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Austrian enterprises need to catch up with digital change

Less than half of Austrian enterprises use advanced information and communication technologies

Vienna, 2024-02-13 – Cloud services, data analytics and artificial intelligence: 47% of enterprises in Austria use at least one of these advanced information and communication technologies. This is shown by the survey on information and communication technologies (ICT) in enterprises by Statistics Austria. This puts Austria below the EU-27 average of 55%.

“Currently, less than half of Austrian enterprises use advanced cloud services, data analytics or artificial intelligence. This puts Austria in the bottom third in an European comparison and a good distance away from the EU's Digital Decade target, according to which at least three quarters of enterprises should be using advanced technologies by 2030,” says Tobias Thomas, Director General of Statistics Austria.

Less than half of enterprises use advanced technologies

Artificial intelligence (11%) is currently only used by one out of ten enterprises. By contrast, data analytics (24%) and advanced cloud services (36%) are used by one out of four and one out of three enterprises, respectively. At least one of these advanced technologies is used by just under half of all Austrian enterprises (47%).

The use of advanced information and communication technologies differs significantly depending on the economic sector, enterprise size and region. Enterprises in the service sector (50%) use the mentioned technologies more frequently than those in the production sector (40%). Furthermore, they are used by the majority of big (250 or more employees; 85%) and medium-sized enterprises (50 to 249 employees; 64) but by less than half of small enterprises (10 to 49 employees; 43%). From a regional perspective, most enterprises using advanced information and communication technologies are located in Vienna (55%) and Vorarlberg (54%), with Burgenland enterprises using these technologies the least (34%).

Austria in the bottom third in EU comparison

In an EU comparison, Austria (47%) ranks in the bottom third for the use of advanced information and communication technologies. The lowest use is found in Romania and Bulgaria (29% each), while the highest is in Finland (80%) and Denmark (77%). The two Nordic countries are therefore also the only ones to have already reached the EU target of 75%. The average for European countries is currently 55%. According to the EU target, 75% of enterprises should be using at least one of the technologies mentioned by 2030.

For detailed results and further information on the use of ICT in enterprises please refer to our [website](#).

Enterprises using advanced information and communication technologies 2023

Characteristic	With use of ...			
	at least one technology ¹	advanced cloud services ²	data analytics ³	artificial intelligence ⁴
	in % of all enterprises			
Total	47.0	35.6	23.9	10.8
Industry (ÖNACE 2008)				
Production sector	40.1	30.8	17.3	8.5
Manufacturing (10–33)	46.2	34.4	22.6	12.3
Electricity, gas, steam and air conditioning supply, water supply, sewerage, waste management and remediation activities (35–39)	(53.1)	42.2	27.4	14.0
Construction (41–43)	33.0	26.2	11.2	4.3
Service Sector	50.3	37.8	27.0	11.8
Wholesale and retail trade; repair of motor vehicles and motorcycles (45–47)	49.6	34.1	31.8	8.3
Transportation and storage (49–53)	35.9	26.3	12.0	8.3
Accommodation and food service activities (55, 56)	42.4	31.2	24.1	3.6
Information and communication (58–63)	85.1	75.8	50.3	37.0
Real estate activities; professional, scientific and technical activities (68–75)	60.8	47.7	24.1	23.5
Administrative and support service activities; Repair of computers and communication equipment (77–82, 95.1)	41.9	33.1	22.0	7.7
Size				
10 to 49 employees	43.0	31.8	20.8	8.9
50 to 249 employees	63.7	50.5	36.6	16.9
250 or more employees	84.8	75.4	55.8	35.2
Federal state				
Burgenland	33.7	26.9	13.5	3.0
Carinthia	46.6	33.5	22.5	8.2
Lower Austria	41.0	29.4	20.2	8.0
Upper Austria	48.6	37.4	24.3	10.9
Salzburg	47.7	36.0	25.3	12.3
Styria	41.4	31.3	19.4	8.7
Tyrol	45.7	34.8	25.1	8.1
Vorarlberg	53.6	40.4	24.5	12.2
Vienna	54.6	42.2	29.9	16.3

S: STATISTICS AUSTRIA, Survey on ICT usage in enterprises 2023. – Data collection: February to July 2023. – Values with a sampling error > 5% appear in parentheses.

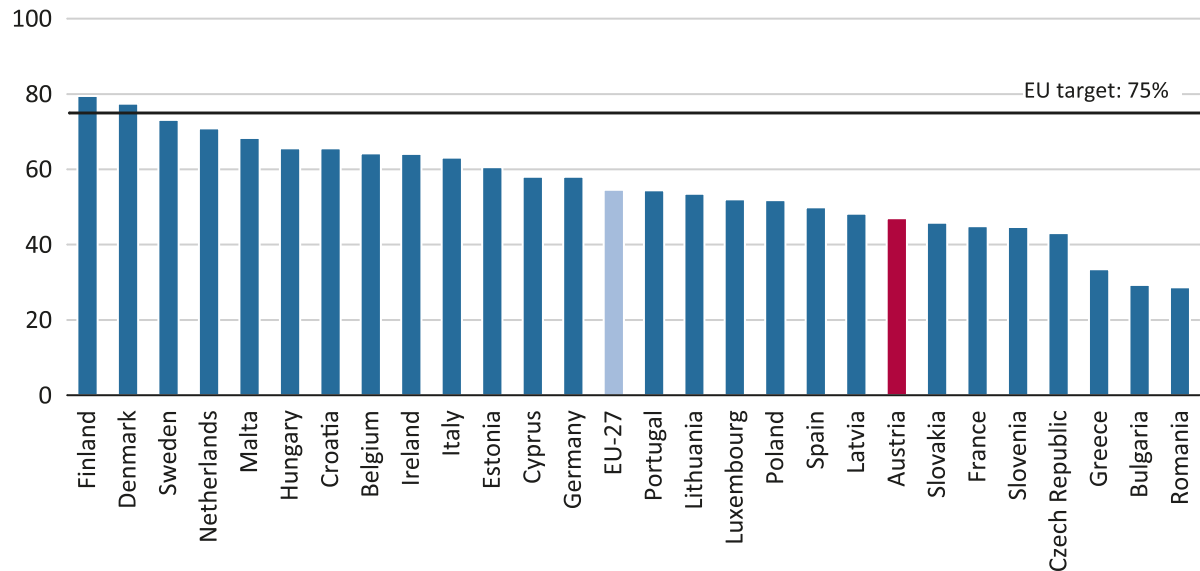
1) Enterprises using artificial intelligence, data analytics or advanced cloud services.

2) Advanced cloud services comprise the following services delivered by a service provider via the internet: finance and accounting software, ERP and CRM software, security software, enterprise databases and computer platforms that provide an environment for developing, implementing and testing software.

3) Data analytics refers to the use of methods, algorithms, and software to analyse data. It is used to discover patterns, trends and insights, or to make predictions. It can be carried out by the enterprise's own employees or by other companies/organisations.

4) Artificial intelligence refers to technologies that imitate intelligent behaviour and have a degree of autonomy to perform specific tasks.

Use of selected information and communication technologies in an EU comparison 2023



S: Eurostat, Community Survey on ICT usage in enterprises 2023. – Enterprises using artificial intelligence, data analytics or advanced cloud services. – Advanced cloud services comprise the following services delivered by a service provider via the internet: finance and accounting software, ERP and CRM software, security software, enterprise databases and computer platforms that provide an environment for developing, implementing and testing software. – Data analytics refers to the use of methods, algorithms, and software to analyse data. It is used to discover patterns, trends and insights, or to make predictions. It can be carried out by the enterprise's own employees or by other companies/organisations. – Artificial intelligence refers to technologies that imitate intelligent behaviour and have a degree of autonomy to perform specific tasks.

Information on methodology, definitions: The results are derived from the survey on information and communication technology (ICT) usage in enterprises 2023. On the basis of Regulation (EU) 2019/2152 and Implementing Regulation (EU) 2022/1344 for the reference year 2023 all EU member states are obligated to conduct this survey with a Europe-wide uniform questionnaire and standardized methodology. The data for all EU countries was published in December 2023.

If you have any questions on this topic, please contact:

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