

# Uses for the Internet

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Q: Which of the following does your business currently use?

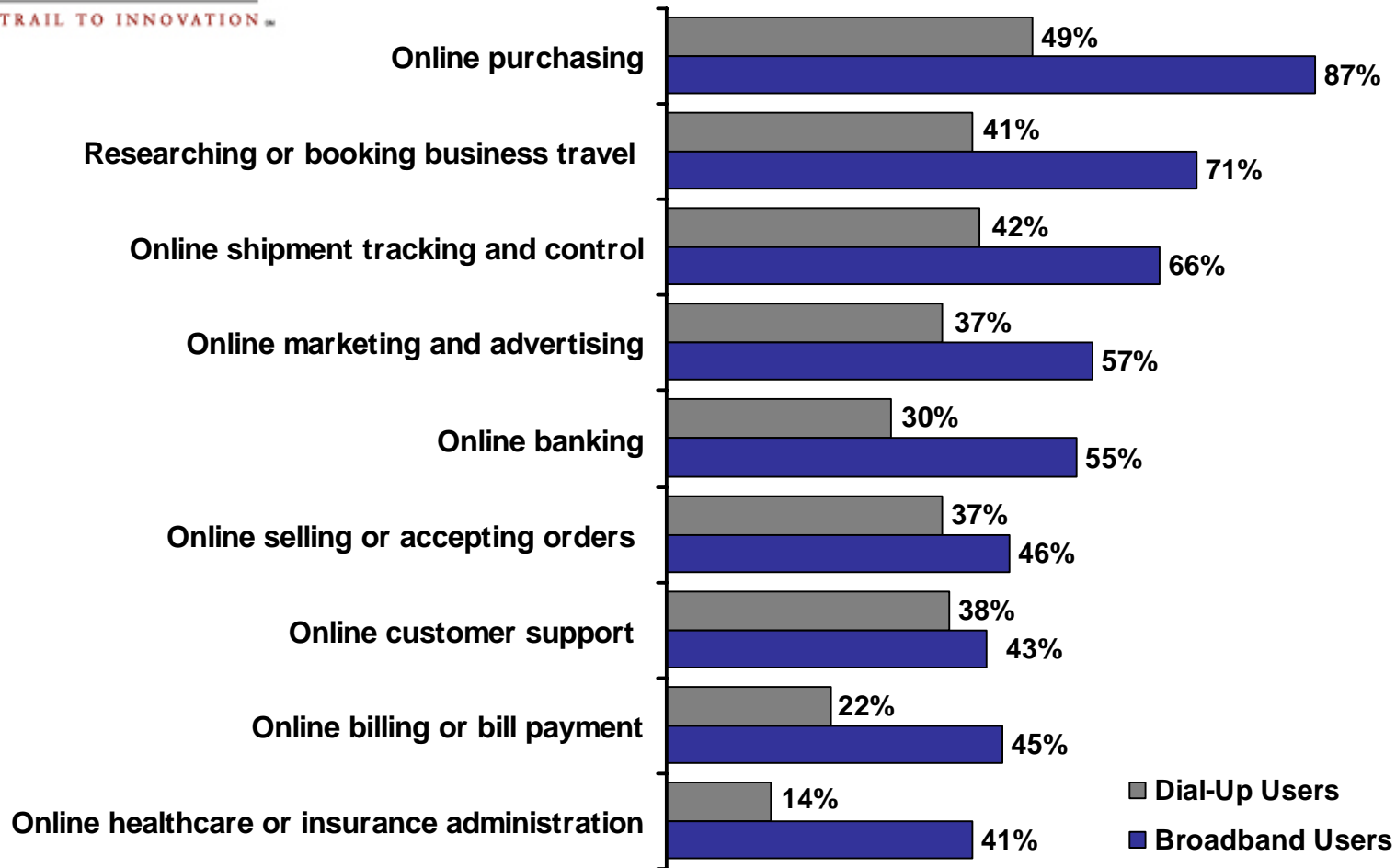
(n = 543 TN businesses that use the Internet)

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Source: 2007 Connected Tennessee survey of businesses.

[www.connectedtennessee.org](http://www.connectedtennessee.org)

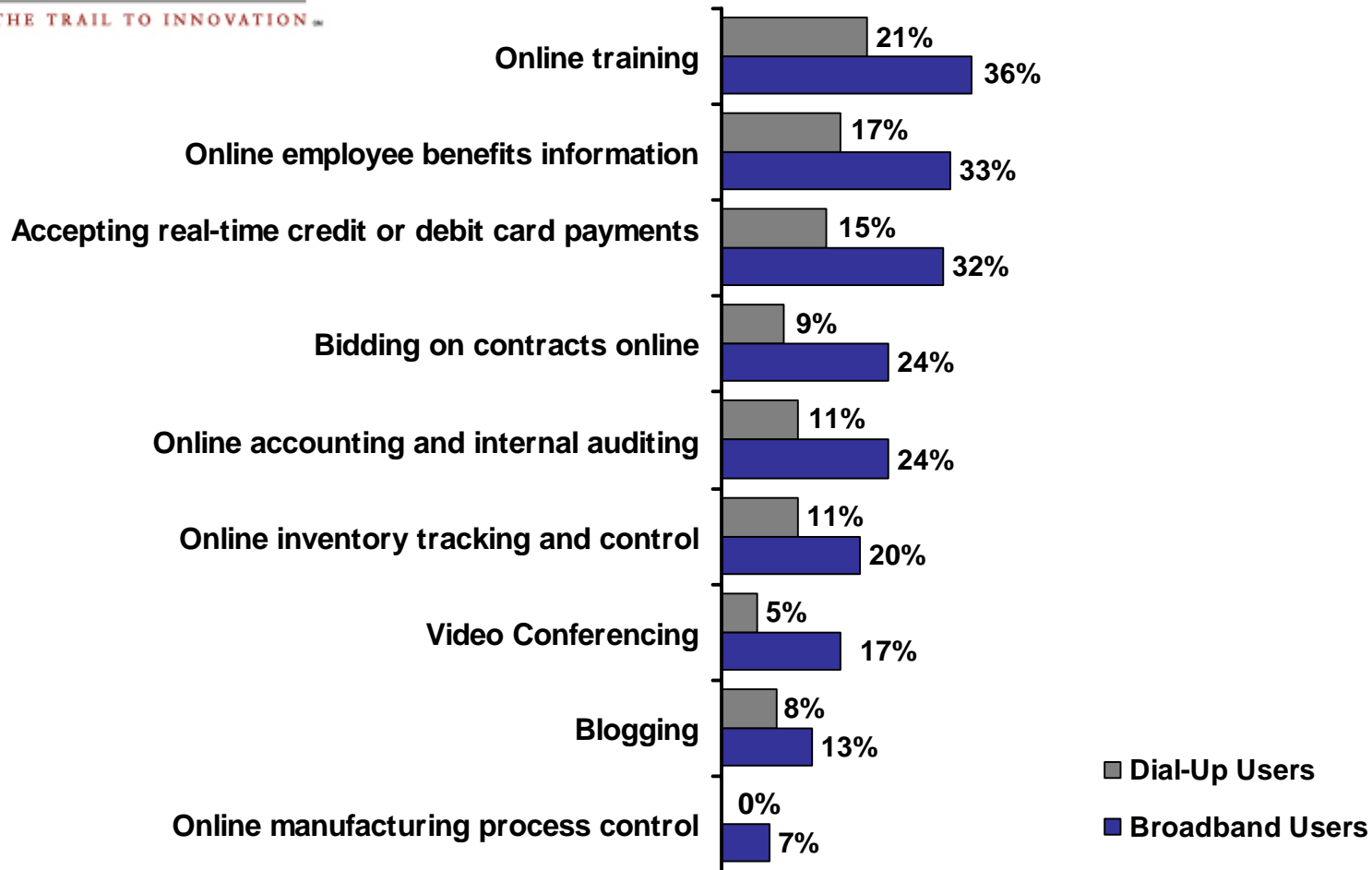
# Uses for the Internet (Dial-Up Users Compared to Broadband Users)



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## Uses for the Internet (Dial-Up Users Compared to Broadband Users, continued)

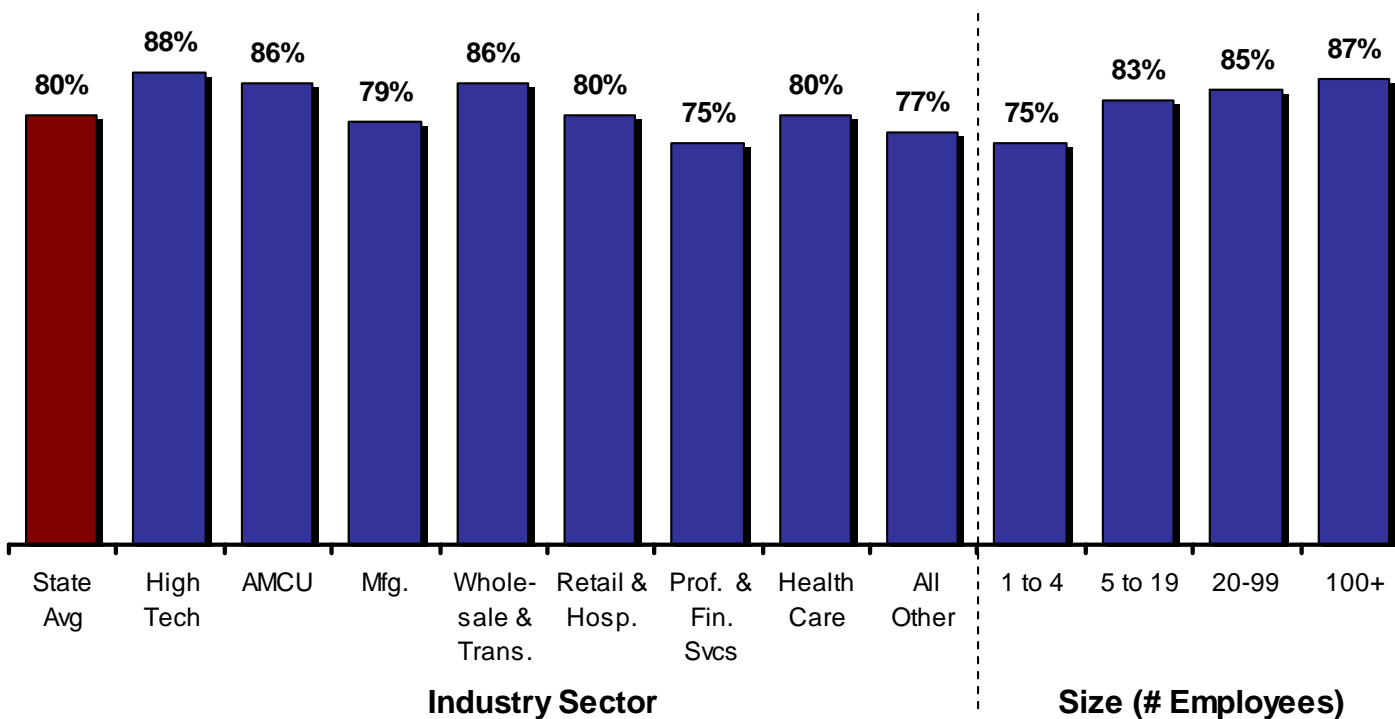


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# Online Purchasing or Ordering

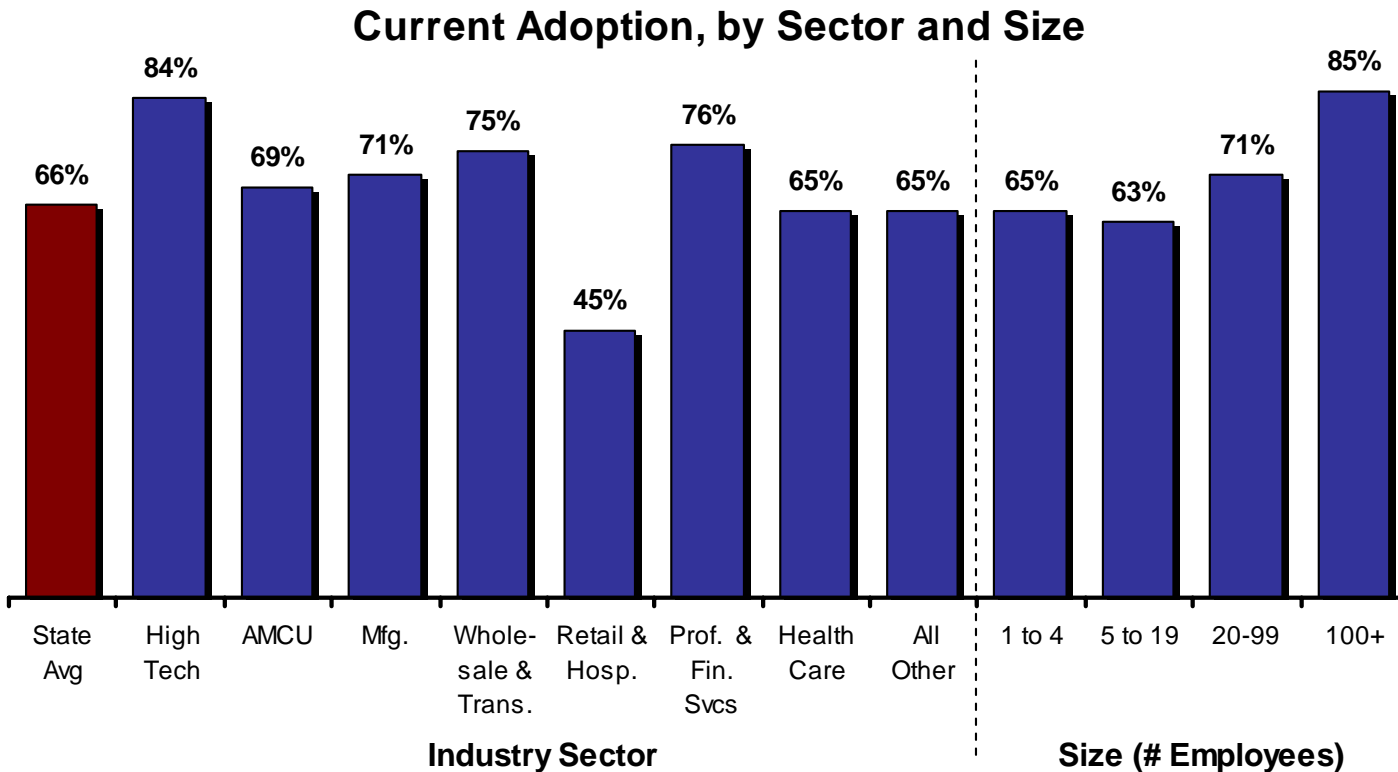
- Four out of five Internet-connected businesses make purchases online.
- This activity is consistently popular among all types of businesses and in all size brackets.

**Current Adoption, by Sector and Size**



# Researching or Booking Travel Online

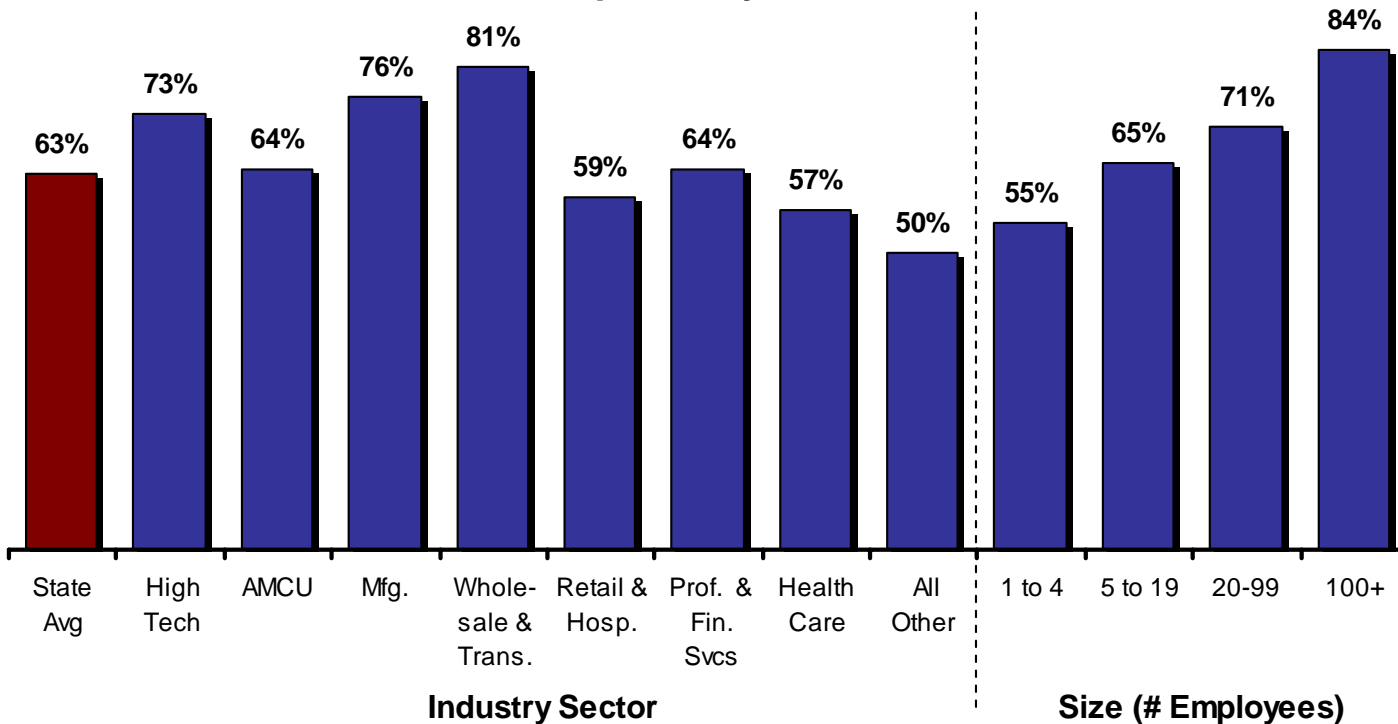
- Two out of three Internet-connected businesses research or book business travel online.
- This application is most likely to be used by the High Tech sector and by the largest establishments.



# Online Shipment Tracking and Control

- The majority of Internet-connected businesses report tracking their shipments or packages online.
- This application is most likely to be used by firms in the Wholesale Trade/Transport/Warehousing and Manufacturing sectors. Larger companies use this application far more than smaller ones.

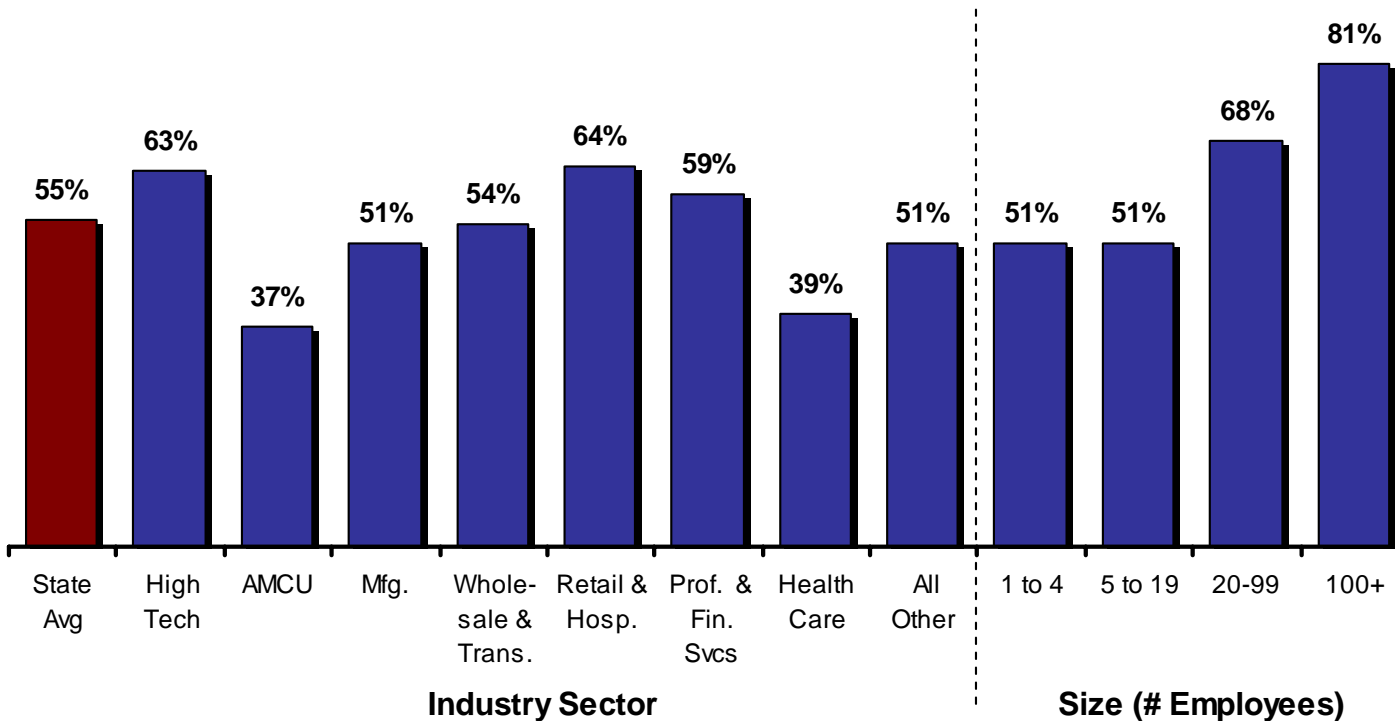
Current Adoption, by Sector and Size



# Online Marketing and Advertising of Products and Services

- **Businesses in the High Tech and Retail/Recreation/Food/Lodging sectors are much more likely to use this application.**
- **Companies with at least 20 employees are far more likely to use this application than smaller establishments.**

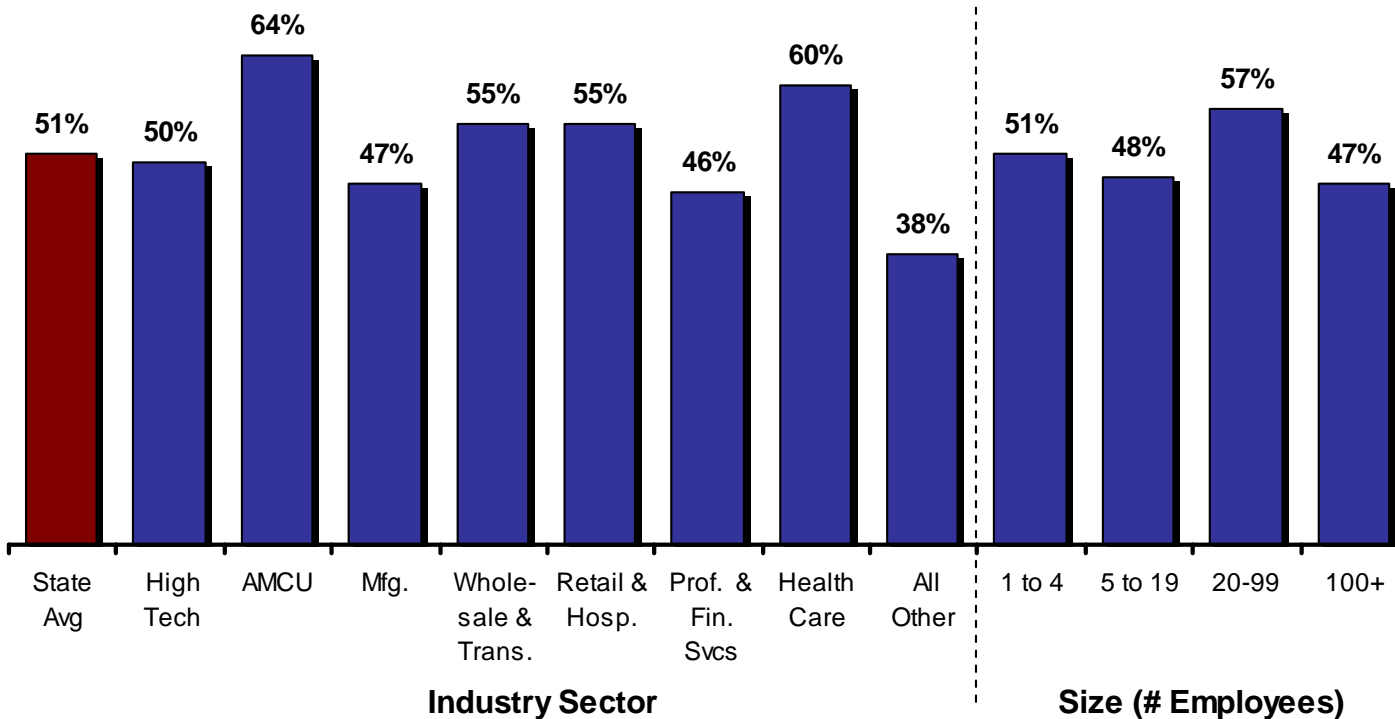
**Current Adoption, by Sector and Size**



# Online Banking

- Half of all Internet-connected businesses in Tennessee report banking online.
- This application is most likely to be used by firms in the Ag/Mining/Construction/Utility and the Healthcare sector.

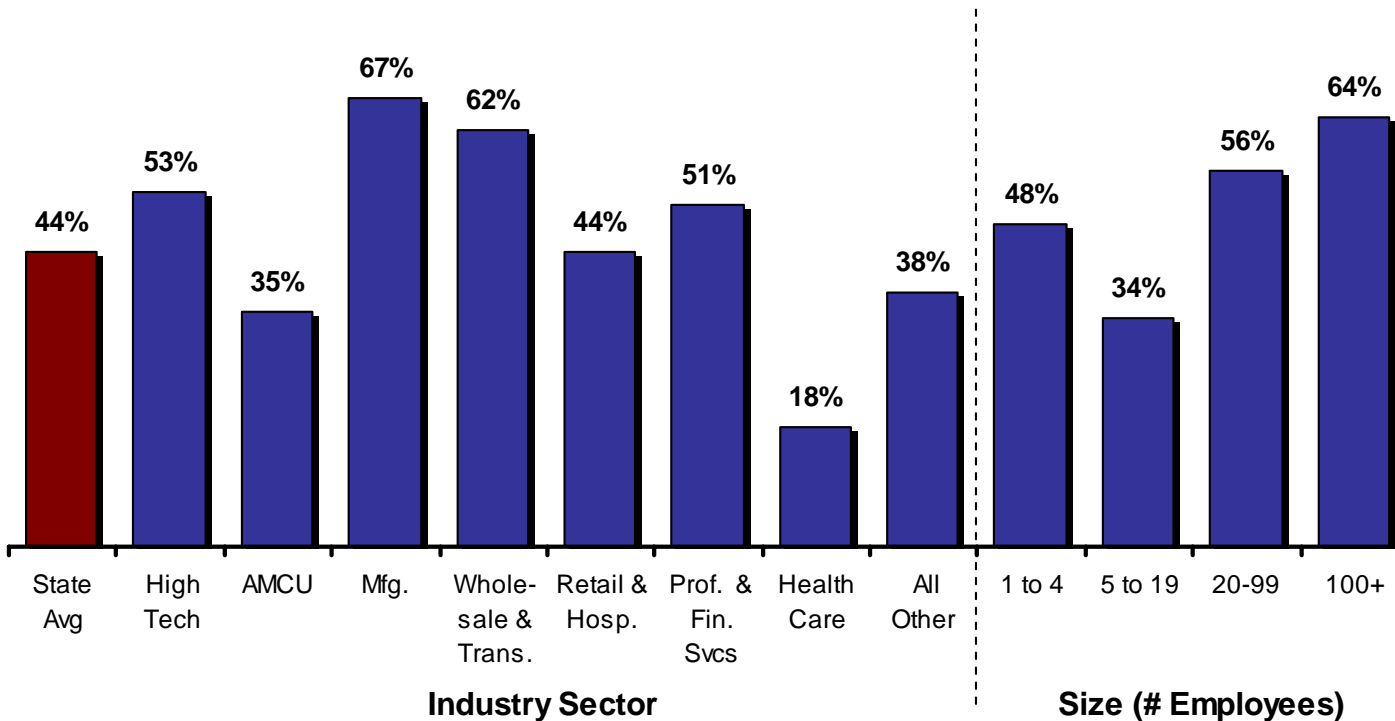
**Current Adoption, by Sector and Size**



# Online Selling or Accepting Orders for Products or Services Online

- Active online selling occurs more in the Manufacturing and Retail/Recreation/Food/Lodging sectors than in any other sectors.
- This application is also more prevalent in firms with at least 100 employees.

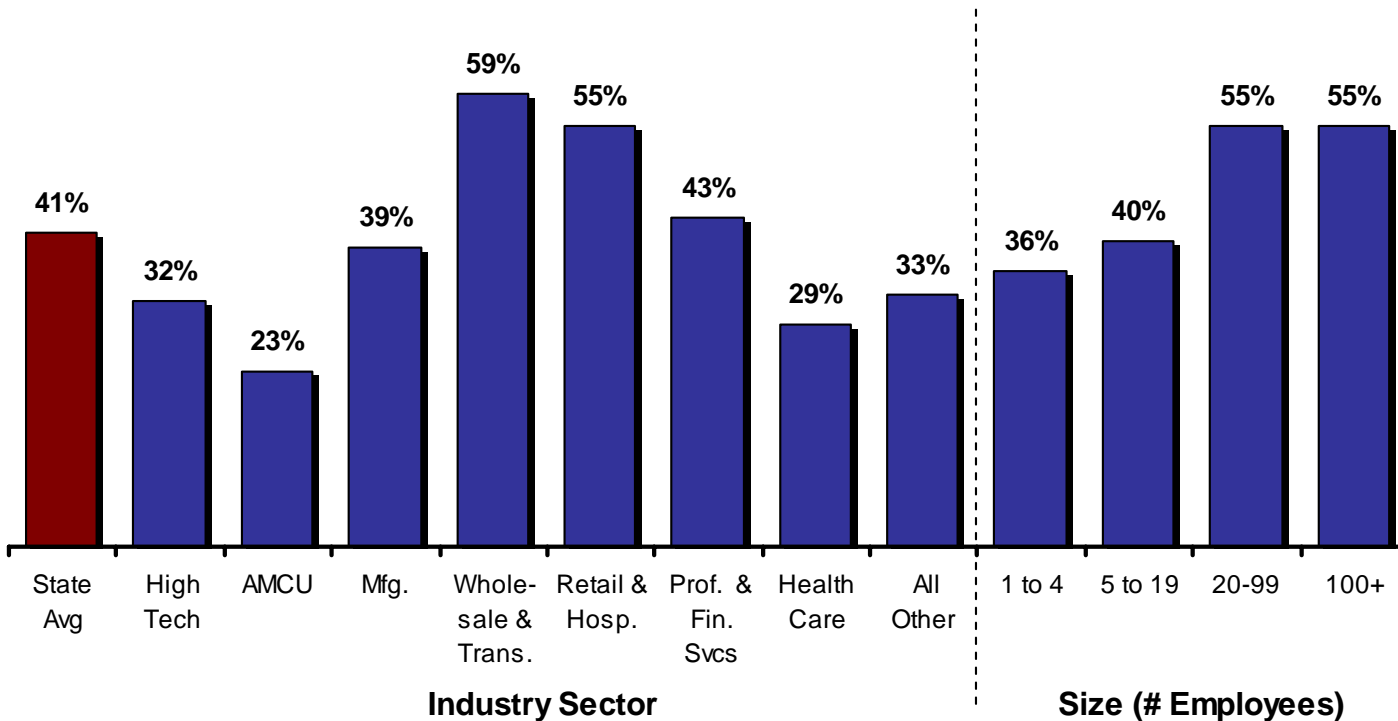
**Current Adoption, by Sector and Size**



# Online Customer Support for Products or Services

- The Wholesale Trade/Transport/Warehousing and Retail/Recreation/Food/Lodging industry sectors use the Internet to provide customer support far more than any other industry sectors.
- Larger companies tend to use this application more than smaller companies, particularly when a firm has 20 or more employees.

**Current Adoption, by Sector and Size**

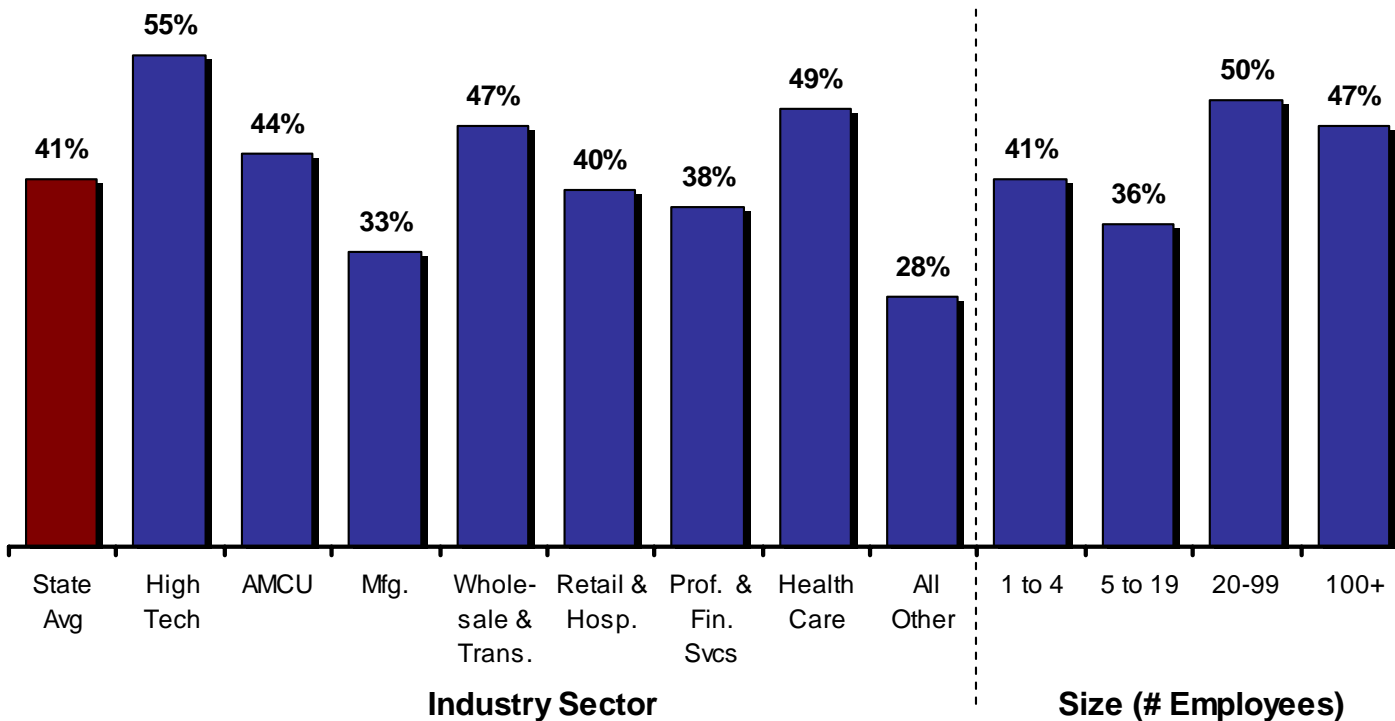




# Online Billing or Bill Payment

- Online billing or bill payment is most common in the High Tech industry sector with a majority of those businesses using this application (55%).
- This application is also moderately used by all company sizes.

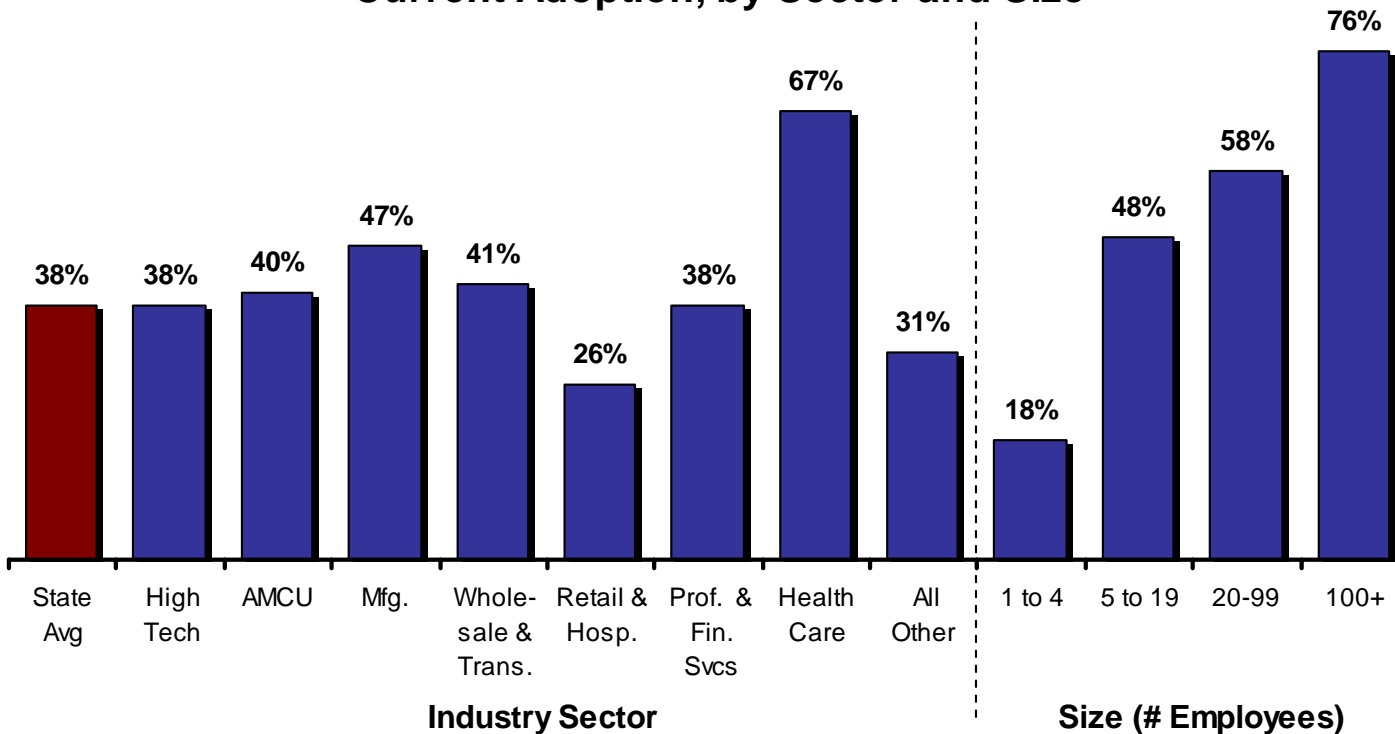
Current Adoption, by Sector and Size



## Online Administration with Healthcare Insurance Companies, such as Inquiries About Eligibility and Claims Status

- Currently, 38% of all Internet-connected businesses in Tennessee engage in online transactions with health insurance companies.
- Predictably, this application is most likely to be used by Healthcare establishments (i.e. medical offices) and in medium to large companies.

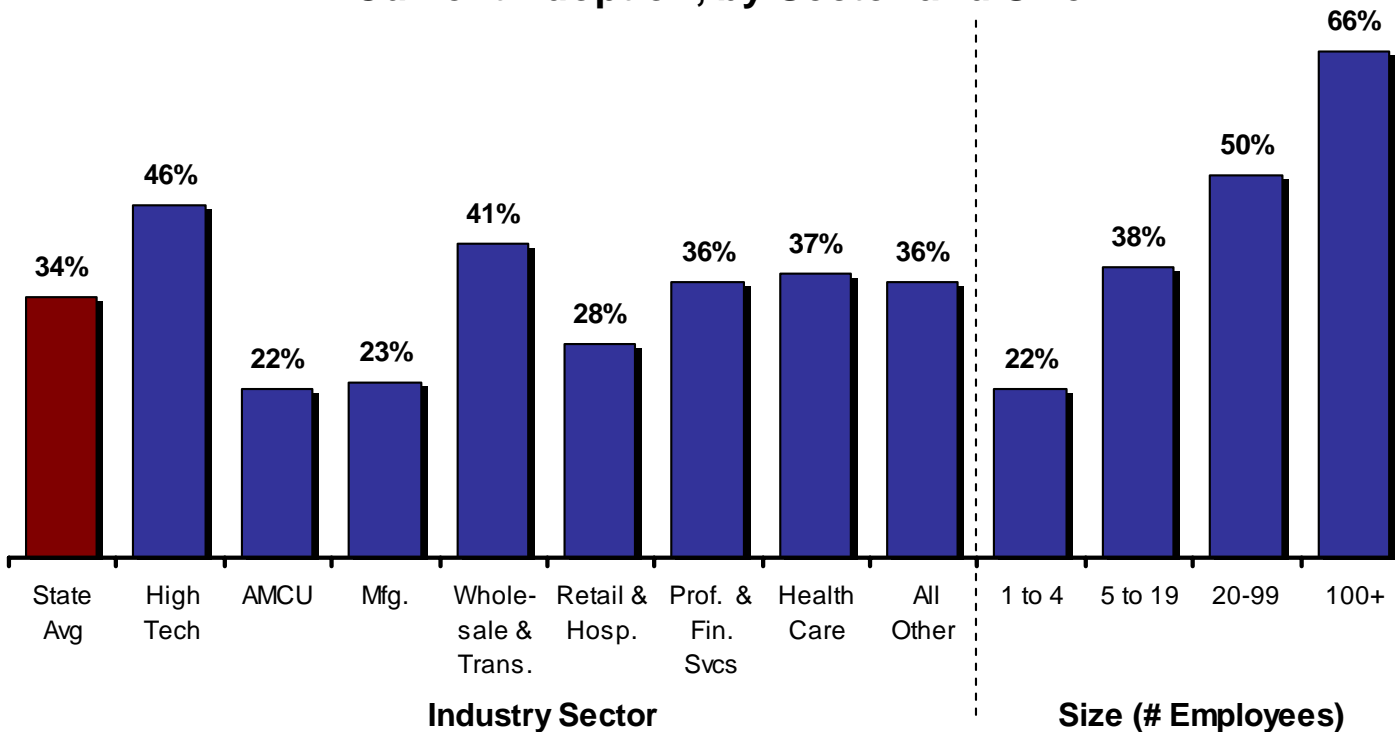
Current Adoption, by Sector and Size



# Online Training

- Online training is directly related to company size, with large companies significantly more likely to use this application.
- This application is used modestly by most industry sectors, with less than a majority of each sector currently using online training.

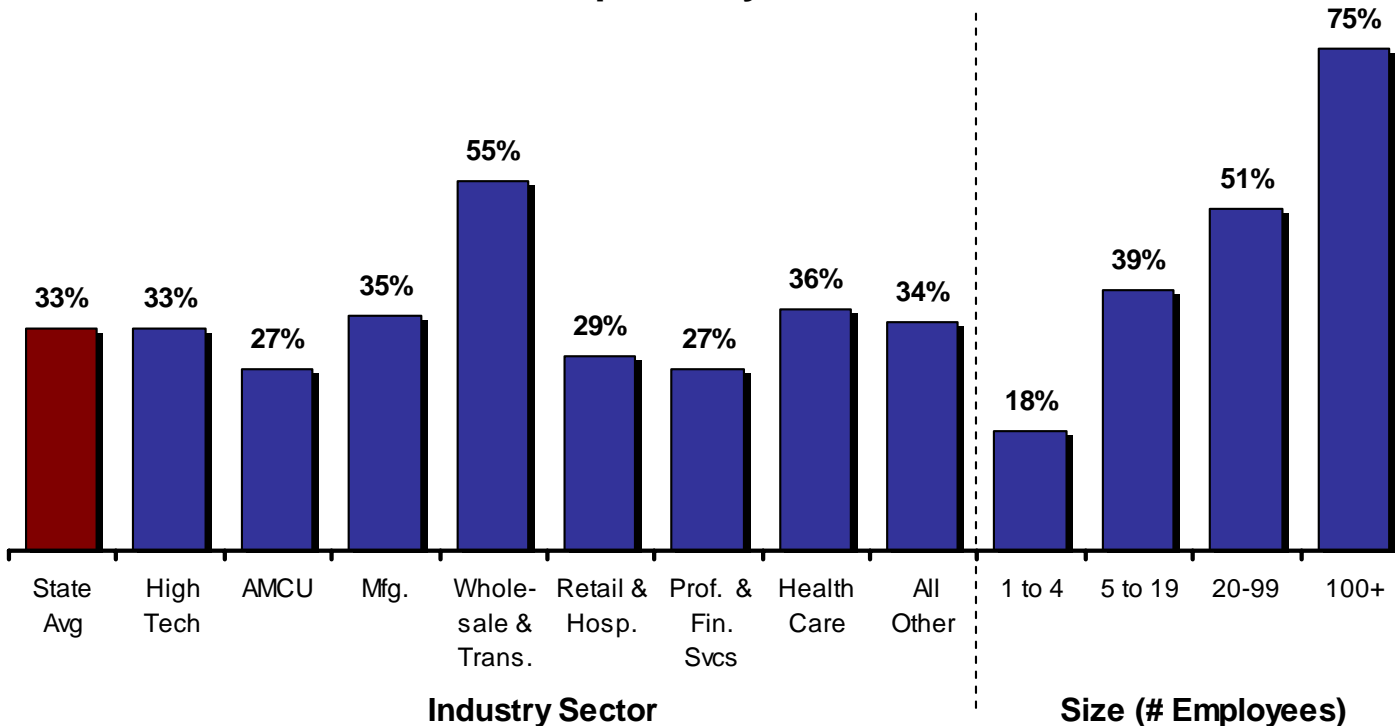
Current Adoption, by Sector and Size



# Online Employee Benefits Information

- One-third of all Internet-connected businesses provide their employees with benefit information using the Internet.
- Use of this application increases directly with company size, with three out of every four large companies using this feature.

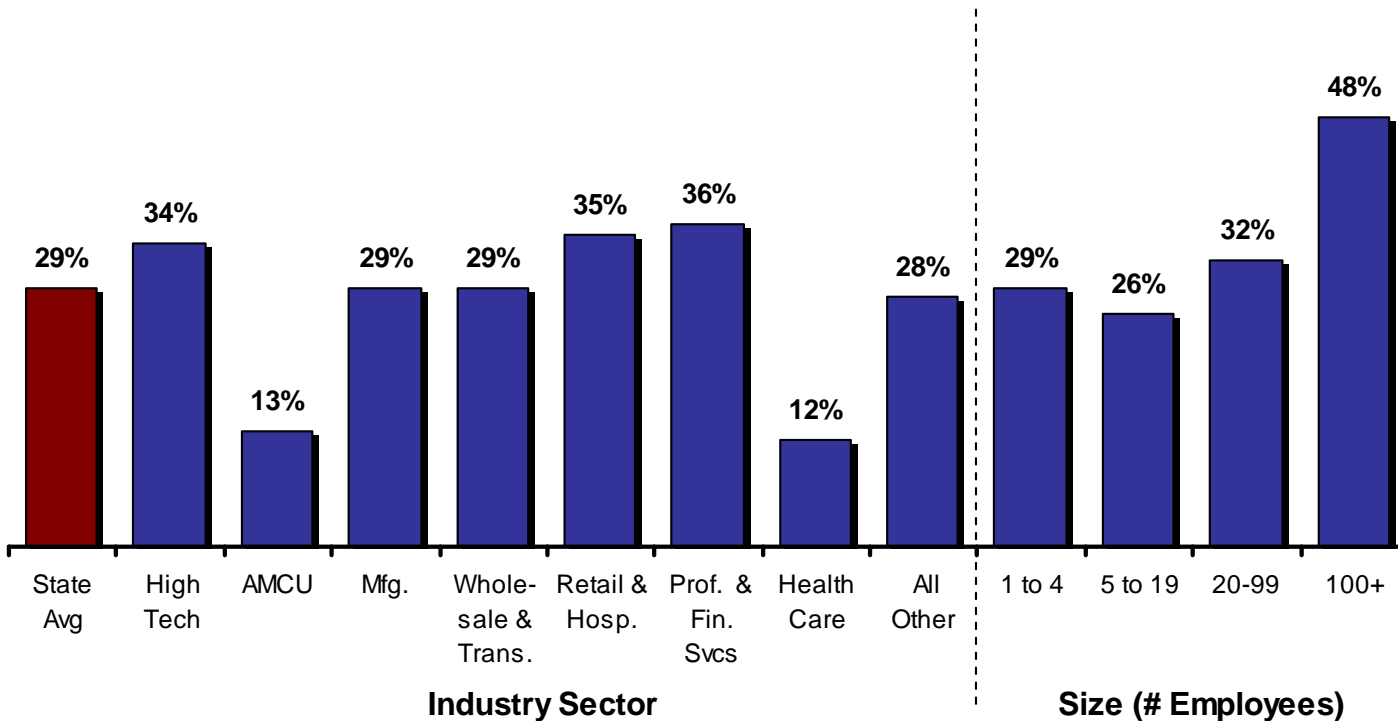
Current Adoption, by Sector and Size



# Accepting Real Time Payments Such As Credit Card and Debit Payment Online

- As a subset of businesses that sell or accept orders online, 29% of all Internet-connected businesses accept real time (credit or debit card) payments.
- The highest incidence of this activity is in the High Tech, Retail/Recreation/Food/Lodging, and Professional/Finance industry sectors.

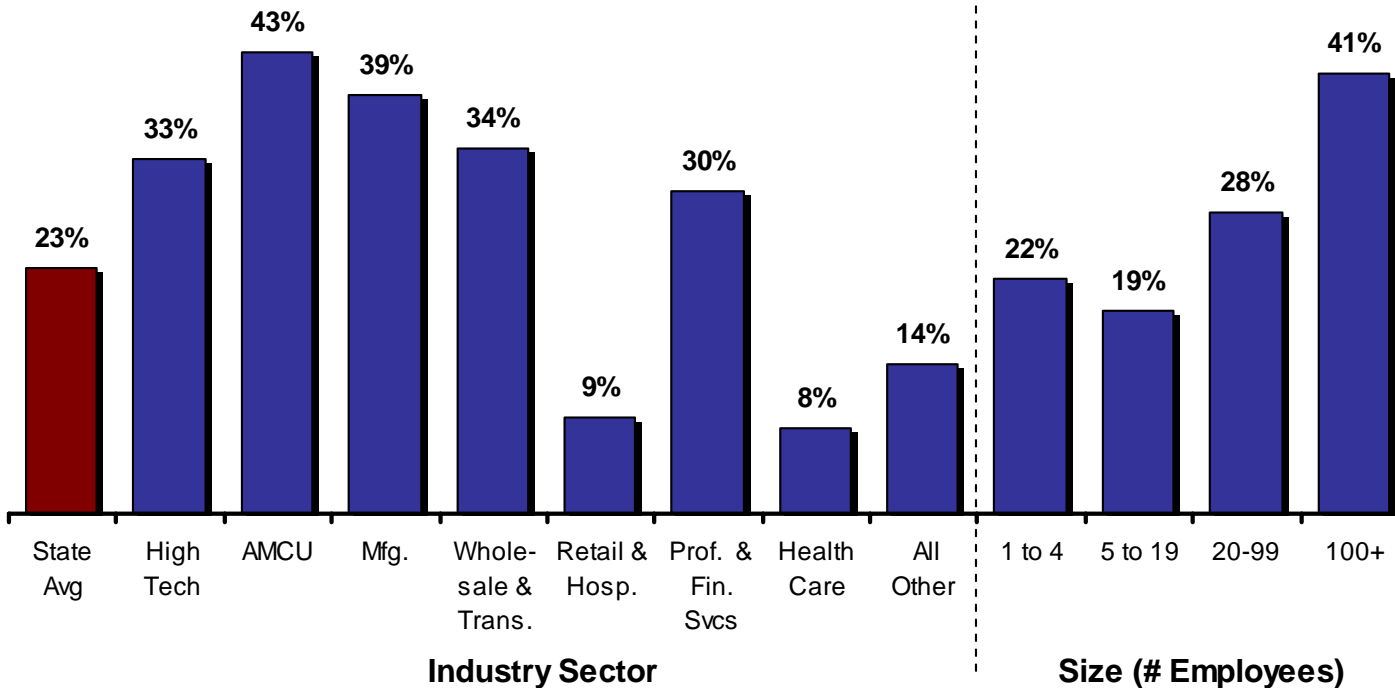
Current Adoption, by Sector and Size



# Bidding on Contracts Online

- Nearly one quarter of Internet-connected businesses report that they bid on contracts online.
- The Ag/Mining/Construction/Utility sector and the Manufacturing sector lead the way on this application of the Internet.

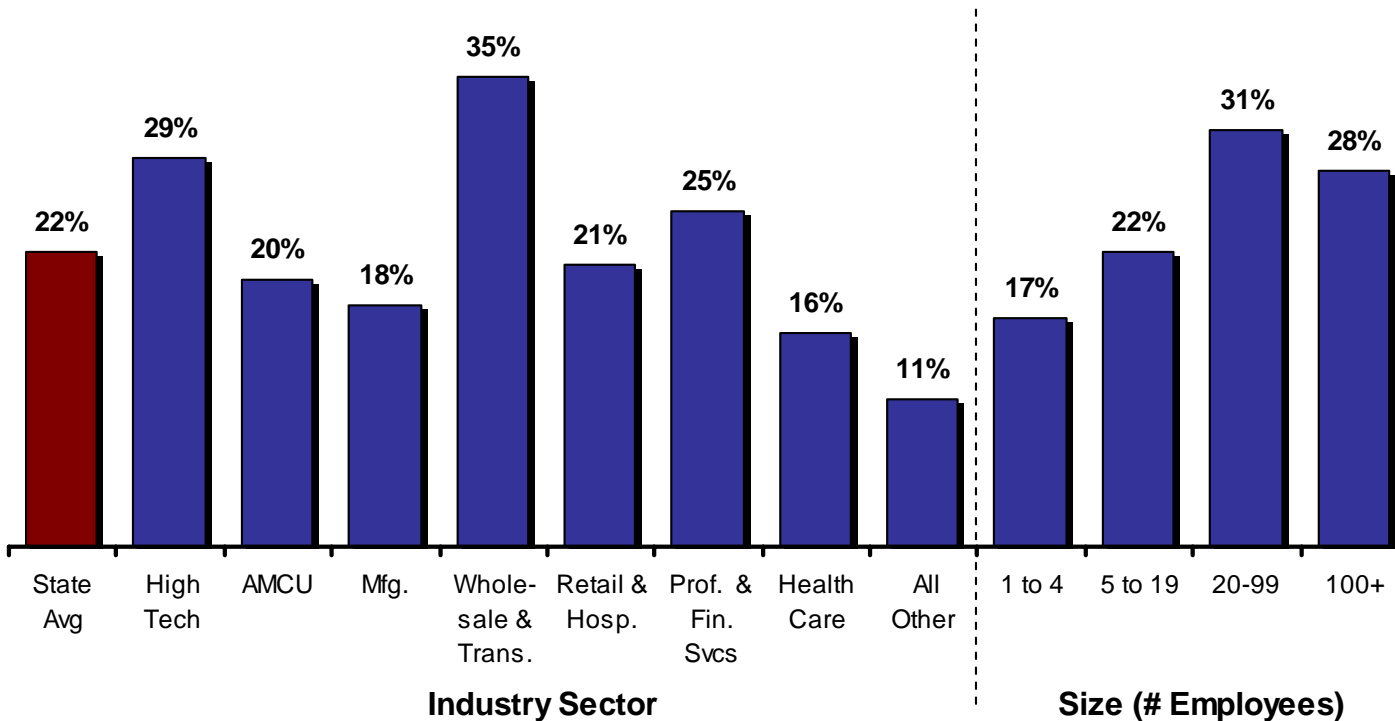
Current Adoption, by Sector and Size



# Online Accounting and Internal Auditing

- Currently, 22% of Internet-connected Tennessee businesses report using online accounting and internal auditing.
- This application is most prevalent in the Wholesale Trade/Transport/Warehousing industry sector.

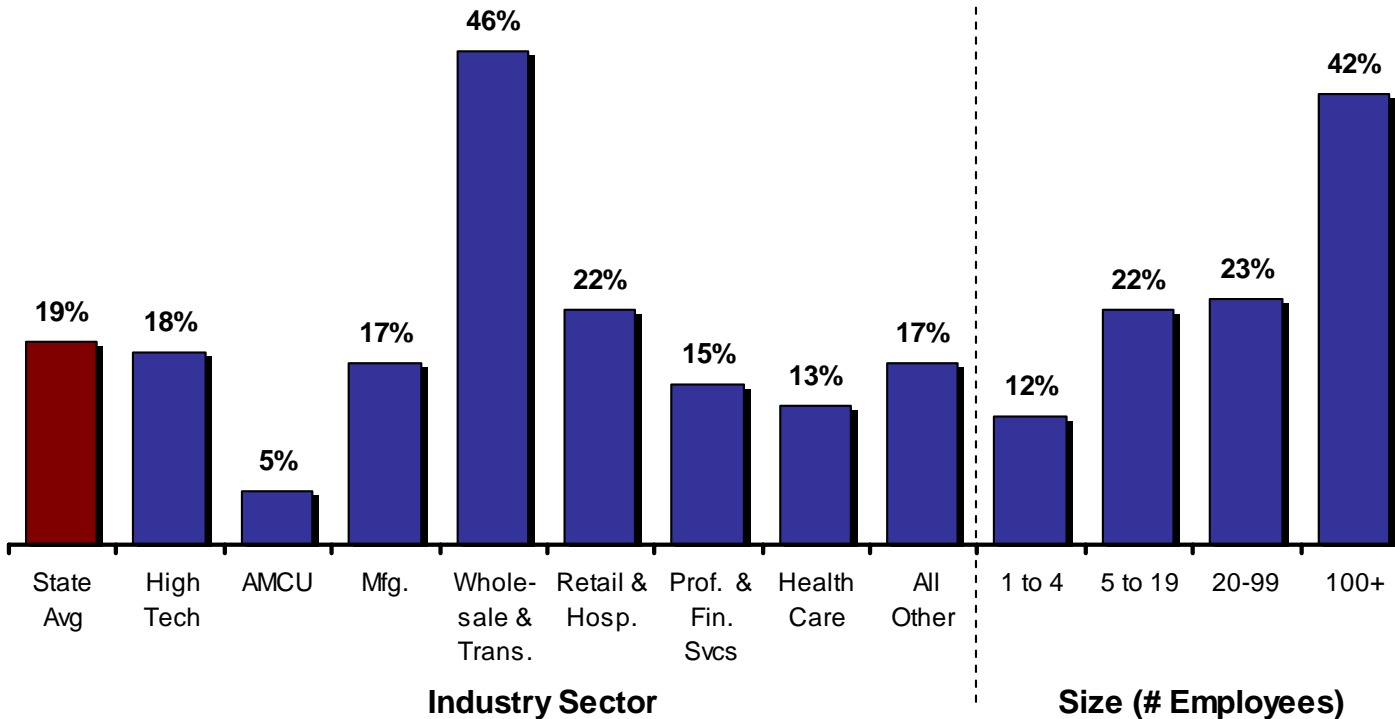
Current Adoption, by Sector and Size



# Online Inventory Tracking and Control

- Nineteen percent of Tennessee businesses report tracking and controlling inventory online.
- Predictably, this is most likely to be used in the Wholesale Trade/Transport/ Warehousing and Retail/Recreation/Food/Lodging sectors.

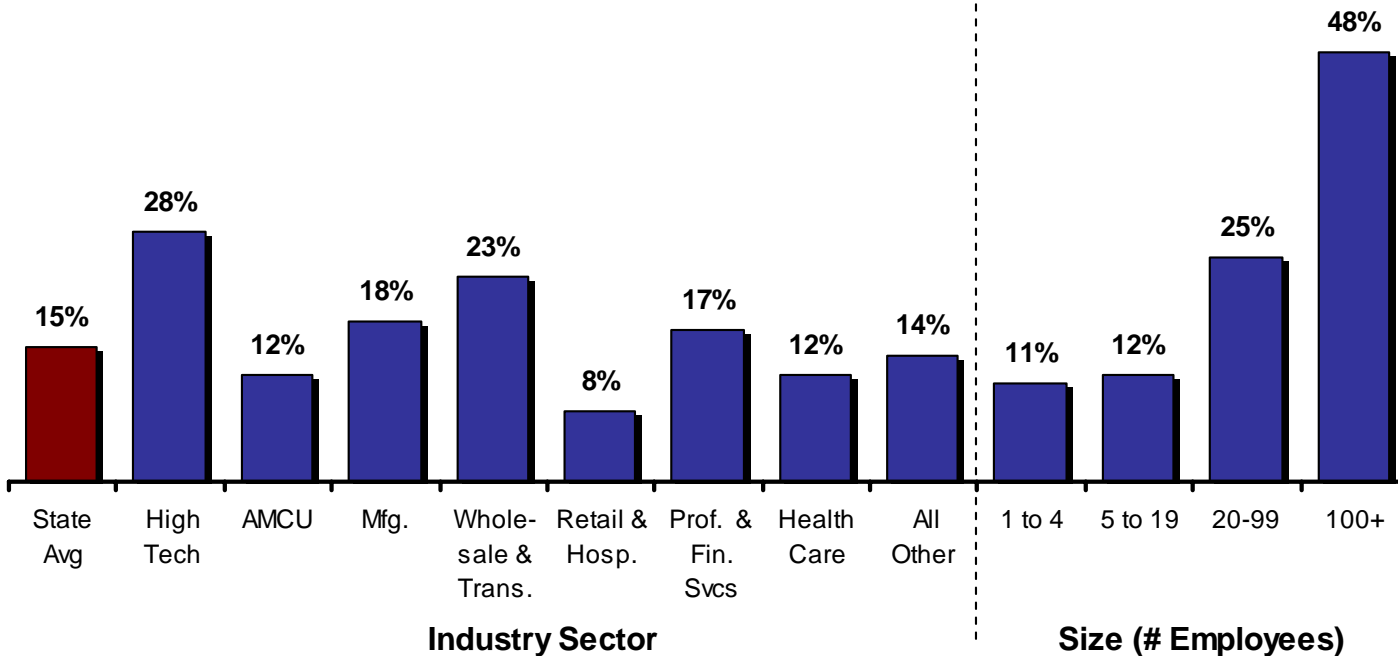
Current Adoption, by Sector and Size



# Video Conferencing

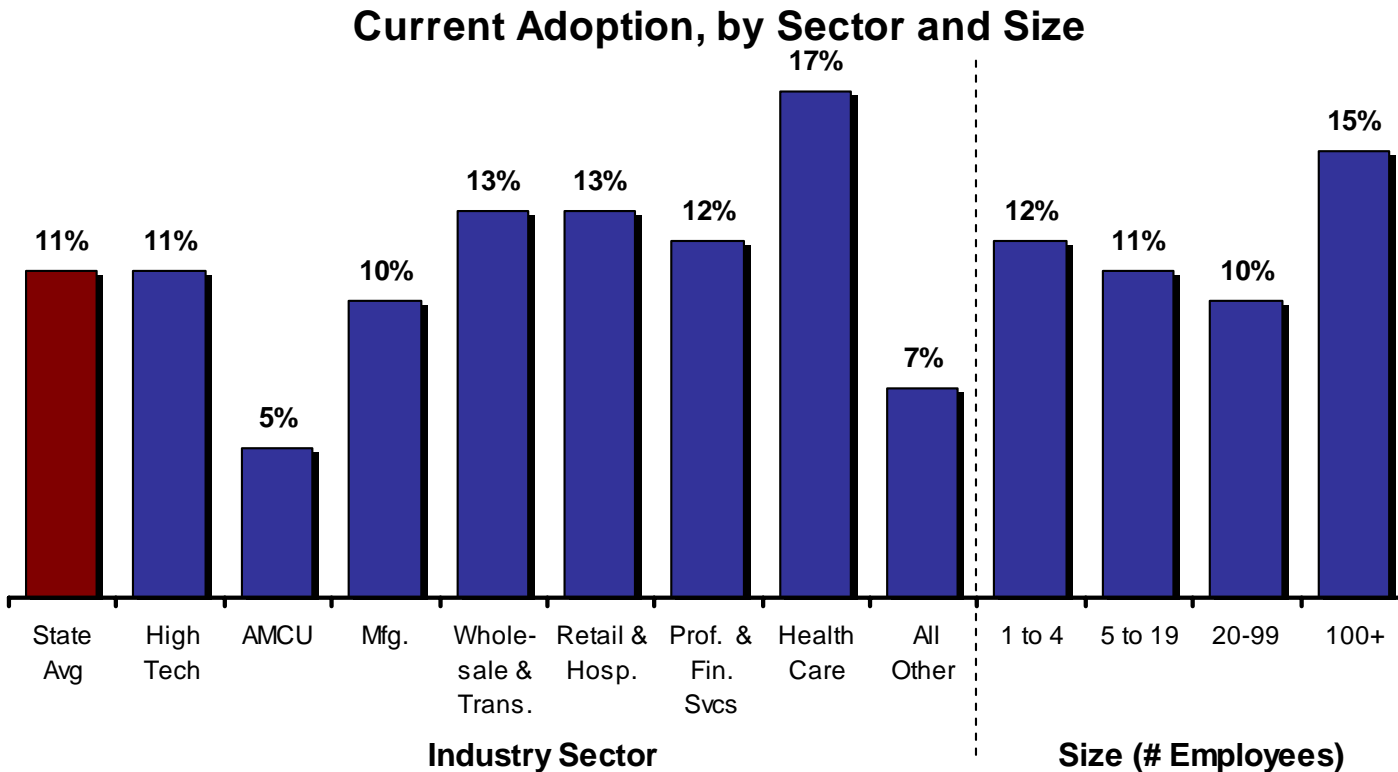
- Video conferencing is used by 15% of all Tennessee businesses using the Internet; that percentage increases as the size of the company grows.

Current Adoption, by Sector and Size



# Blogging

- Companies in the Healthcare, Wholesale Trade/Transport/Warehousing, and Retail/Recreation/Food/Lodging industry sectors are more likely to use the Internet for blogging.



# Online Manufacturing Process Control

- Only 7% of all Tennessee businesses with Internet access report using online manufacturing process control.
- The practice is more likely to be used in the Wholesale Trade/Transport/Warehousing and the Manufacturing industry sectors, and by establishments with at least 100 employees.

**Current Adoption, by Sector and Size**

