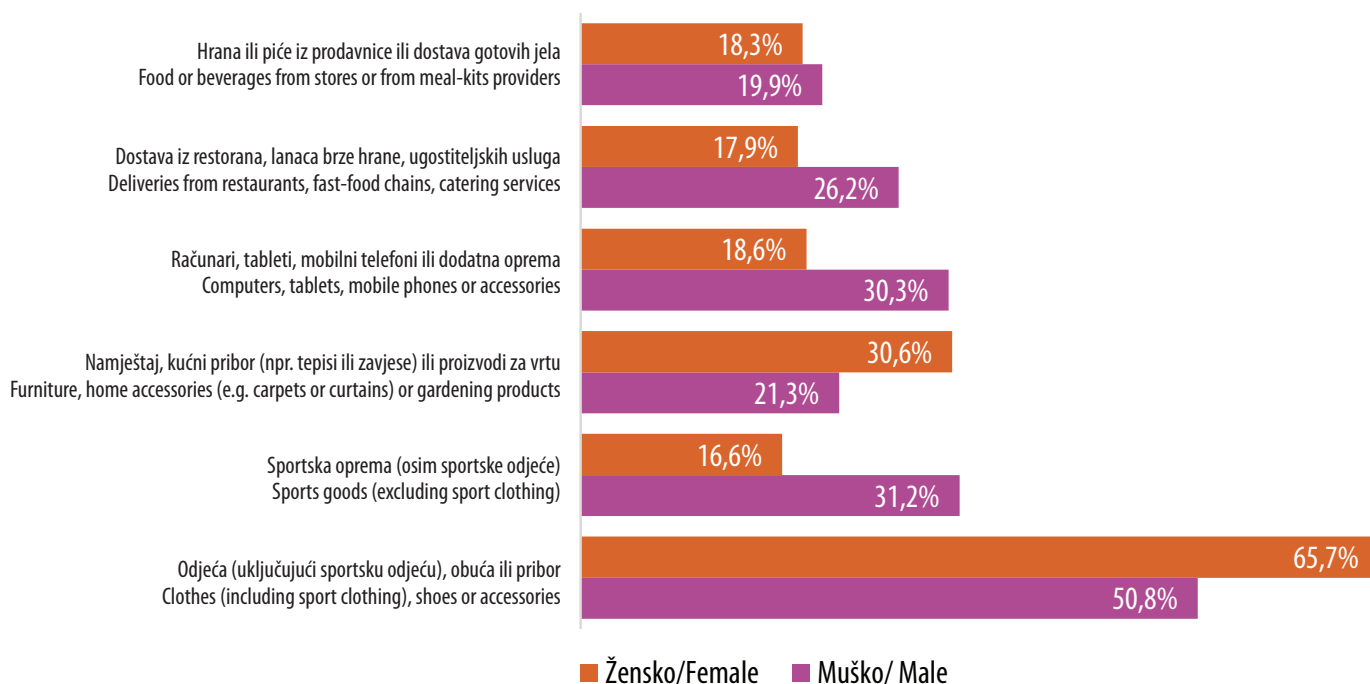
Food or beverages from stores or from meal-kits providers over the Internet was ordered by 26.2% of males and 17.9% of females;

Namještaj i kućni pribor preko interneta naručivalo je 21,3% osoba muškog spola, a 30,6% ženskog spola.

Furniture and home accessories ordered online by 21.3% of males and 30.6% of females.

Grafikon 27. Najčešće vrstu robe ili usluga kupili ili naručili putem interneta u posljednja 3 mjeseca, u privatne svrhe, po spolu⁷

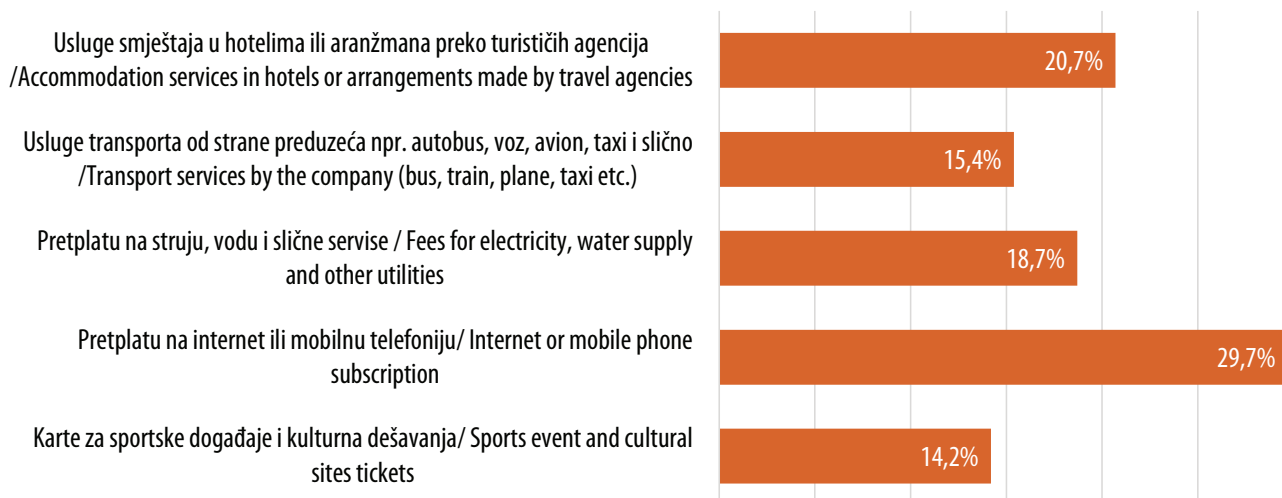
Graph 27 Most often the type of goods or services did you buy or order over the Internet for private use in the last 3 months, by gender⁷



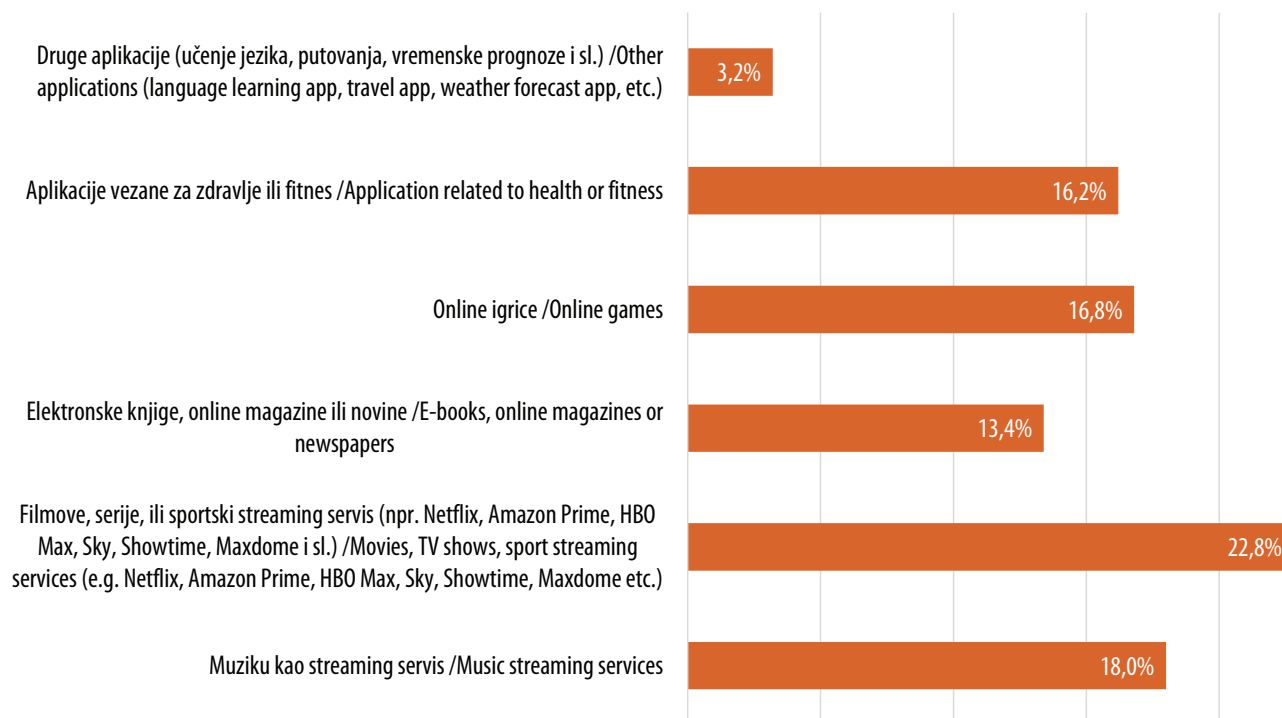
⁷ Podaci se odnose na pojedince koji putem interneta kupovali ili naručivali u posljednjih 3 mjeseca.

⁷ Data refer to individuals who have purchased or ordered online in the last 3 months.

Grafikon 28. Da li ste kupili nešto od navedenog preko web stranice ili aplikacije, u posljednja 3 mjeseca?
Graph 28 Did you buy something from the listed items, via a website or app in the last 3 months?



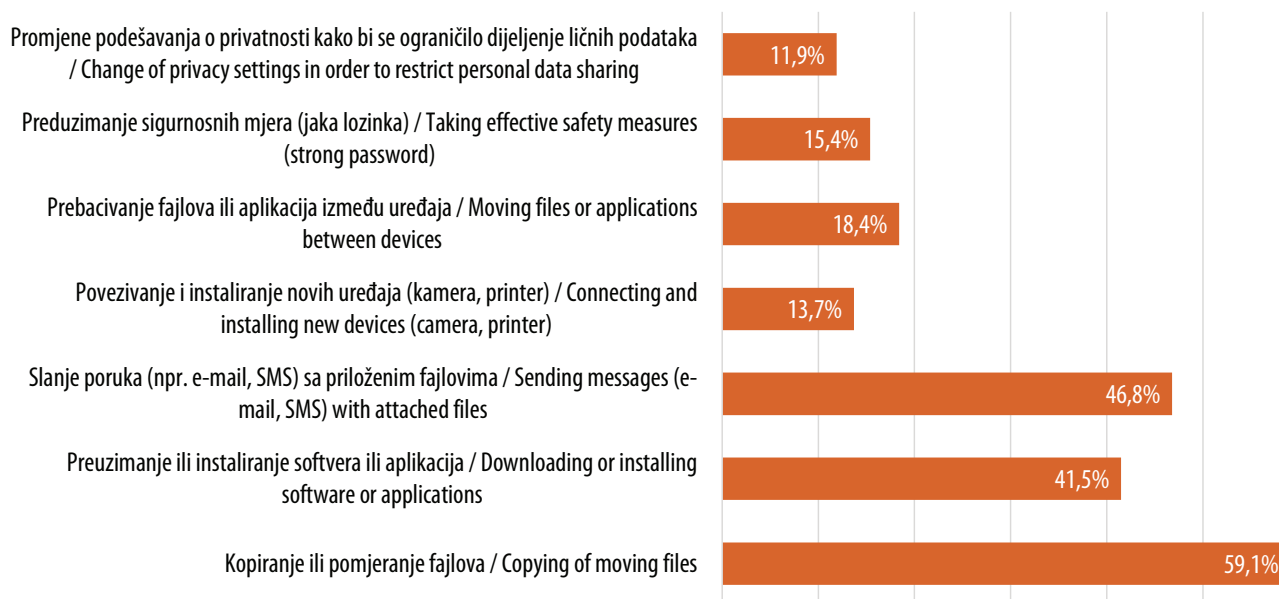
Grafikon 29. Da li ste kupili ili ste se pretplatili preko web stranice ili aplikacije u privatne svrhe, u posljednja 3 mjeseca na slijedeće?
Graph 29 Did you buy something from the listed items via website or app in the last three months?



E-vještine

E-skills

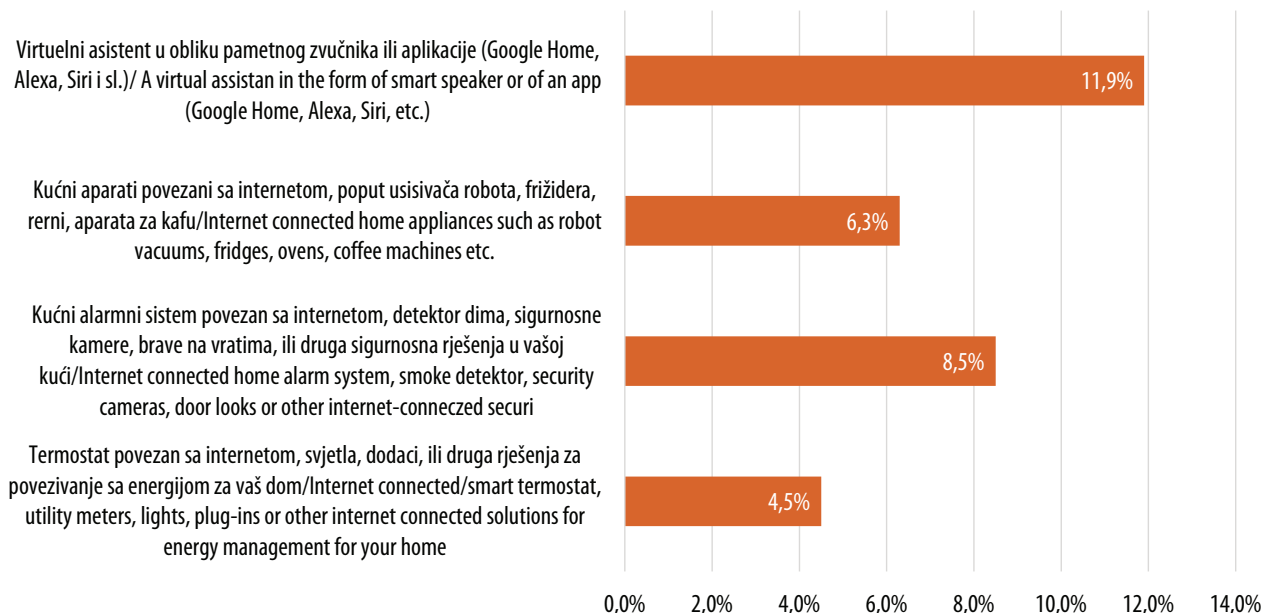
Grafikon 30. E-vještine koje su preduzimate u posljednja 3 mjeseca
Graph 30 E-skills performed during the last 3 months



Internet pametnih uređaja

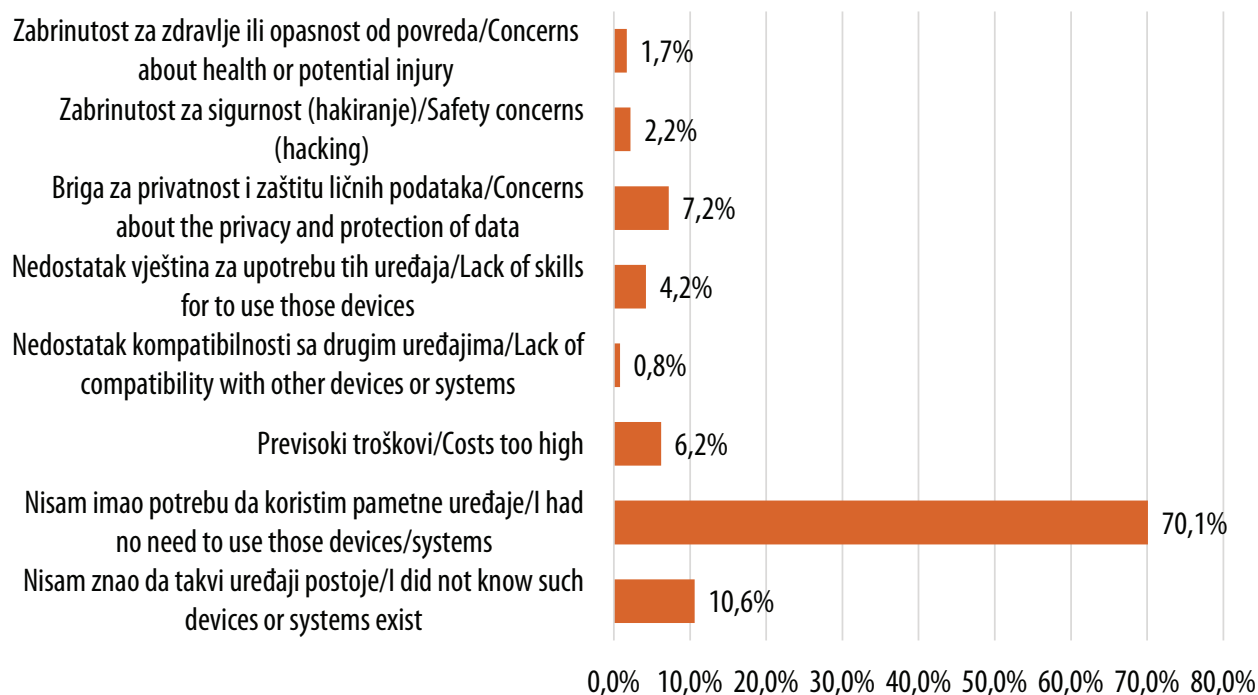
Grafikon 31. Da li ste koristili neki od sljedećih pametnih uređaja za privatne svrhe?

Graph 31 Have you used any of the smart devices for private purposes?



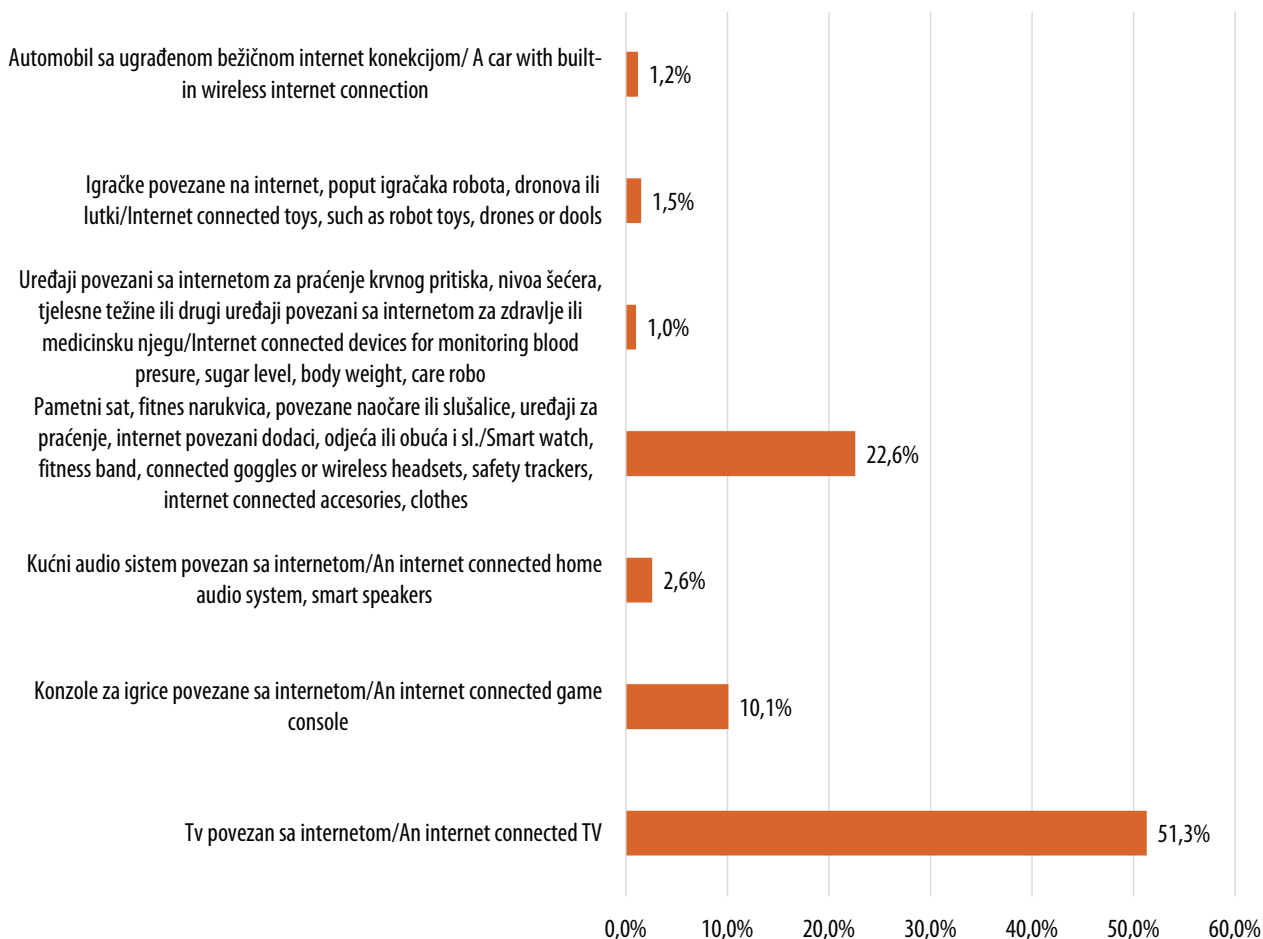
Grafikon 32. Koji su razlozi za nekorisćenje navedenih pametnih uređaja?

Graph 32 What are the reasons for not using the smart devices?



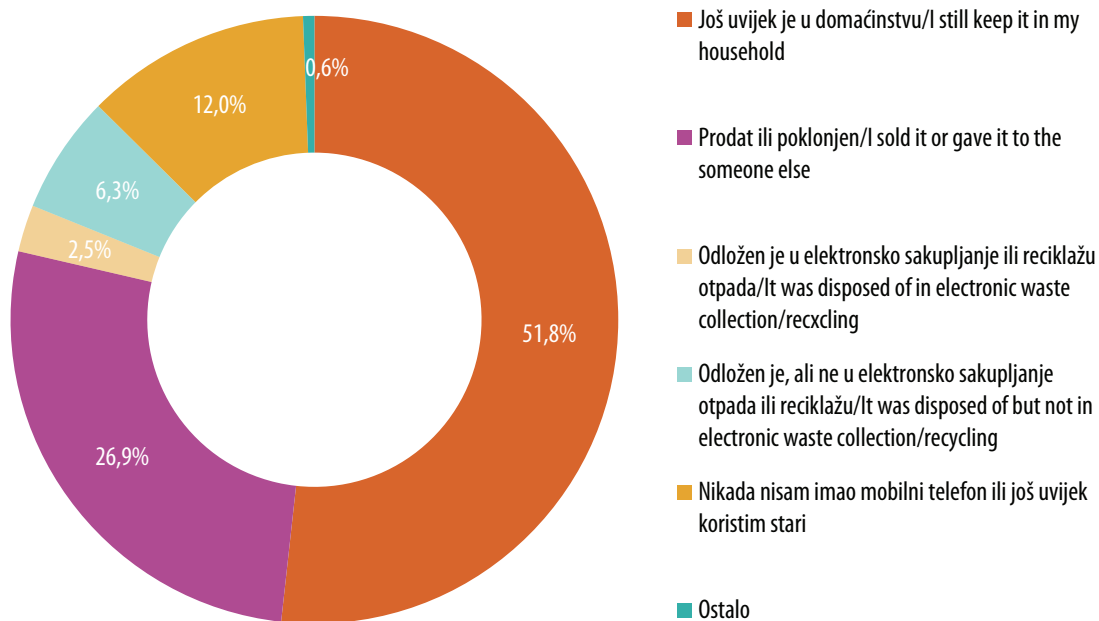
Grafikon 33. Da li ste koristili internet na bilo kojem od sljedećih uređaja u vašem domu u privatne svrhe, po spolu?

Graph 33 Have you used the Internet on any of the following devices in your home for private purposes, by sex

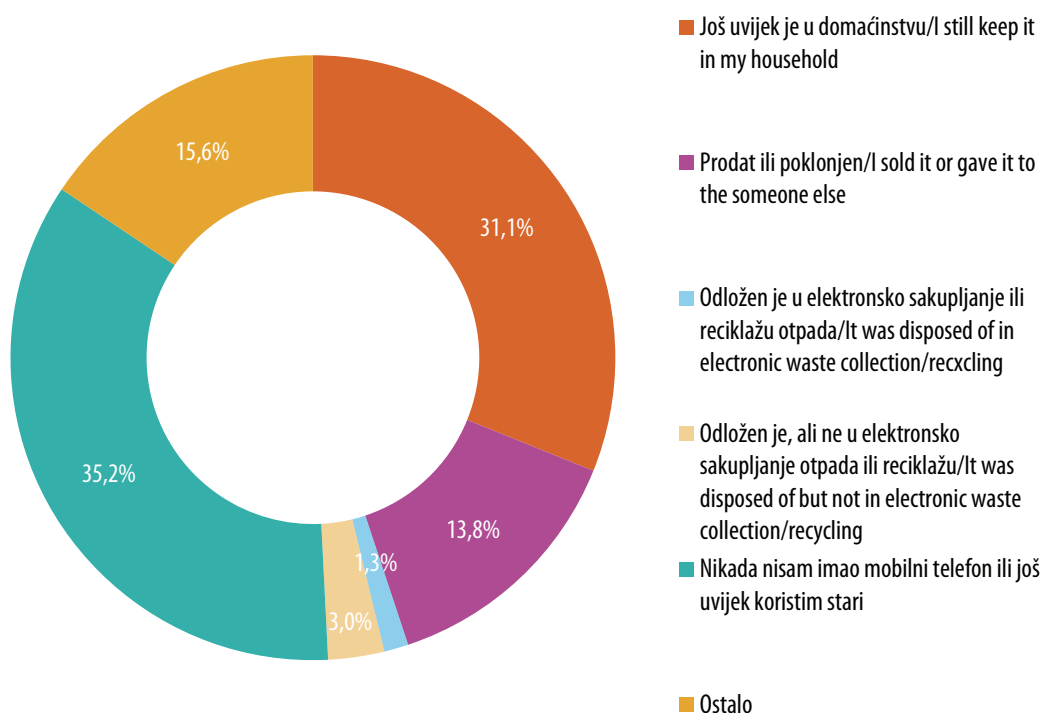


Zeleni IKT

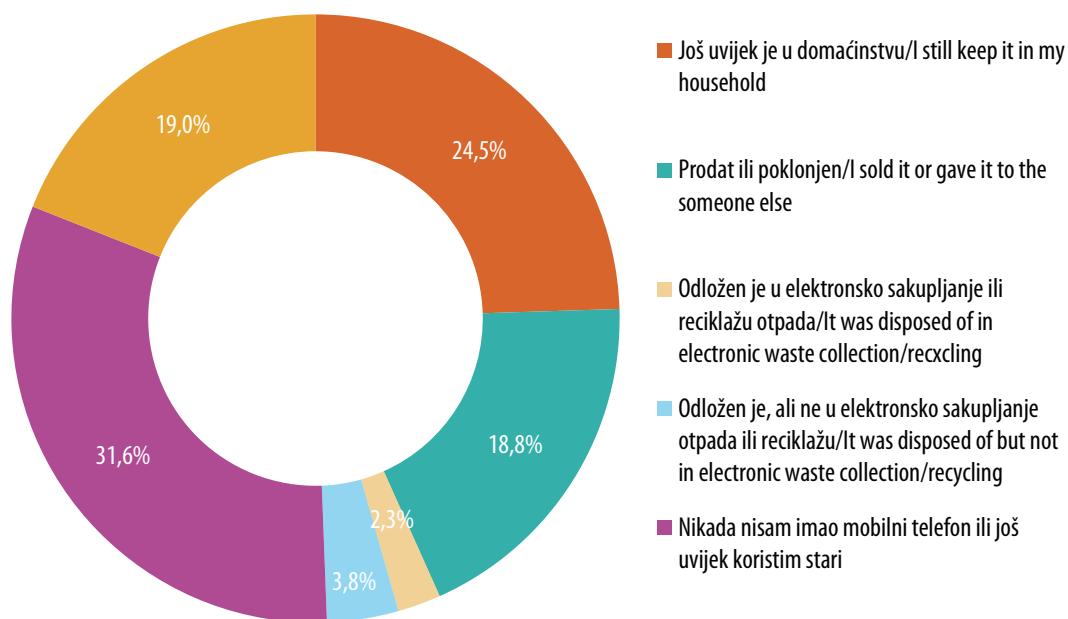
Grafikon 34. Šta ste uradili sa mobilnim telefonom kada ste ga zamijenili ili više ne koristite?
 Graph 34 What did you do with your mobile phone when you replaced it or no longer use it?



Grafikon 35. Šta ste uradili sa laptopom ili tabletom kada ste ga zamijenili ili više ne koristite?
 Graph 35 What did you do with your laptop when you replaced it or no longer use it?



Grafikon 36. Šta ste uradili sa desktop računarom kada ste ga zamijenili ili više ne koristite?
Graph 36 What did you do with your desktop PC when you replaced it or no longer use it?



PREDUZEĆA
ENTERPRISES

Uzorak

Istraživanje o upotrebi informaciono-komunikacionih tehnologija u preduzećima provedeno je na reprezentativnom uzorku od 2 792 preduzeća na teritoriji Bosne i Hercegovine. Stopa odgovora je 80,7% (2 253 preduzeća).

Sample

A survey on the use of information and communication technologies in enterprises was conducted on a representative sample of 2792 enterprises in the territory of Bosnia and Herzegovina. The response rate is 80.7% (2 253 enterprises).

Neto uzorak	10 do 49 zaposlenih	50 do 249 zaposlenih	250 i više zaposlenih	Ukupno
<i>Net sample</i>	<i>10 to 49 employees</i>	<i>50 to 249 employees</i>	<i>250 and more employees</i>	<i>Total</i>
Proizvodnja <i>Manufacture</i>	459	399	129	987
Snabdijevanje električnom energijom, plinom, parom i vodom; upravljanje otpadnim vodama <i>Electricity, gas, steam and electricity supply water; waste management</i>	71	61	21	153
Građevinarstvo <i>Construction</i>	130	95	9	234
Trgovina na veliko i malo <i>Wholesale and retail trade</i>	386	191	60	637
Saobraćaj i skladištenje <i>Traffic and storage</i>	99	45	13	157
Usluge smještaja i ishrane <i>Accommodation services and food</i>	95	40	0	135
Informisanje i komunikacije <i>Information and communication</i>	107	57	12	176
Poslovanje nekretninama <i>Real estate</i>	32	8	0	40
Stručne, naučne i tehničke djelatnosti <i>Professional, scientific and technical activities</i>	120	38	3	161
Administrativne i pomoćne uslužne djelatnosti <i>Administrative and auxiliary service activities</i>	63	30	15	108
Popravak i održavanje računara i komunikacione opreme <i>Repair and maintenance of computers and communication equipment</i>	3	1	0	4
Ukupno Total	1 565	965	262	2 792
Od čega IKT sektor //ICT sector (26.1-26.4+ 26.8+46.5+58.2+61+62+63.1+95.1)	98	45	10	153

GLAVNI INDIKATORI
Internet u preduzećima

Rezultati istraživanja o upotrebi informaciono-komunikacionih tehnologija u preduzećima (IKT-P) u Bosni i Hercegovine, pokazali su sljedeće:

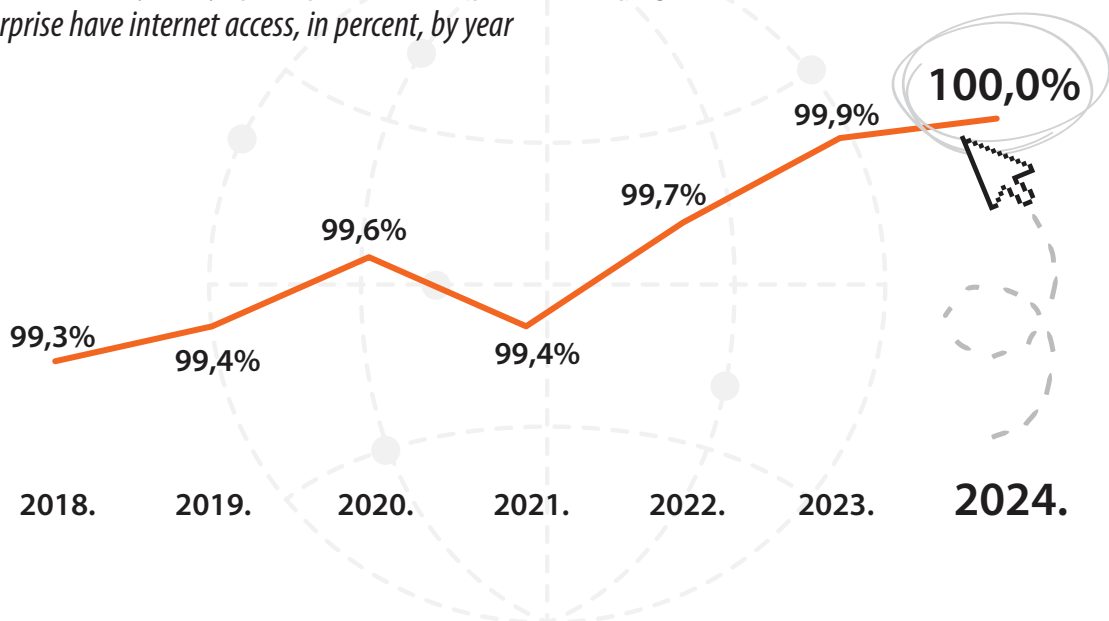
- Da 100,0% preduzeća imaju pristup internetu;
- Od ukupnog broja preduzeća koja imaju pristup internetu, fiksni širokopoljasni priključak (npr. ADSL, SDSL, VDSL, kablovske mreže, optičke mreže) posjeduje 98,8% preduzeća.

MAIN INDICATORS
Internet in enterprises

The results of the survey on the use of information and communication technologies in enterprises (ICT-ENT) in Bosnia and Herzegovina have shown the following:

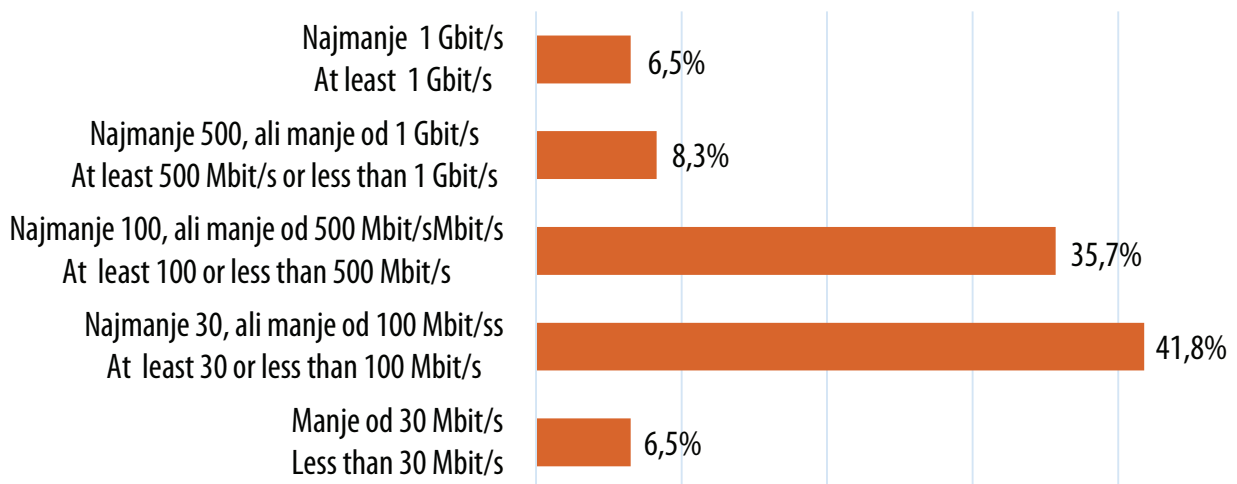
- 100,0% of enterprises have access to the Internet
- Of the total number of companies that have access to the Internet, fixed broadband (eg ADSL, SDSL, VDSL, cable networks, optical networks) uses 98.8% of enterprises;

Grafikon 1. Preduzeća koja imaju pristup internetu, u procentima, po godinama
Graph 1 Enterprise have internet access, in percent, by year



Grafikon 2. Koja je maksimalna brzina internet konekcije u vašem preduzeću (definisana ugovorom sa internet providerom)?

Graph 2 What is the maximum speed of the Internet connection in your enterprises (defined by agreement with the Internet provider)?

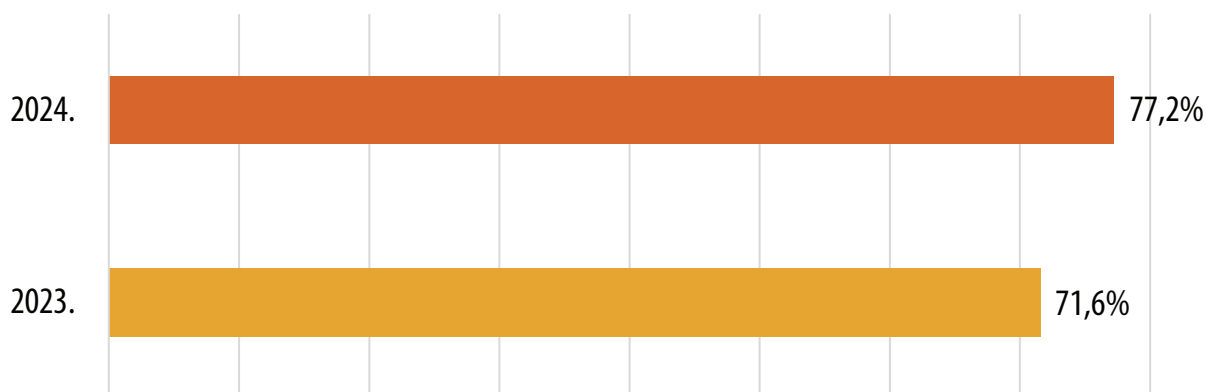


Rezultati istraživanja pokazuju da 77,2% preduzeća osigurava prijenosne uređaje koji omogućavaju mobilnu internet vezu koristeći mobilne telefonske mreže.

The results of the survey show that 77.2% of enterprises provide portable devices that allow a mobile Internet connection using mobile telephone networks.

Grafikon 3. Da li vaše preduzeće osigurava prijenosne uređaje koji omogućavaju mobilnu internet vezu, koristeći mobilne telefonske mreže za poslovne potrebe?

Graph 3 Does your enterprise provide portable devices that allow a mobile connection using mobile telephone networks for business purposes?

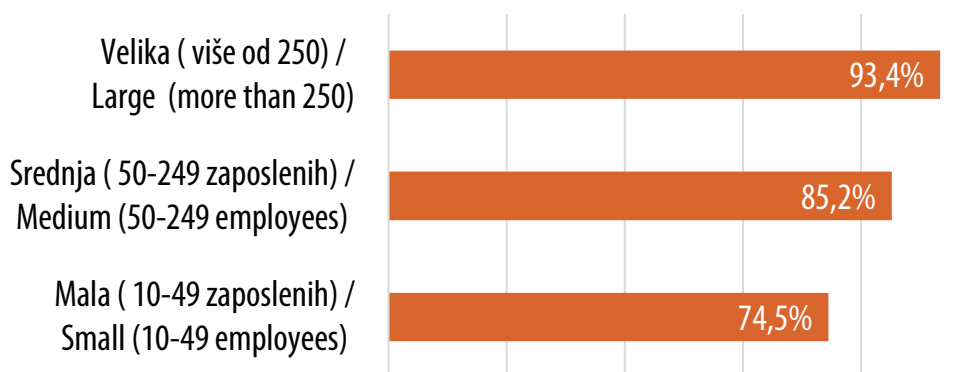


Analiza preduzeća prema veličini pokazuje nam da mobilnu internet konekciju upotrebom prijenosnih uređaja najviše koriste velika preduzeća (93,4%).

Enterprise analysis by size shows us that the mobile Internet connection using the mobile devices is mostly used by large enterprises (93.4%).

Grafikon 4. Preduzeća prema veličini, osiguravaju prijenosne uređaje koji omogućavaju mobilnu internet vezu, koristeći mobilne telefonske mreže, za poslovne potrebe 2024.

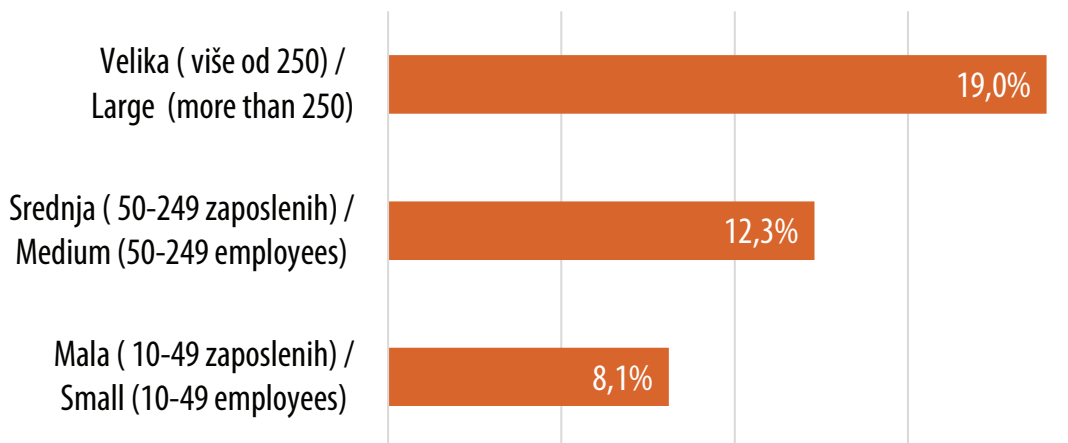
Graph 4 Enterprises by size, provide portable devices that allow a mobile connection to the internet using mobile telephone networks, for business purposes 2024



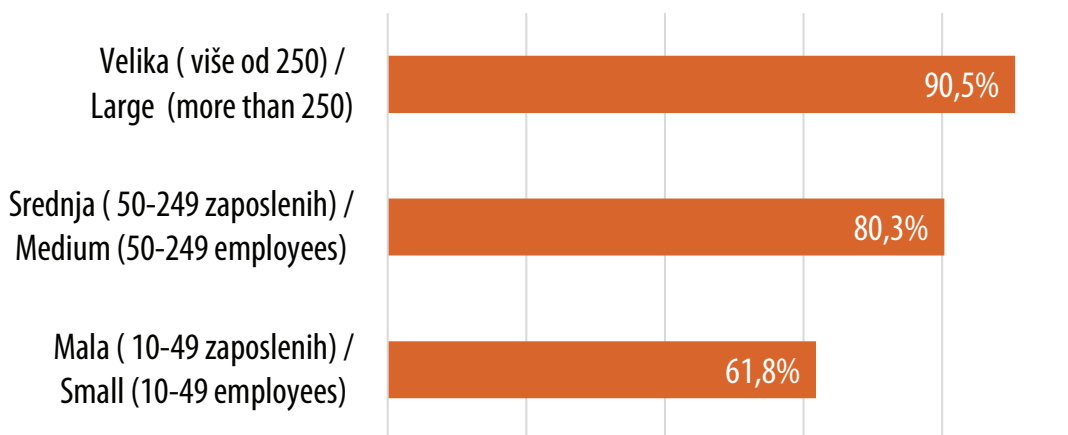
Istraživanje pokazuje da 31,3% preduzeća održava online sastanke (npr. preko Zoom, Skype, MS Teams). Velika preduzeća imaju mobilnu aplikaciju za svoje klijente (19,0%).

The survey shows that 31.3% of enterprises hold online meetings (for example via Zoom, Skype, MS Teams). Large enterprises have mobile application for their clients (19.0%).

Grafikon 5. Preduzeća koja imaju mobilnu aplikaciju za svoje klijente, po veličini preduzeća
Graph 5 Enterprises which have mobile application for their clients, by enterprise size



Grafikon 6. Preduzeća koja imaju svoju web stranicu, po veličini preduzeća
Graph 6 Enterprises which have their own web page, by enterprise size



Elektronska trgovina

E-Commerce

Tokom 2024. godine, 27,3% preduzeća u Bosni i Hercegovini je imalo web prodaju robe ili usluga.

In 2024 year, 27.3% of enterprises in Bosnia and Herzegovina have web sales of goods or services.

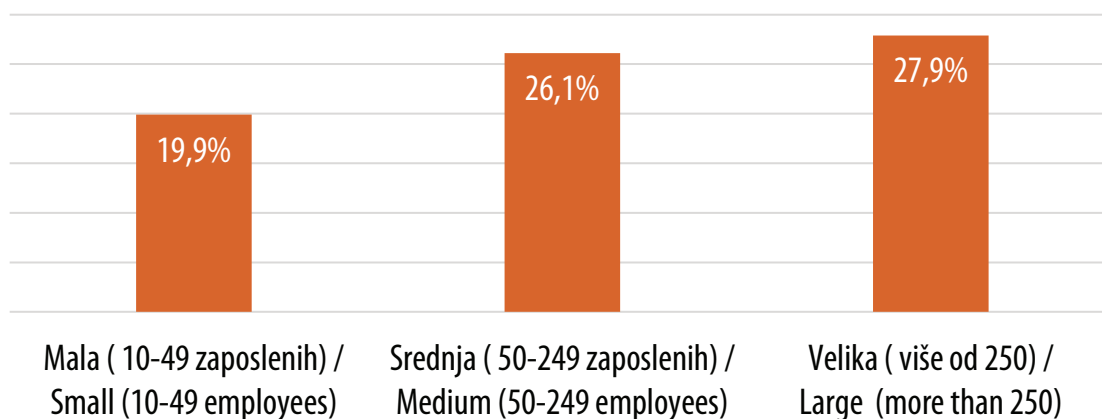
Kada pogledamo strukturu preduzeća prema veličini, dobijamo sljedeće rezultate:

When we look at the structure of enterprises by size, we get the following results:

- 27,9% velikih preduzeća je imalo web prodaju robe ili usluga,
- 26,1% srednjih preduzeća je imalo web prodaju robe ili usluga,
- 19,9% malih preduzeća je imalo web prodaju robe ili usluga.

- 27.9% of large enterprises had web sales of goods or services.;
- 26.1% of medium-sized enterprises had web sales of goods or services.
- 19.9% of small enterprises had web sales of goods or services.

Grafikon 7. Procenat preduzeća koja su imala web prodaju u 2024. godini, prema veličini preduzeća
Graph 7 Percentage of enterprises that had web sales in the year 2024, by enterprise size



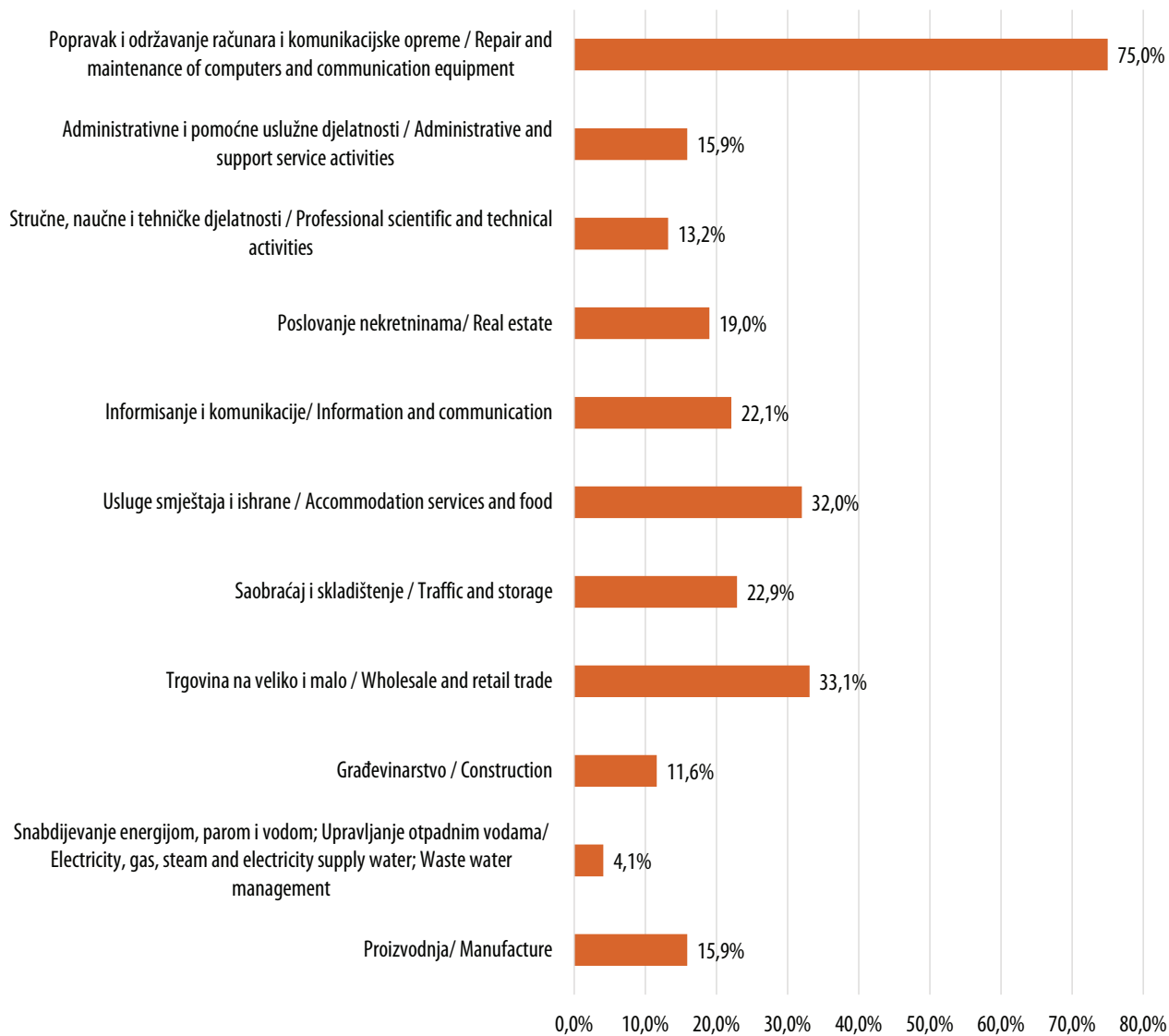
Istraživanje je pokazalo da na pitanje „Da li je vaše preduzeće tokom 2024. godine imalo web prodaju robe ili usluga putem?“:

Survey showed that to the question “During 2024, did your enterprise have web sales of goods or services Via“:

- vlastite web stranice preduzeća ili aplikacije, 13,2%,
- web stranice e-commerce tržišta ili “aplikacija” koju koristi više preduzeća za trgovinu proizvodima? (npr. Booking, eBay, Amazon, Amazon Business, Alibaba, Rakuten, OLX.ba, E-kupi), 14,4%.

- via own enterprise’s websites or apps, 13.2%;
- via e-commerce marketplace websites or apps used by several enterprises for trading goods or services? (Eg Booking, eBay, Amazon, Amazon Business, Alibaba, Rakuten, OLX.ba, E-kupi), 14.4%

Grafikon 8. Procenat preduzeća koja su imala web prodaju, prema djelatnosti preduzeća
Graph 8 Percentage of enterprises that had web sales, by enterprise activity



Ako lociramo kupce prema geografskim lokacijama, preduzeća koja su imala web prodaju u 2023. godini najviše su ostvarili web prodaju sa kupcima:

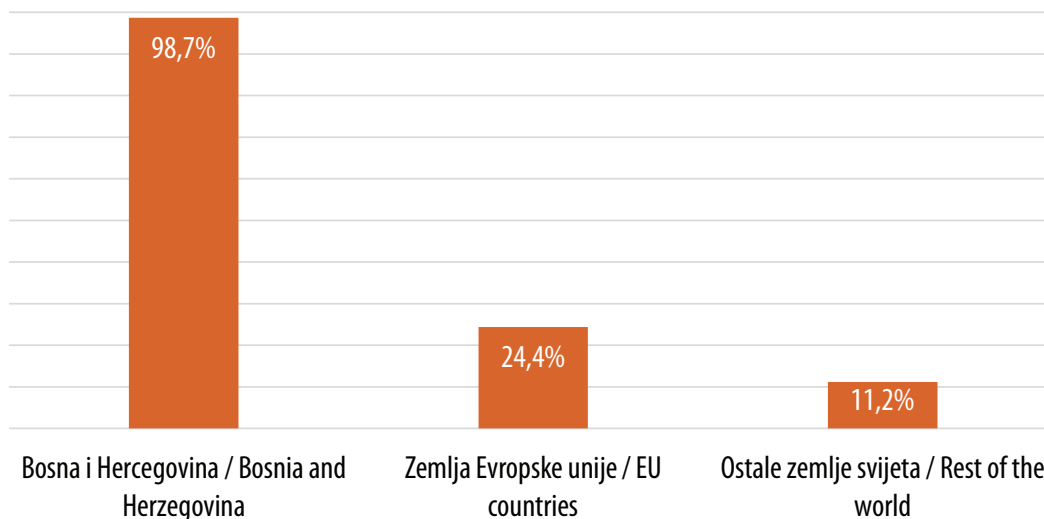
- u Bosni i Hercegovini (98,7%),
- u zemljama EU (24,4%),
- u ostalim zemljama svijeta (11.2%).

If we locate customers by geographical locations, the companies that had web sales in 2023 achieved the most web sales with customers:

- *in Bosnia and Herzegovina (98.7%)*
- *in EU countries (24.4%)*
- *in other countries of the world (11.2%)*

Grafikon 9. Preduzeća ostvarila web prodaju roba i usluga tokom 2024. godine, kupcima lociranim prema geografskim područjima

Graph 9 The enterprises realized web sales of goods and services during 2024, to customers located by geographical areas

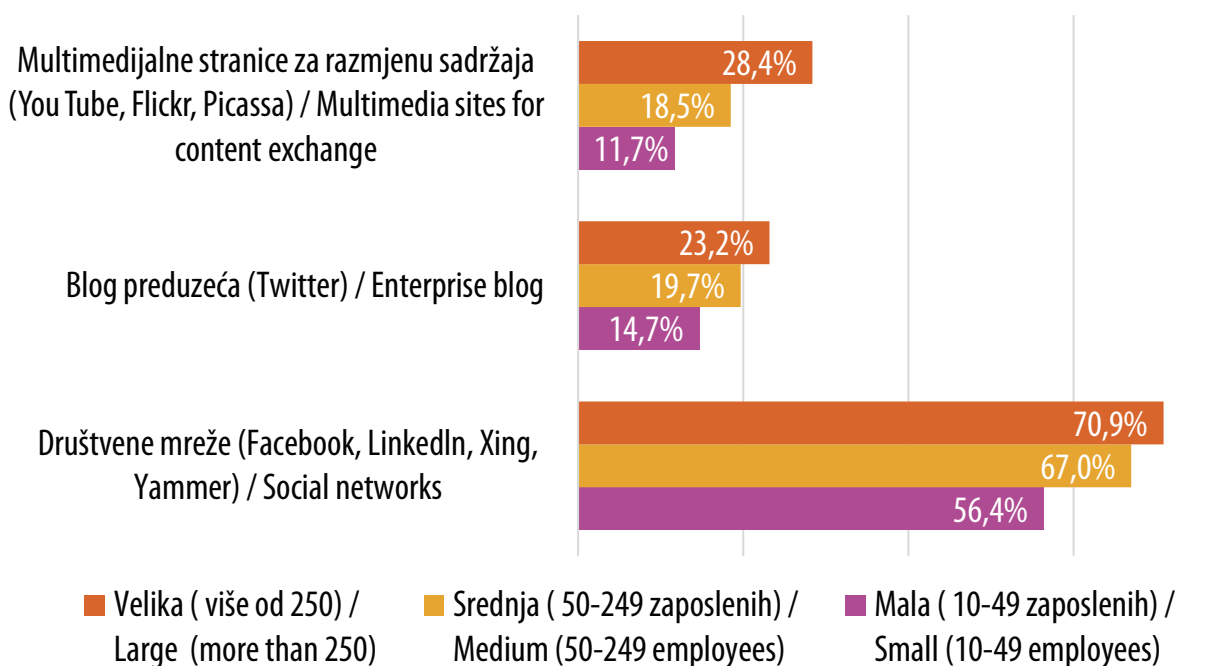


Preko 50% preduzeća ima društvene mreže poput Facebooka, Linkedin, Xinga, Yammera.

Over 50% enterprises use social networks such as Facebook, LinkedIn, Xing, Yammer.

Grafikon 10. Korištenje društvenih mreža u preduzećima, po veličini preduzeća

Graph 10 The use of social media by enterprises, by enterprise size



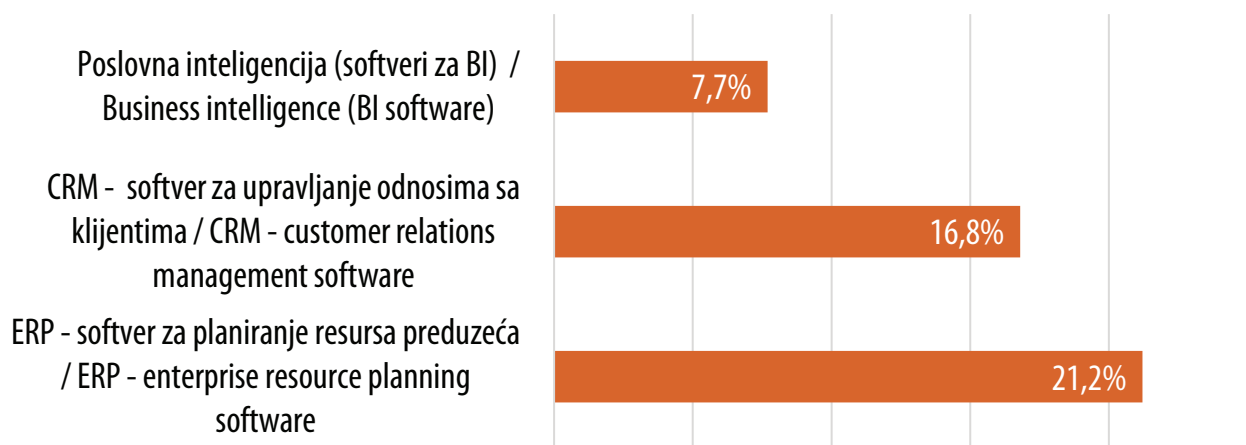
Korištenje podataka, dijeljenje, analitika i trgovina *Data use, sharing, analytics and trade*

Preduzeća ne koriste u velikoj mjeri poslovne softvere za planiranje resursa i upravljanje odnosima sa klijentima.

Business softwares for resources planning and customer relationship management are not widely used by enterprises.

Grafikon 11. Da li preduzeća koriste neka od navedenih softvera?

Graph 11 Do enterprises use any of the following software?



IKT stručnjaci i vještine

IKT vještine se odnose na vještine vezane za, npr. zadatke kao što su: upravljanje online marketingom ili e-trgovinom; upravljanje profilom preduzeća na društvenim mrežama; programski jezici; dizajn ili upravljanje web stranicama ili aplikacijama; upravljanje bazama podataka ili analiza podataka; održavanje računarskih mreža, servera itd; IT-sigurnost ili upravljanje privatnošću; korištenje ili dizajn određenih softverskih aplikacija; upravljanje telekomunikacionim sistemima i mrežama itd.

Cilj ovog modula je identifikacija neusaglašenosti i nedostataka IKT stručnjaka na tržištu rada.

Samo 18,5% preduzeća je odgovorilo da zapošljava IT stručnjake. Velika preduzeća imaju najviše zaposlenih IKT stručnjaka.

ICT experts and skills

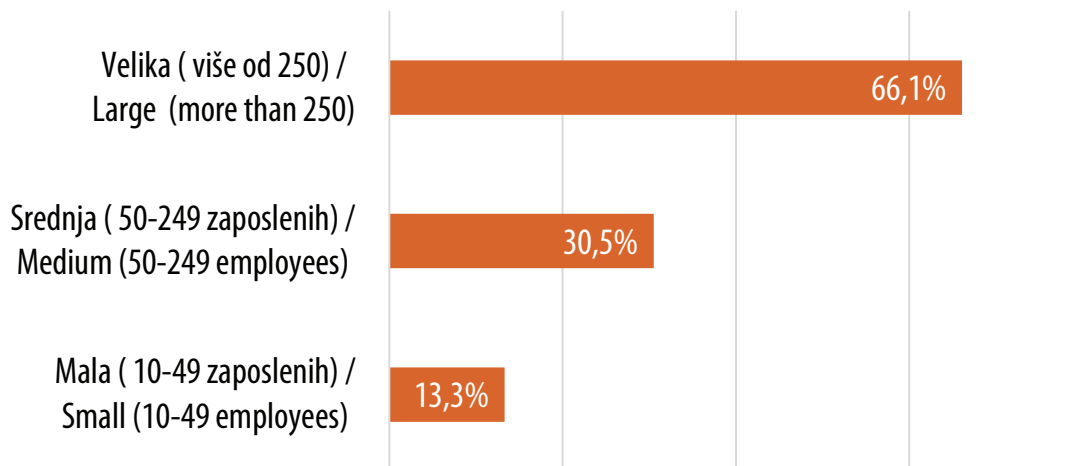
ICT skills refer to skills related for instance to tasks such as: management of online marketing or e-commerce; management of enterprise's social media profile; programming languages; design or management of websites or apps; management of databases or data analysis; maintenance of computer networks, servers, etc.; IT-security or privacy management; use or design of specific software applications; management of telecommunications systems and networks etc.

Aim of this module is to identify mismatches or shortages of ICT specialists in the labour market.

Only 18.5% enterprises employs IT experts. Large enterprises have the largest number of employed ICT experts.

Grafikon 12. Da li preduzeća zapošljavaju IKT stručnjake, po veličini preduzeća?

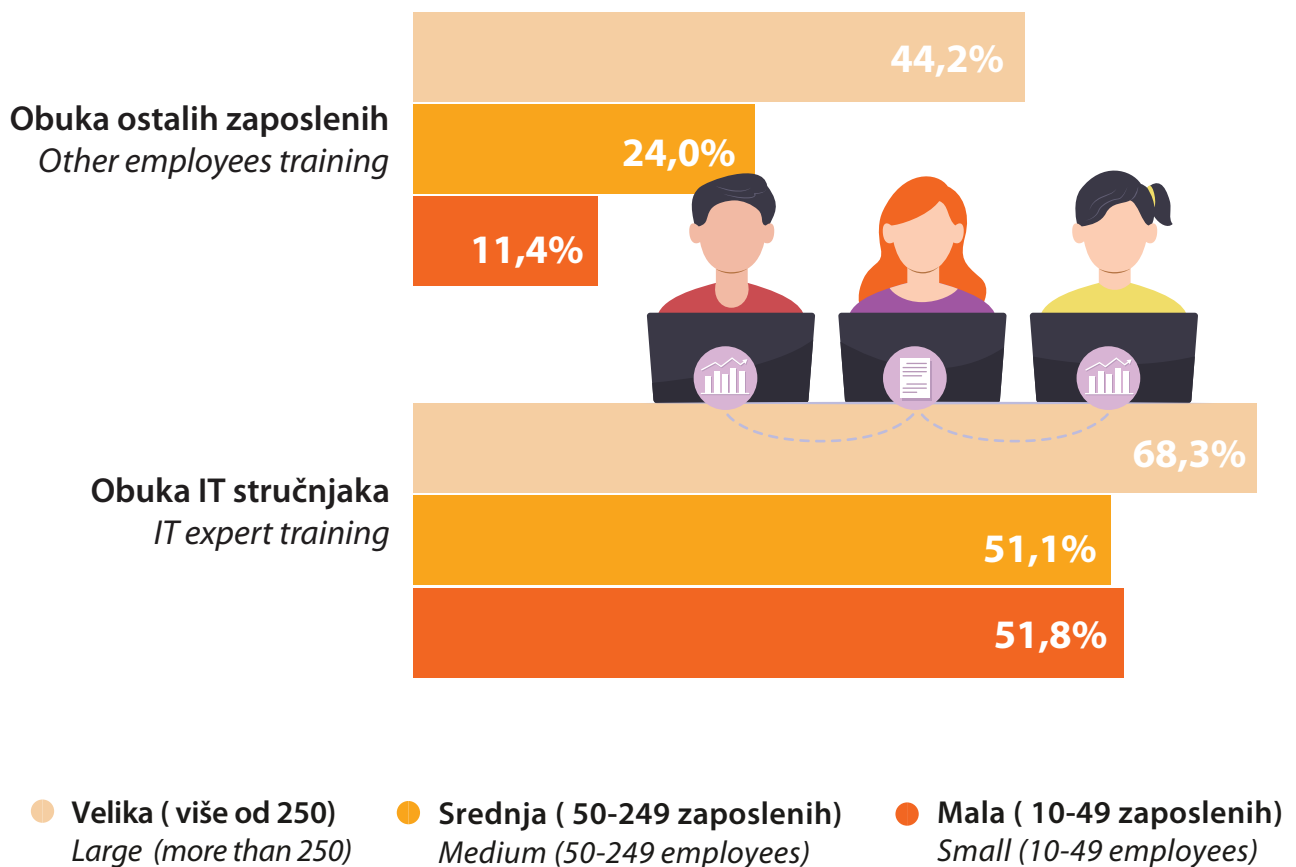
Graph 12 Do enterprises employ ICT experts, by enterprise size



Velika preduzeća su organizovala najviše obuka za razvijanje IKT vještina, kako za IT stručnjake, tako i za ostale zaposlenike.

Large enterprises organized the most trainings for developing ICT skills, for IT experts, as well as for other employees.

Grafikon 13. Pružanje obuka zaposlenim radi razvoja IKT vještina, po veličini preduzeća
Graph 13 Trainings provided to employees for developing ICT skills, by enterprise size

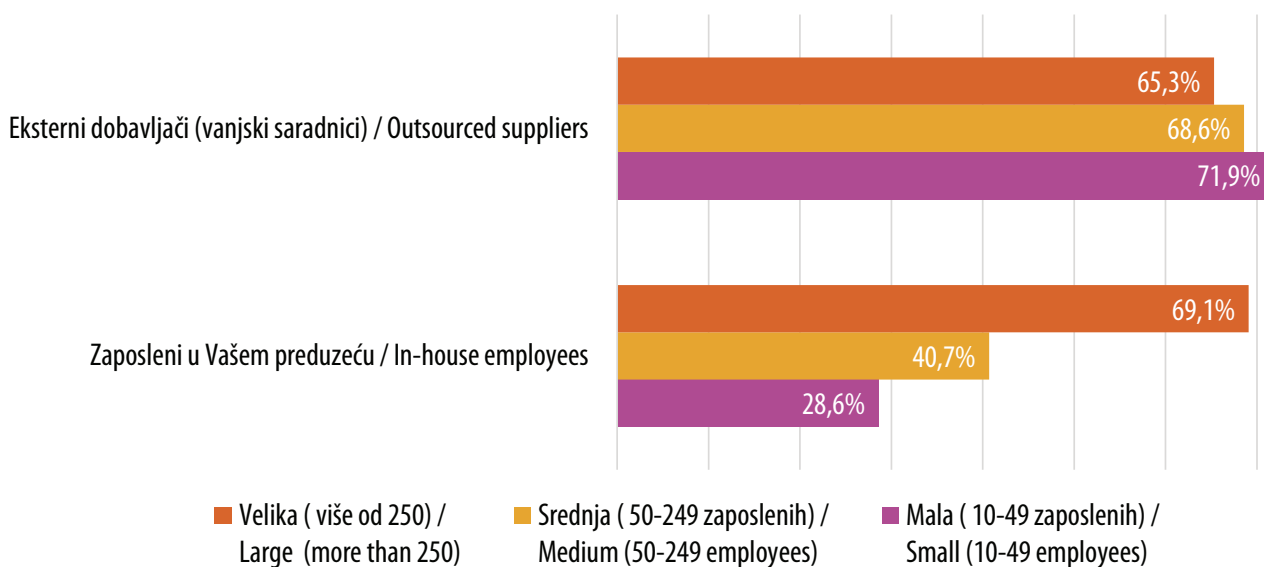


Istraživanje je pokazalo da, kako veličina preduzeća raste, tako raste broj interno zaposlenih IT stručnjaka.

The survey shows that, as enterprise size increases, so does increase the number of in-house IT experts.

Grafikon 14. Ko je obavljao IKT funkcije u preduzeću tokom 2023, po veličini preduzeća?

Graph 14 Who provided ICT services in enterprise during 2023, by enterprise size



Upotreba cloud usluga

Cloud servisi podrazumijevaju IKT servise kojima se pristupa putem interneta radi upotrebe softvera, prostora za skladištenje podataka i sl.

Servisi imaju sljedeće karakteristike:

- nalaze se na serverima pružalaca usluga (providera);
- mogu da se upotrebljavaju na zahtjev korisnika;
- plaćaju se na osnovu načina upotrebe, kapaciteta prostora.

22,6% preduzeća plaća Cloud servise.

Using Cloud Computing Services

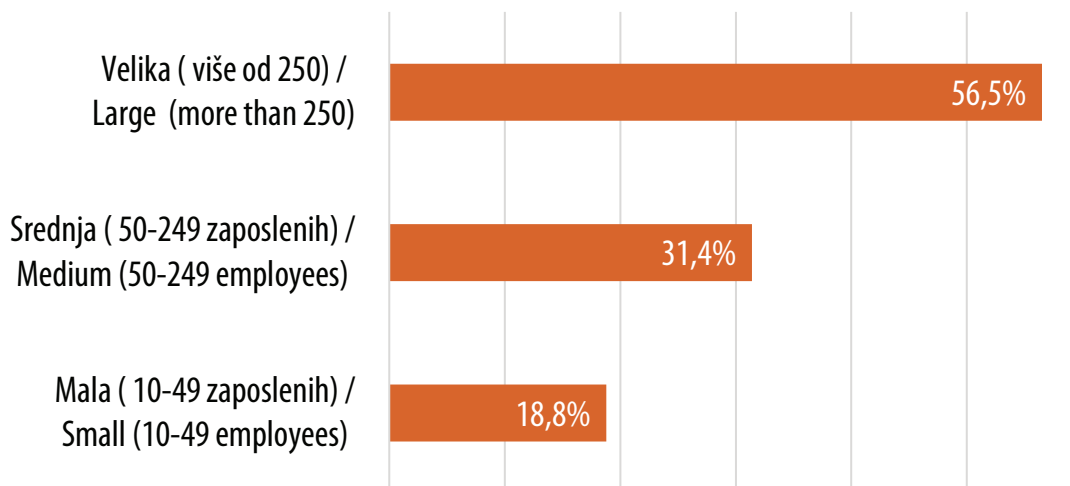
Cloud services include ICT services that are accessed via the Internet for use software, storage space, etc.

The services have the following characteristics:

- they are located on the servers of service providers;
- they can be used at the request of the user;
- they are paid on the basis of usage, space capacity.

22.6% of enterprises pay for Cloud services.

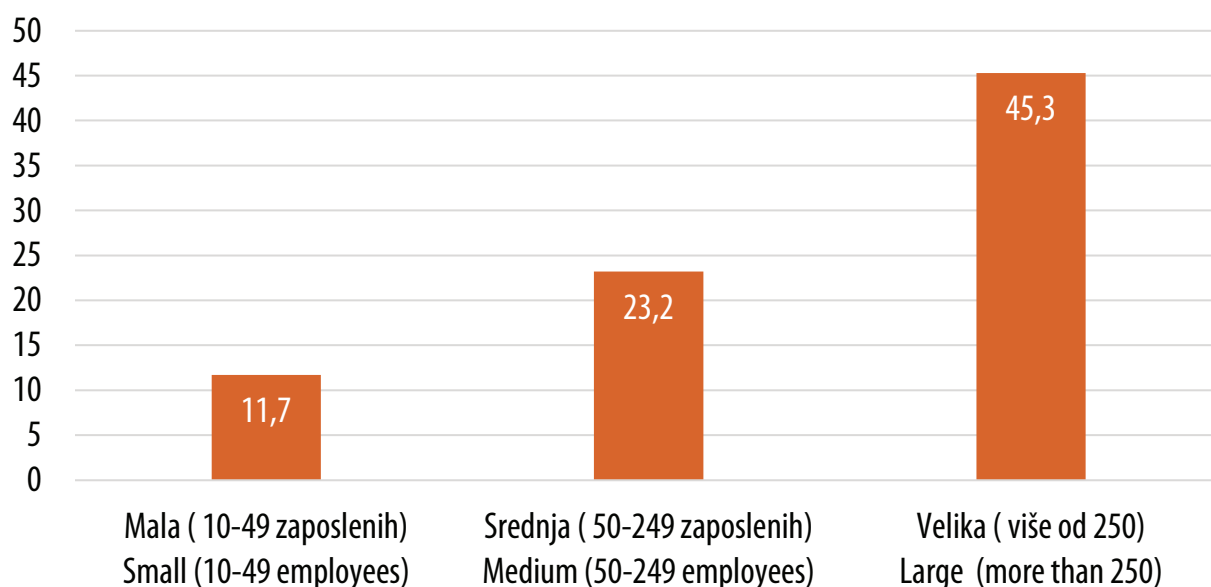
Grafikon 15. Da li vaše preduzeće plaća usluge cloud servisa putem interneta, po veličini preduzeća?
Graph 15 Does your enterprise pay for cloud services online, by enterprise size?



Od preduzeća koja plaćaju Cloud servise, najzastupljenija plaćena usluga (84,6%) je e-mail kao usluga cloud servisa. *Of the enterprises which pay for Cloud services, the largest share (84.6%) is E-mail as a cloud service.*

Grafikon 16. Da li vaše preduzeće ima dokumente o mjerama, praksi ili procedurama o sigurnosti IKT-a, po veličini preduzeća?

Graph 16 Does your enterprise have documents on measures, practices, or procedures regarding ICT security, by company size?



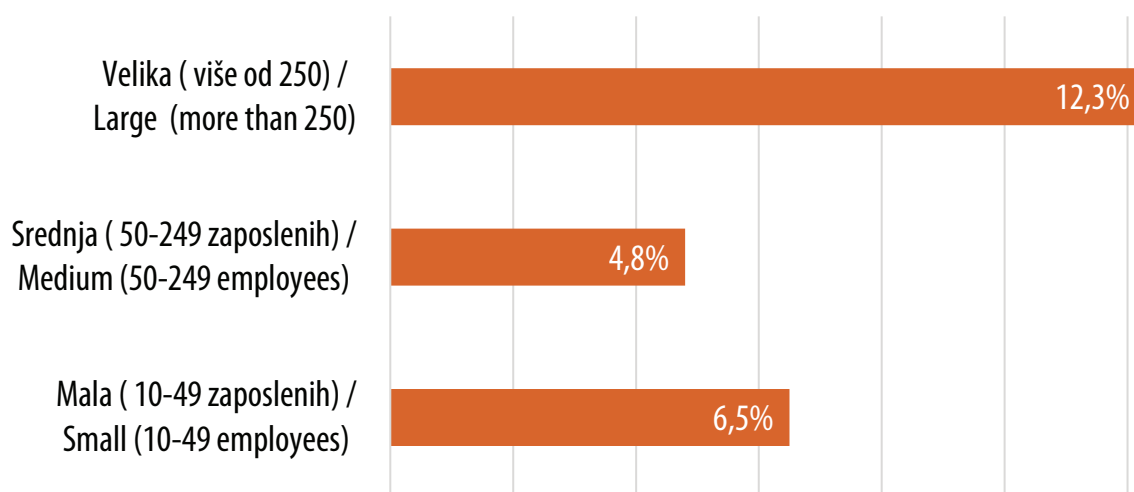
Vještačka inteligencija

Artificial intelligence

Samo 6,4% preduzeća, u prosjeku, je odgovorilo da koristi vještačku inteligenciju.

Only 6.4% of enterprises, in average, answered that they use artificial intelligence.

Grafikon 17. Preduzeća koja koriste vještačku inteligenciju, po veličini preduzeća
Graph 17 Enterprises using artificial intelligence, by enterprise size



IKT RJEČNIK Definicije

IKT (informacione i komunikacione tehnologije) su softveri i hardveri upotrijebljeni za komuniciranje podacima (npr. računar, telefaks, internet, fiksni i mobilni telefon).

Broadband su širokopolasne tehnologije ili veze koje omogućavaju brz prijenos podataka. Komunikacioni sistem čiji nosilac (npr. optički kabl) prenosi umnožene podatke u isto vrijeme, a svaki pojedinačni podatak modeliran je na posebnoj frekvenciji.

ADSL (Asymmetric Digital Subscriber Line) Širokopolasna digitalna transmisiona tehnologija koja koristi postojeću telefonsku liniju i dopušta istovremeno slanje podataka i komunikaciju glasom. Veći dio opsega služi za slanje podataka korisniku, a brzine se kreću do 6 Mbps.

Bit (Binary Digit) Najmanja jedinica informacije kojom rukuje računar Bit se prikazuje sa 1, ili 0 u binarnom prikazu, ili true, odnosno false u logičkom prikazu. Grupa od 8 bita čini 1 bajt.

E-government je elektronski kontakt preko interneta sa tijelima vlasti i javnim uslugama. Ne uključuju ručno kucane e-mailove. Saradnja i odnosi sa tijelima vlasti i javnim uslugama uključuje web stranice koje sadrže građanske obaveze (npr. porezne prijave, obaveze o kretanju), prava (npr. socijalne beneficije), službeni dokumenti (lične karte, rodni list), javne obrazovne usluge (javne biblioteke, informacije o upisu u javne škole, fakultete), usluge javnog zdravstva (koje uključuju usluge javnih bolnica).

E-trgovina su transakcije koje se provode preko mreža računara baziranih na internetskom protokolu te preko ostalih računarskih mreža. Primanje narudžbi, dobara i usluga ostvaruje se putem navedenih mreža, ali samo plaćanje i konačna isporuka dobara i usluga mogu biti provedeni online ili offline. Narudžbe primljene telefonom, telefaksom ili ručno pisanim elektronskim porukama ne smatraju se e-trgovinom.

Računari uključuju personalne računare (PC), prijenosne računare (laptop), tablete i ostale prijenosne uređaje (npr. smartphones).

CRM (Customer Relationship Management) Predstavlja proces ili metodologiju koja se koristi kako bismo više naučili o potrebama i navikama naših potrošača i da bismo razvili čvršće veze s njima. CRM sadrži više tehnoloških komponenti, ali je CRM u organizacionom smislu skup procesa koji će pomoći da se sakupe neophodne informacije o potrošačima, prodaji, marketinškoj efikasnosti,

ICT GLOSSARY Definitions

ICT (Information and Communication Technology) are software and hardware used for data communication (e.g. computer, fax, the internet, landline and mobile phone).

Broadband are technologies or connections that enable rapid transmission of data. A communication system whose carrier (eg, optical cable) transmits multiplied data simultaneously, and each individual data is modulated on a particular frequency.

ADSL (Asymmetric Digital Subscriber Line) Broadband digital transmission technology that uses an existing telephone line and allows simultaneous data transmission and voice communication. Most of the bandwidth is used to send data to the user, and the speed ranges up to 6 Mbps.

Bit (Binary Digit) The smallest piece of information that the computer handles. Bit is displayed with 1, or 0 in the binary view, or true, and false in the logical view. A group of 8 bits makes 1 byte.

E-government is an electronic contact via the Internet with government authorities and public services. It does not include hand-written e-mails. Cooperation and relations with authorities and public services include websites that contain civil obligations (e.g. tax returns, movement obligations), rights (e.g. social benefits), official documents (ID cards, birth certificates), public educational services (public libraries, information on enrollment in public schools, faculties), public health services (which include public hospital services).

E-commerce are transactions conducted over an internet protocol-based networks and over other computer-mediated networks. Goods and services are ordered via these networks, but the payment and the delivery of the goods or services may be conducted on-line or off-line. Orders received via telephone, facsimile, or manually typed e-mails are not considered e-commerce.

Computers include personal computers (PCs), portable computers (laptops), tablets and other portable devices (e.g., smartphones).

CRM (Customer Relationship Management) It represents a process or methodology used to learn more about the needs and habits of consumers and to develop tighter relationships with them. CRM contains several technological components, but CRM is an organizational set of processes that assists in gathering the necessary information on consumers, sales, marketing efficiency, consumer reactions and market

reakcijama potrošača i tržišnim trendovima. CRM pomaže poslovno korištenje tehnologije i ljudskih resursa kako bi se stekao uvid u ponašanje i vrijednost potrošača.

ERP (Enterprise Resource Planning) je skraćenica od Enterprise Resource Planning i sastoji se od jednog ili više skupova softverskih aplikacija koje integriraju informacije i procese u nekoliko poslovnih funkcija unutar poduzeća. ERP softver se može instalirati i koristiti u hardverskom kapacitetu preduzeća ili se može koristiti kao usluge računarstva u oblaku. Obično ERP integriše planiranje, nabavku, prodaju, marketing, odnos sa klijentima, finansije i ljudske resurse. Smatra se da preduzeća koriste ERP softver ako koriste sve ili samo jedan skup softverskih aplikacija (modula).

Download Elektronski transfer informacija sa udaljenog računara na vaš računar. Preuzimanje datoteka sa anonimnog FTP-a jeste popularan način pribavljanja besplatnog softvera u javnom vlasništvu.

DSL (Digital Subscriber Line) Vrsta brze internet konekcije korištenjem standardnih telefonskih parica. Može biti i vrsta broadband konekcije.

xDSL, ADSL Prijenosi koji se vrše putem internet mreža zasnovanih na protokolu i putem ostalih kompjuterskih mreža. Roba i usluge se naručuju putem tih mreža, ali isplata i konačno dostavljanje robe ili usluge može da se provodi na mreži ili izvan mreže (offline). Narudžbe koje se primaju putem telefona, faksa ili maila ne ulaze u kategoriju elektronske trgovine.

E-mail Elektronski prijenos poruke, uključujući tekst i priloge, s jednog na drugi računar koji su locirani unutar ili izvan organizacije. To uključuje elektronsku poštu putem interneta ili drugih računarskih mreža.

Cloud computing se odnosi na IKT usluge koje se koriste preko interneta za pristup softverima, računarskoj snazi, kapacitetima memorije i sl.

Big data analiza se odnosi na korištenje tehnologija, tehnika i softverskih alata, za dubinsko prikupljanje podataka ili teksta, mašinsko učenje, itd. radi analize podataka prikupljenih iz izvora u vašem vlastitom preduzeću ili drugih izvora.

trends. CRM helps business use technology and human resources to gain insight into the behavior and value of consumers.

***ERP (Enterprise Resource Planning)** is, in short, a software system that tracks all aspects of enterprises business. The implemented ERP system is able to integrate the business of various parts of the enterprise (such as accounting, sales, production, etc.) into one single entity. This creates a system through which it is possible, on the one hand, to manage all human and material resources, and on the other, to plan, develop and monitor business processes and procedures.*

***Download** Electronic transfer of information from a remote computer to your computer. Downloading anonymous FTP files is a popular way to get free public domain software.*

***DSL (Digital Subscriber Line)** A type of fast internet connection using standard telephone pairs. It can also be a type of broadband connection.*

***xDSL, ADSL** etc. Transfers made via Internet networks based on the protocol and through other computer networks. Goods and services are ordered through these networks, but payment and final delivery of goods or services can be carried out online or off-line. Orders received by phone, fax or e-mail are not considered e-commerce.*

***E-mail** Electronic message transmission, including text and attachments, from one computer to another located inside or outside the organization. This includes an electronic mail via the Internet or other computer networks.*

***Cloud computing** refers to ICT services that are used over the internet to access software, computing power, storage capacity etc.*

***Big data analysis** refers to the use of technologies, techniques or software tools such as data or text mining, machine learning, etc., for analysing big data extracted from your own enterprise's data sources or other data sources.*

