



Uses for the Internet

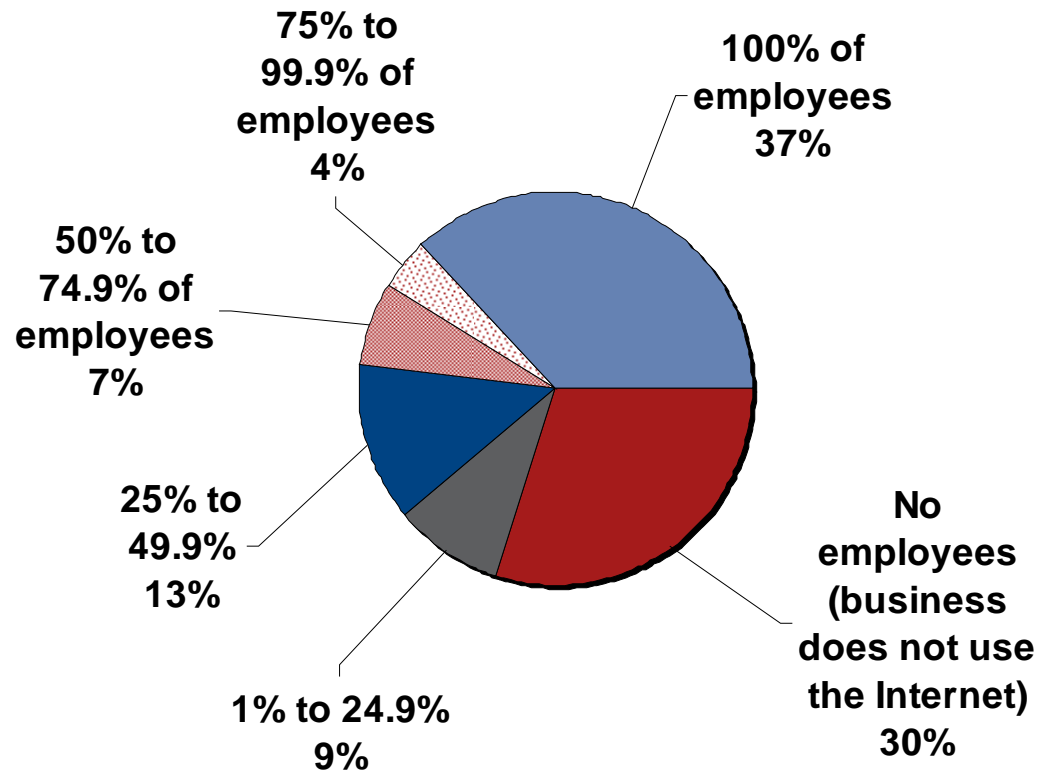


Percent of Employees Who Use the Internet (Dial-Up or Broadband) for Work Functions

At more than one-third of Tennessee businesses, every employee uses the Internet for their work functions.

On average 71% of employees at Internet-connected businesses rely on the Internet for their work.

Among all Tennessee businesses



Q: How many employees at this business location use the Internet for business purposes?
(n=803 TN businesses)

Source: January 2010 Connected Tennessee®
Survey of Businesses
www.connectedtennessee.org



Uses for the Internet Among Tennessee Businesses (Either Dial-Up or Broadband)



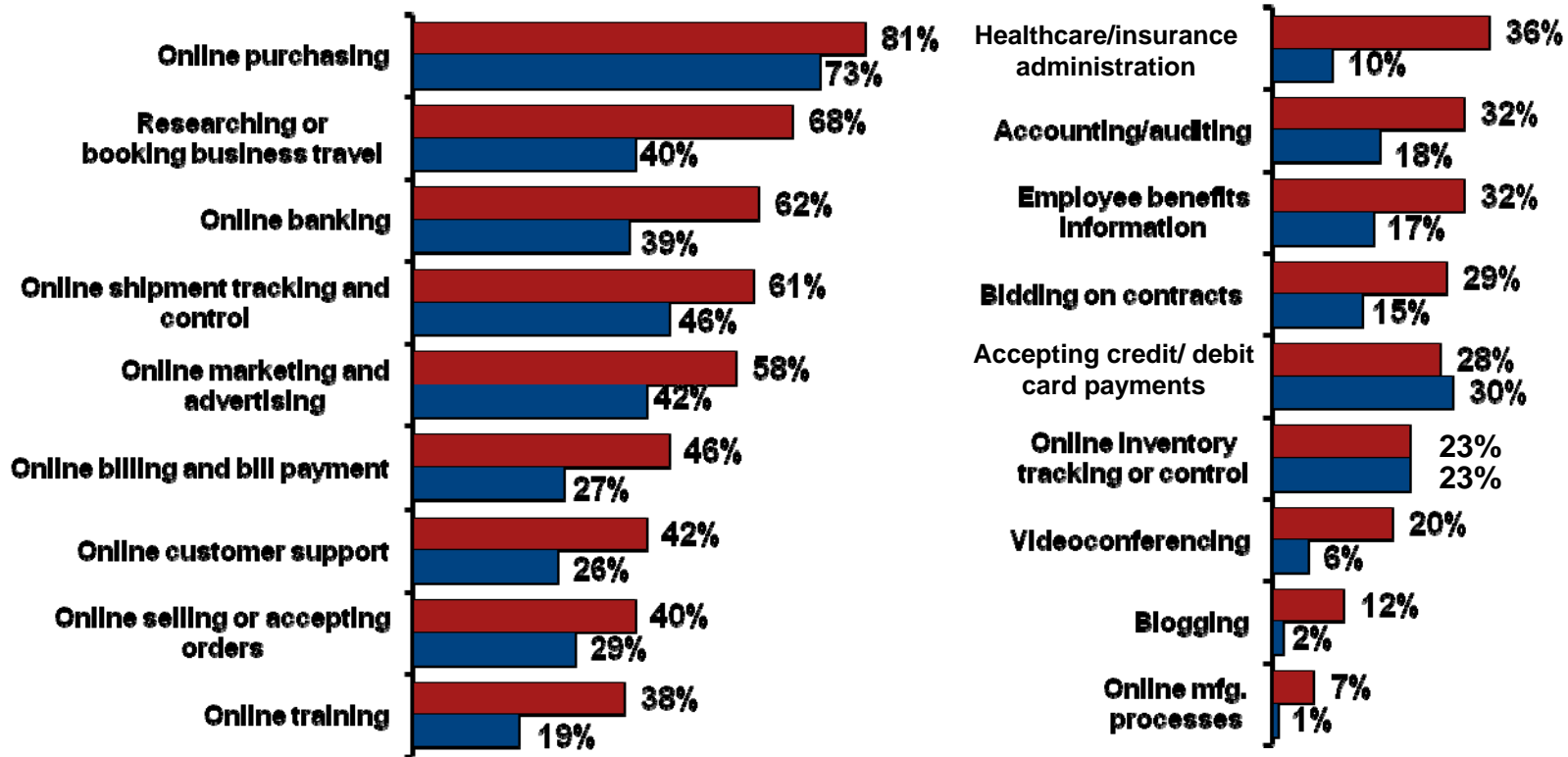
Q: Which of the following does your business currently use?
(n=629 TN businesses that use the Internet)

Source: January 2010 Connected Tennessee®
Survey of Businesses
www.connectedtennessee.org



Uses for the Internet Among Tennessee Businesses (Dial-Up Users and Broadband Users)

■ **Broadband-connected businesses** ■ **Internet-connected businesses without broadband**



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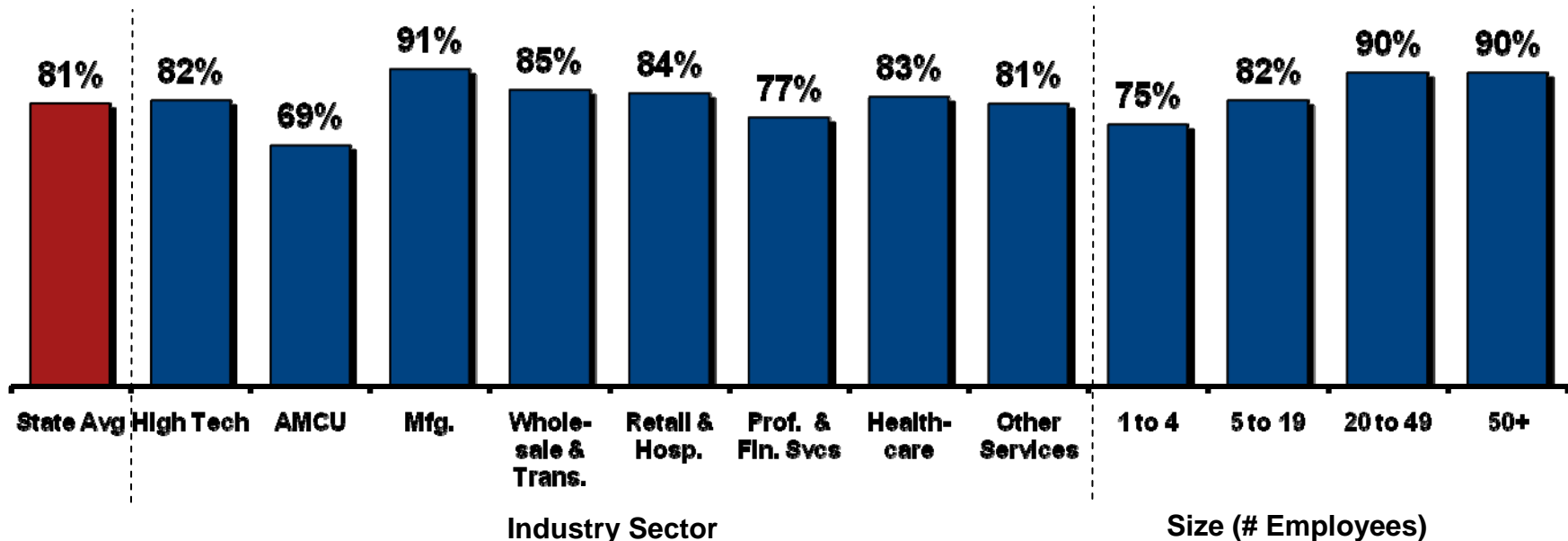


Online Purchasing or Ordering

Over four out of five Internet-connected businesses make purchases online.

This activity is most likely to be used by businesses in the Manufacturing and Wholesale and Transportation sectors.

Current adoption among Internet-connected businesses, by sector and size



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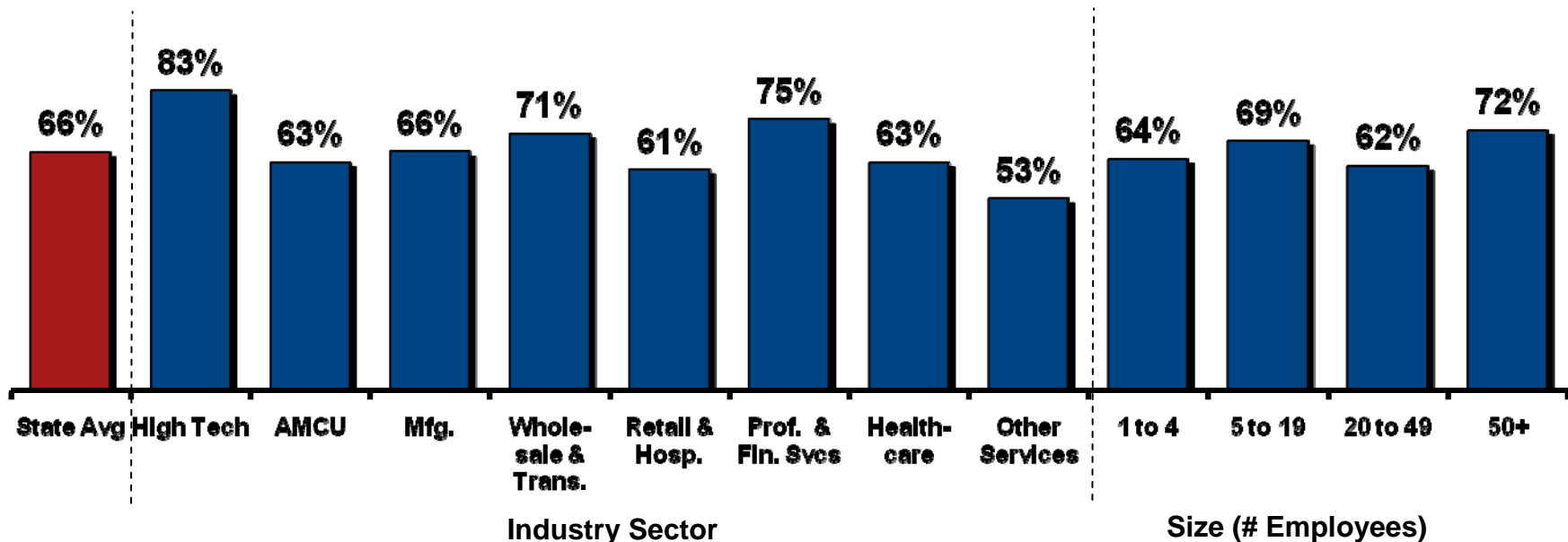
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Researching or Booking Travel Online

About 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 firms.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following does your business currently use?
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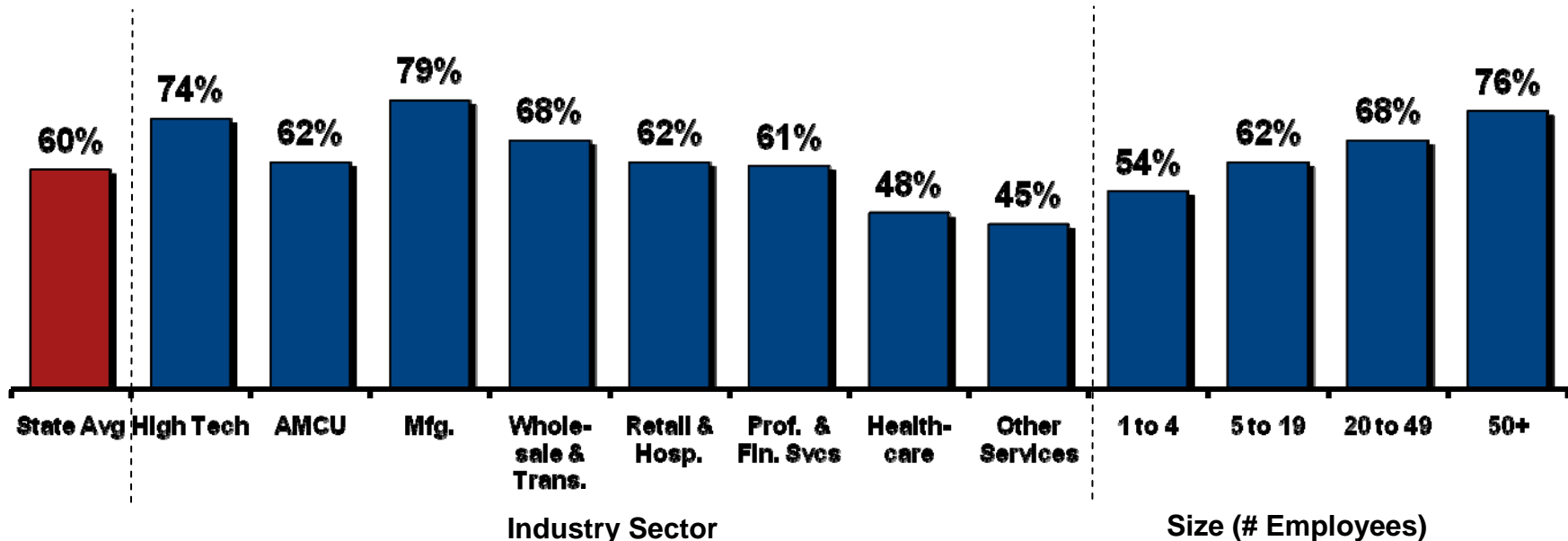
Source: January 2010 Connected Tennessee®
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Online Shipment Tracking and Control

Three out of five Internet-connected businesses track and control their shipments online.

This application is most prevalent among businesses in the Manufacturing and High Tech sectors.

Current adoption among Internet-connected businesses, by sector and size



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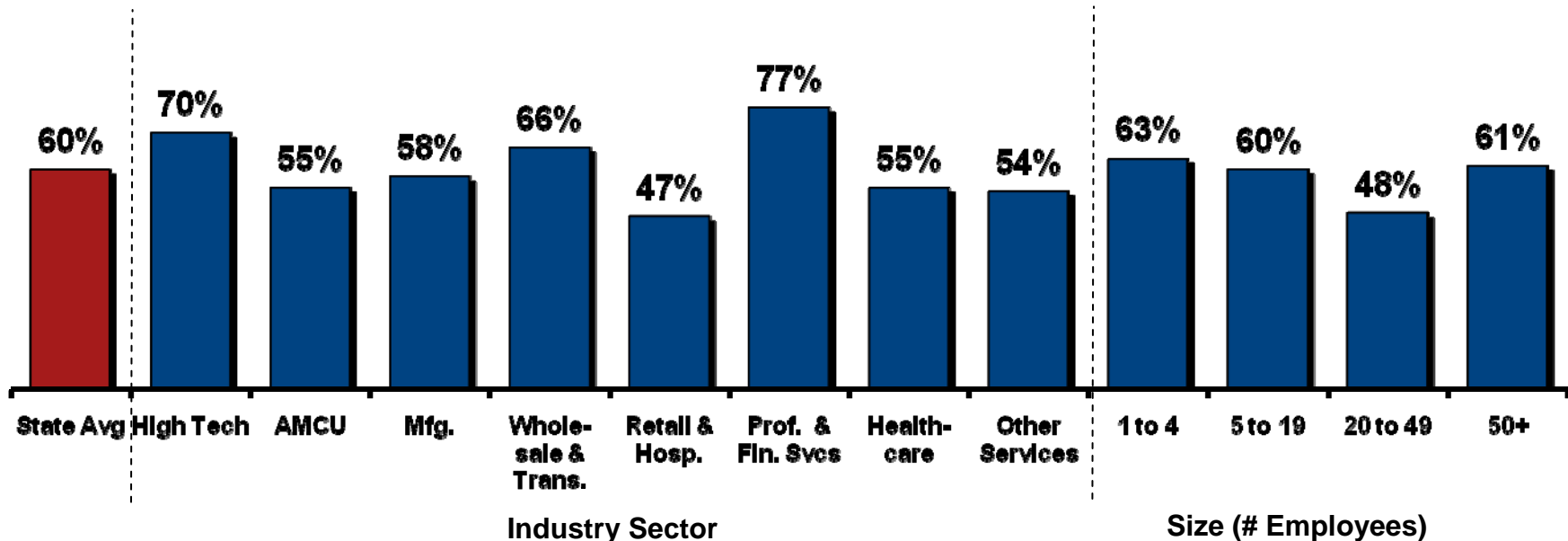


Online Banking

Six out of ten Internet-connected businesses in Tennessee report banking online.

This application is used most often by firms in the Professional/Financial services sector.

Current adoption among Internet-connected businesses, by sector and size



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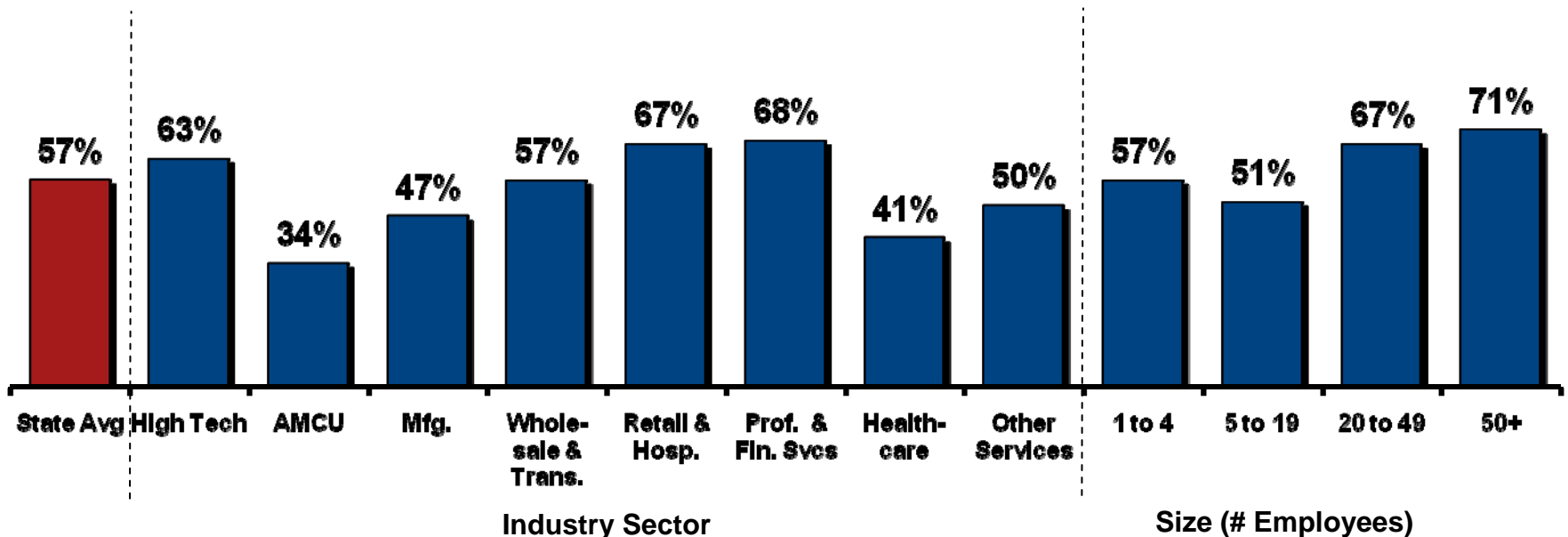


Online Marketing and Advertising of Products and Services

Businesses in the High Tech sector, the Retail & Hospitality, and the Professional/Financial services sector are much more likely to use this application.

Larger companies use this application far more often than smaller ones.

Current adoption among Internet-connected businesses, by sector and size



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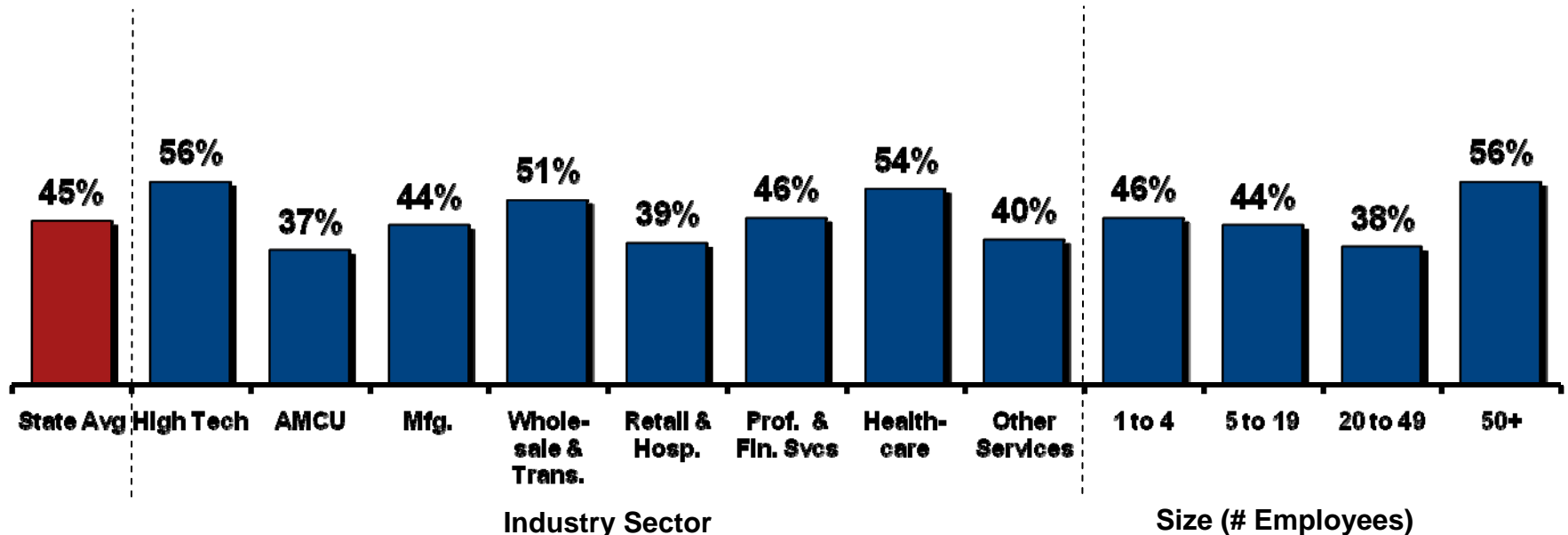


Online Billing or Bill Payment

Online billing or bill payment is most common in the High Tech sector, followed closely by the Healthcare and Wholesale and Transportation sectors.

This application is most prevalent in larger firms.

Current adoption among Internet-connected businesses, by sector and size



Q: Which of the following does your business currently use?
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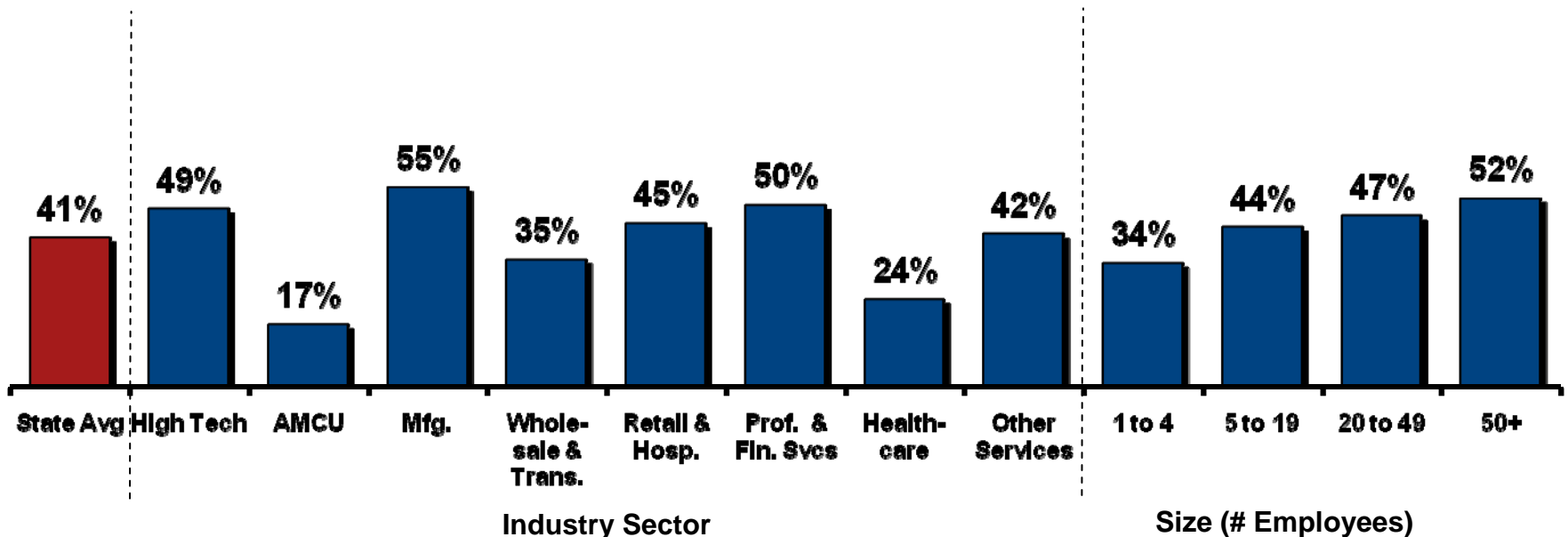
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Online Customer Support for Products or Services

The Agriculture/Mining/Construction/Utilities sector is the least likely to provide customer service online, while businesses in the Manufacturing sector are the most likely to do so.

Current adoption among Internet-connected businesses, by sector and size



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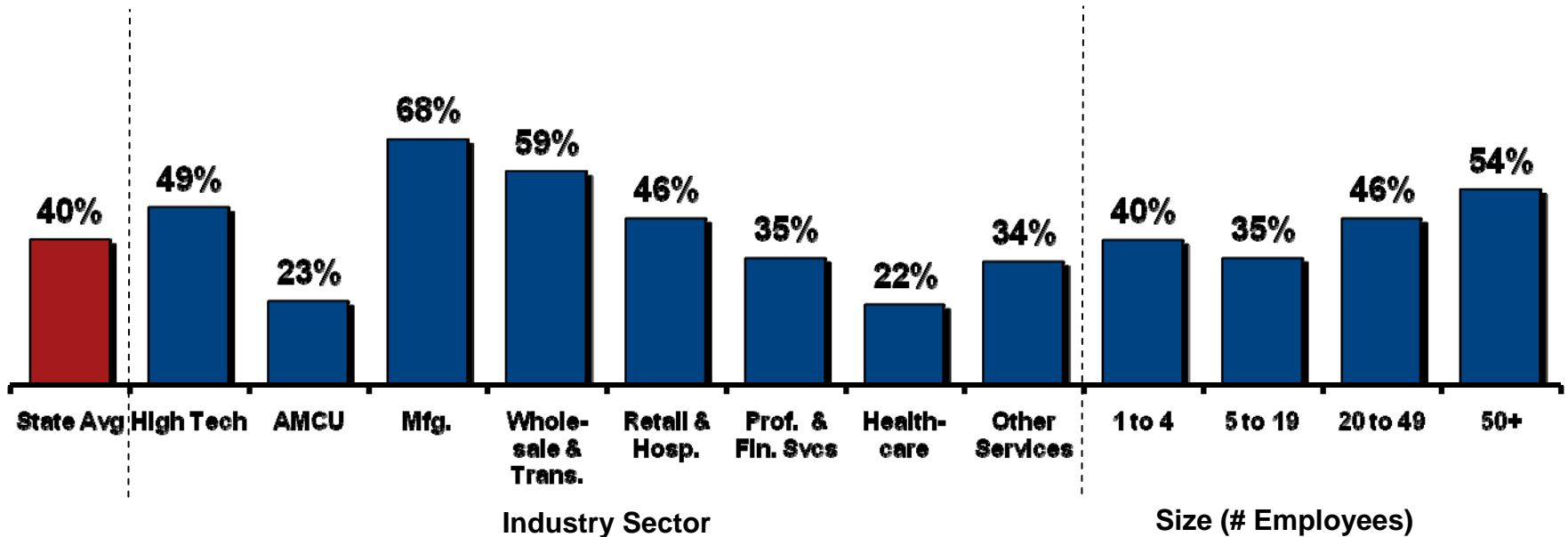


Online Selling or Accepting Orders for Products or Services Online

Online selling occurs more in the Manufacturing and Wholesale and Transportation sectors than in any other industry sector.

This application is also more prevalent in larger firms.

Current adoption among Internet-connected businesses, by sector and size



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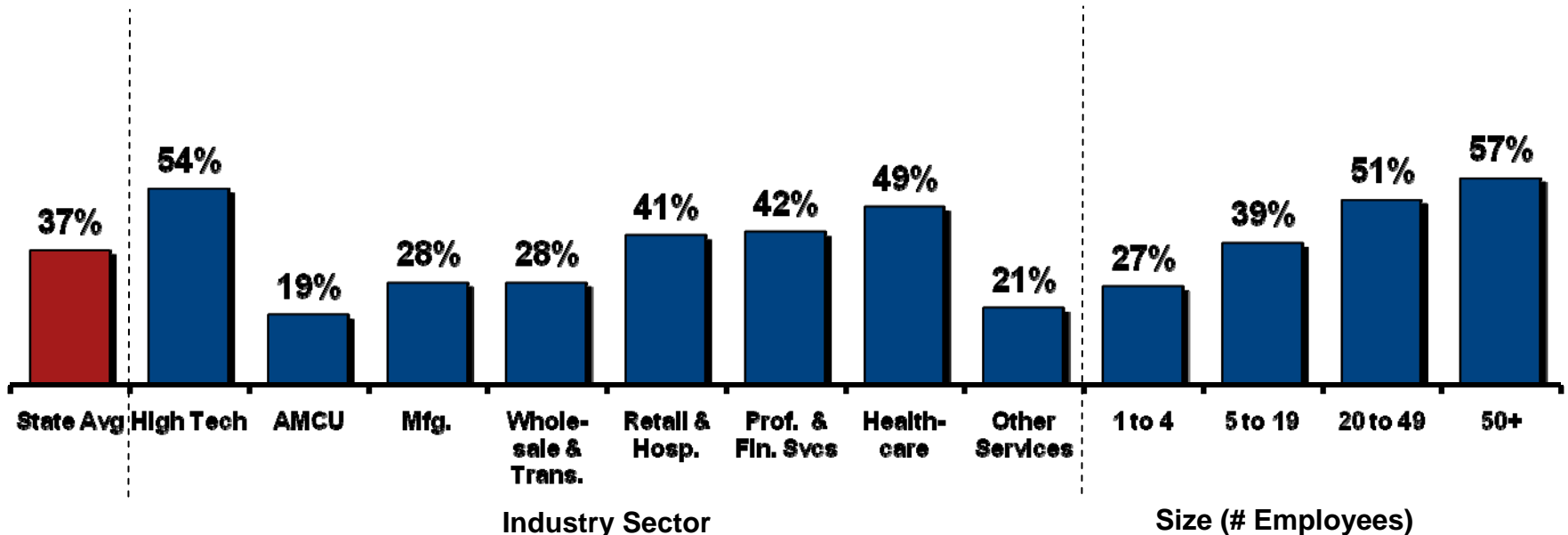


Online Training

Online training is directly related to company size, with large companies more than twice as likely to use this application.

This application is used by over one-half of businesses in the High Tech sector.

Current adoption among Internet-connected businesses, by sector and size



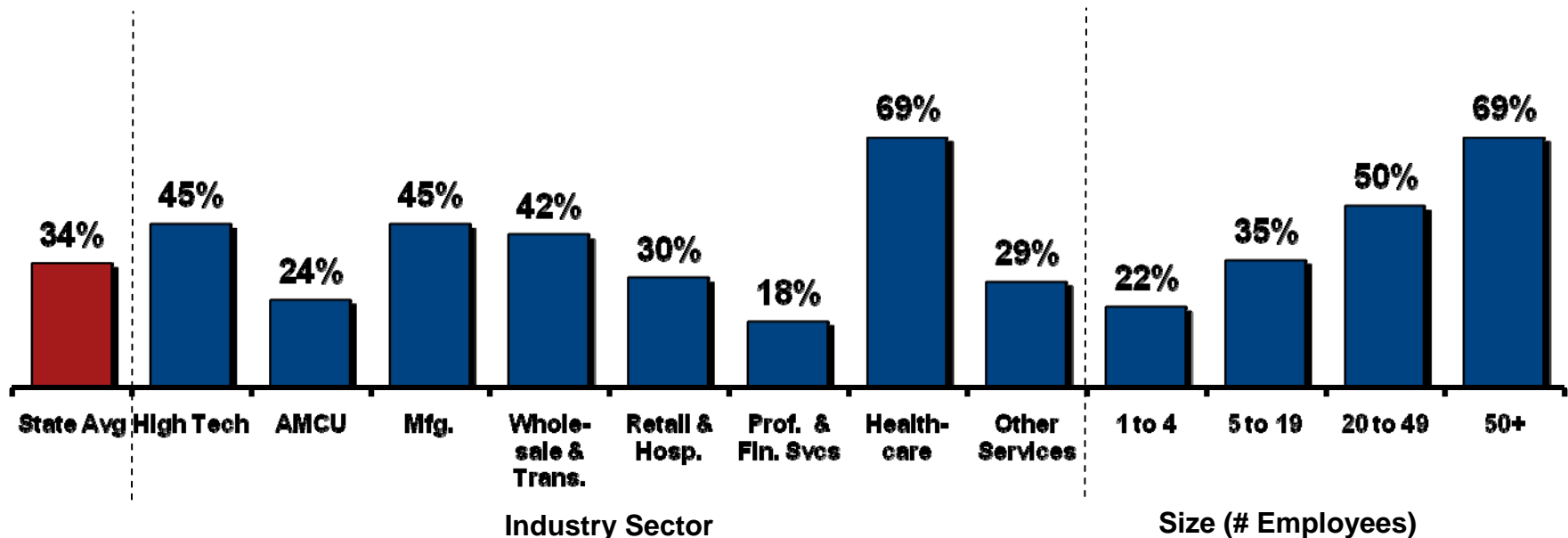
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Online Administration With Healthcare Insurance Companies, Such As Inquiries About Eligibility and Claims Status

This application is most likely to be used by Healthcare establishments and among larger companies.

Current adoption among Internet-connected businesses, by sector and size



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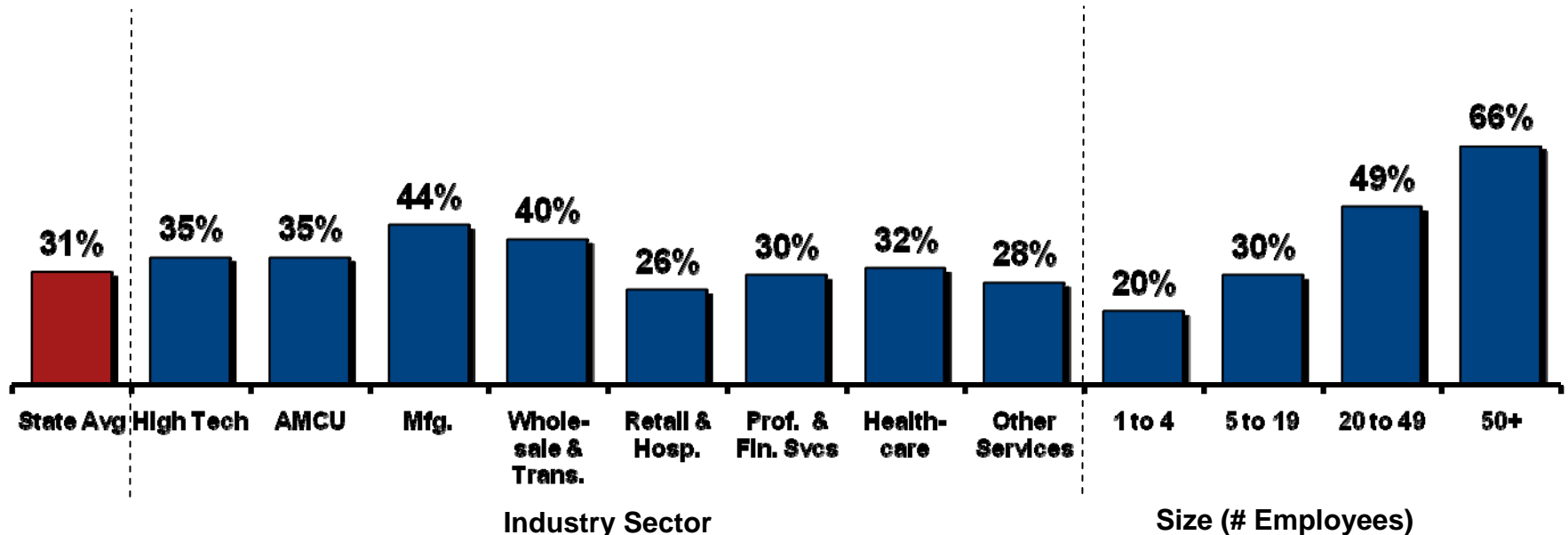
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Online Employee Benefits Information

More than three out of ten Internet-connected businesses provide their employees with benefit information using the Internet.

Use of this application increases directly with company size.

Current adoption among Internet-connected businesses, by sector and size



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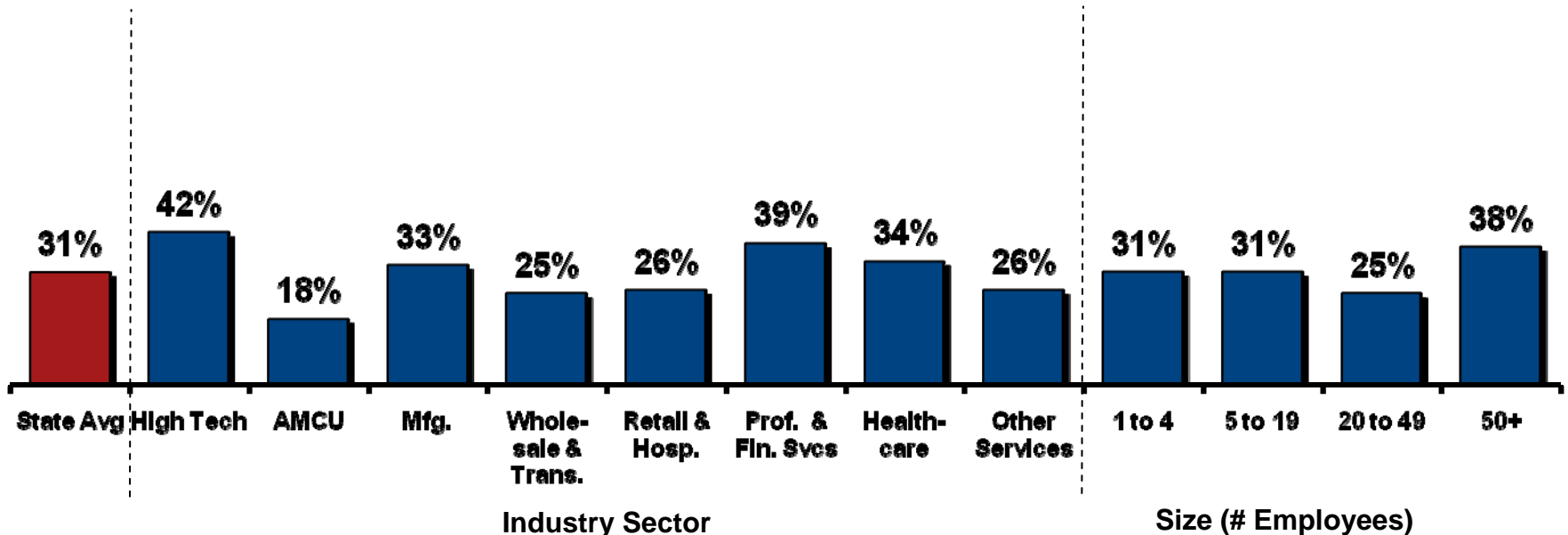


Online Accounting and Internal Auditing

More than three out of ten Internet-connected Tennessee businesses report using online accounting and internal auditing.

This application is most prevalent in the High Tech and the Professional/Financial sectors.

Current adoption among Internet-connected businesses, by sector and size



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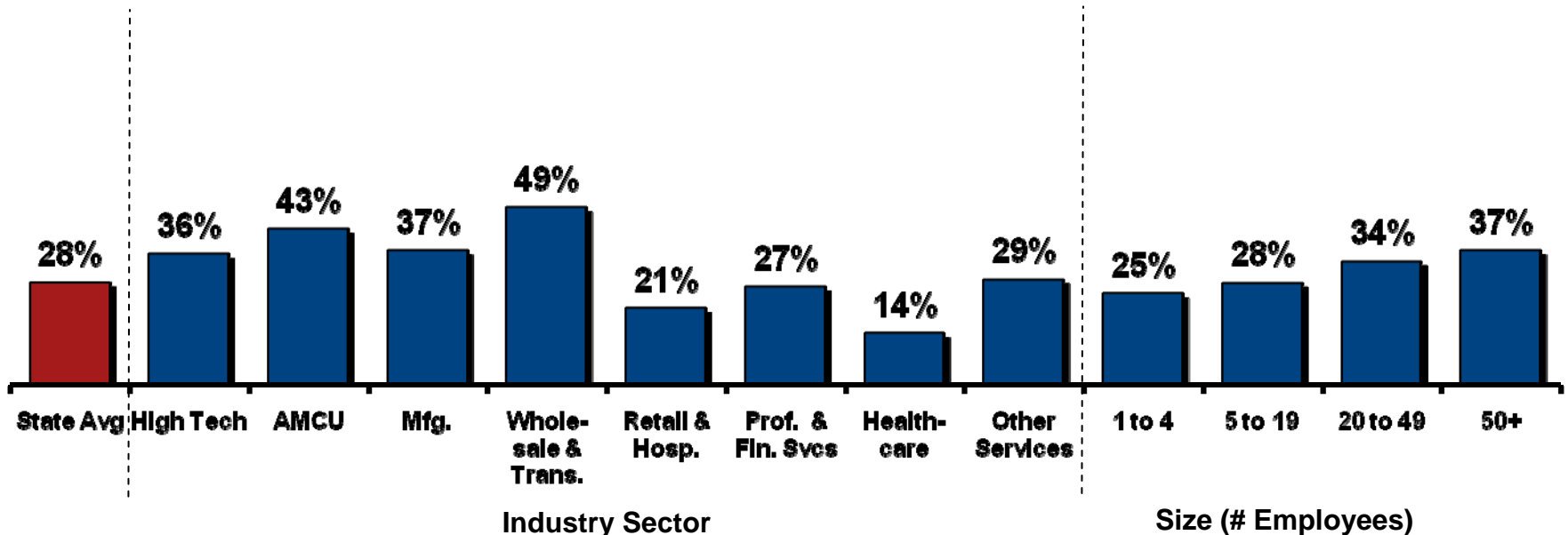


Bidding on Contracts Online

More than one-quarter of all Internet-connected businesses report that they bid on contracts online, with nearly one-half of businesses in the Wholesale and Transportation sector doing so.

Large businesses are more likely to bid on contracts online than smaller businesses.

Current adoption among Internet-connected businesses, by sector and size



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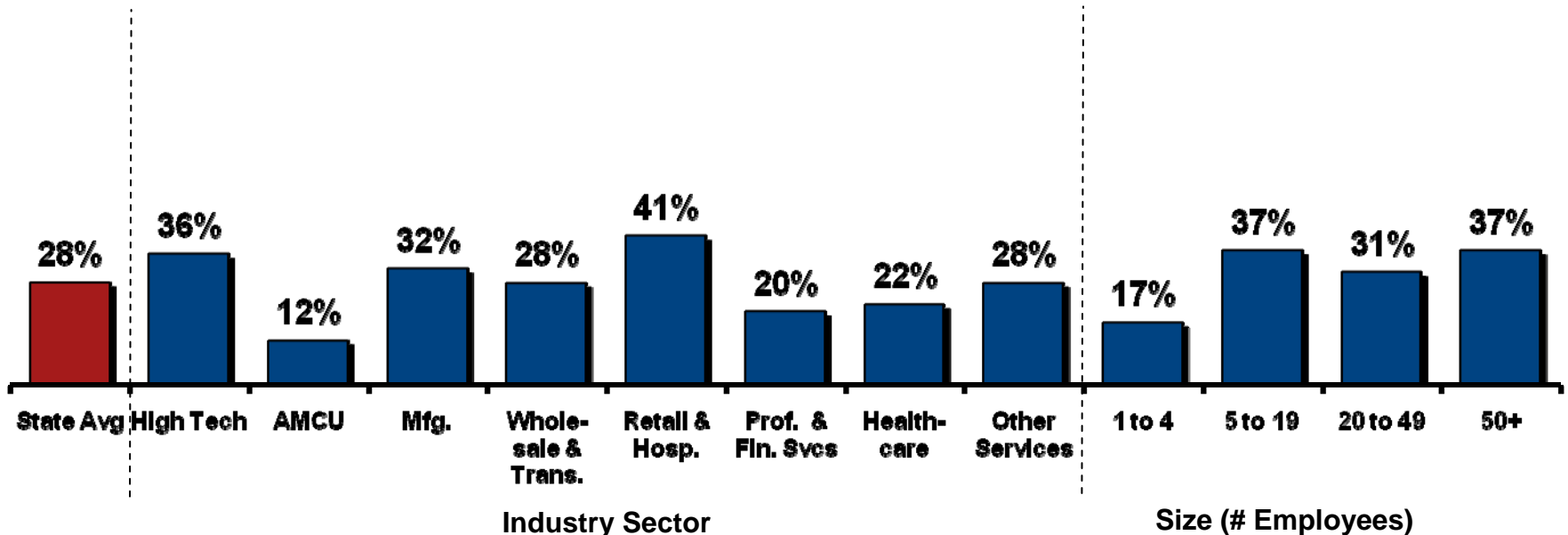


Accepting Real-Time Payments Such As Credit Card and Debit Payments Online

The Retail/Recreation/Food/Lodging sector is the most likely to accept real-time payments online.

Small businesses are the least likely to accept real-time credit or debit payments online.

Current adoption among Internet-connected businesses, by sector and size



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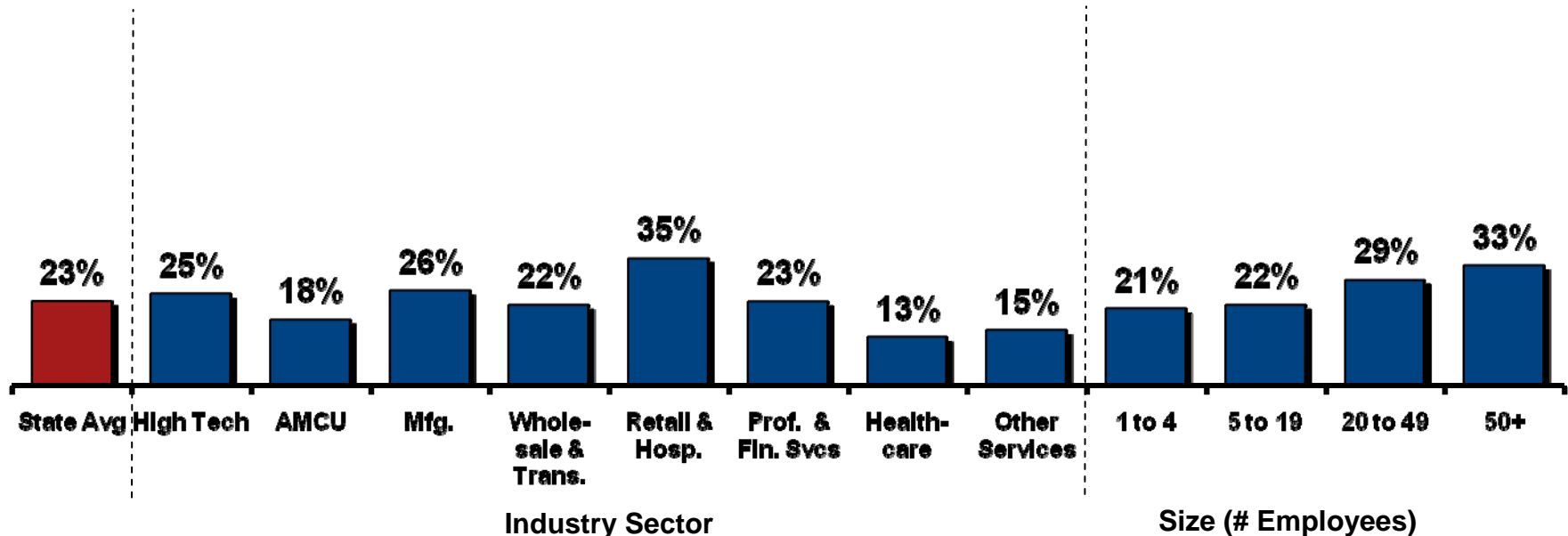
Source: January 2010 Connected Tennessee®
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Online Inventory Tracking and Control

Nearly one-quarter of Internet-connected Tennessee businesses report tracking and controlling inventory online.

Predictably, this is most likely to be used by larger businesses.

Current adoption among Internet-connected businesses, by sector and size



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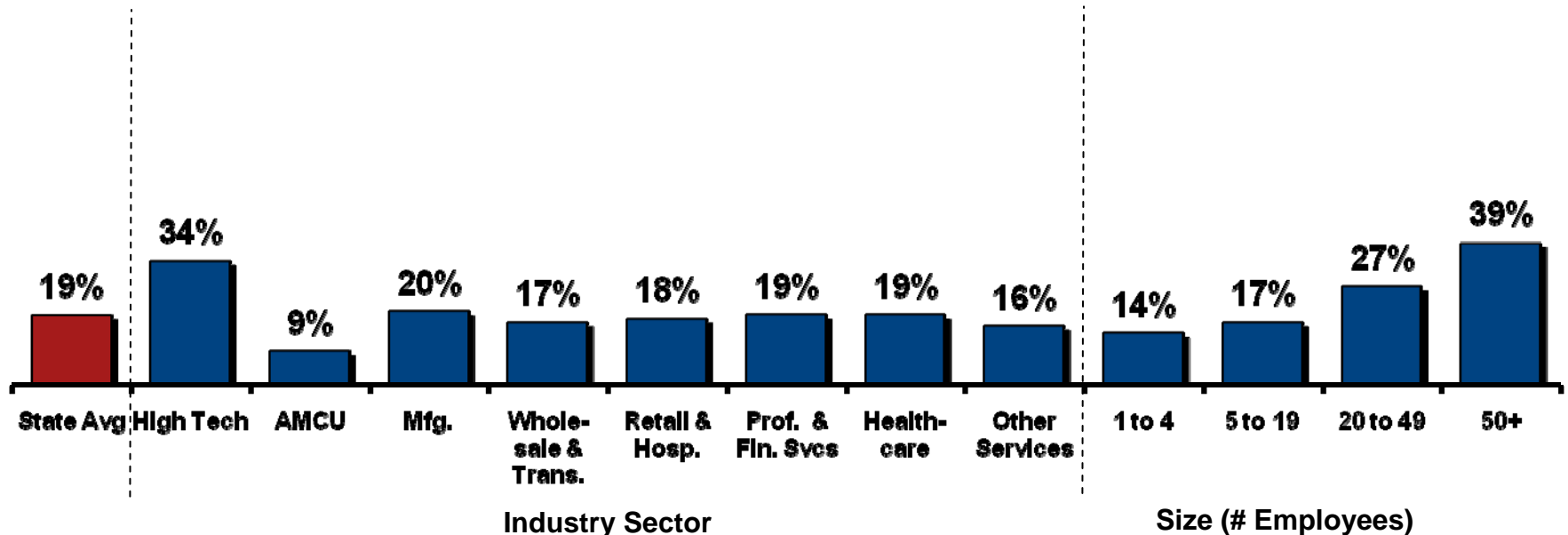


Videoconferencing

Videoconferencing is used by 19% of all Tennessee businesses that use the Internet, most often by businesses in the High Tech sector.

The percentage of businesses that use videoconferencing increases significantly in companies with more than 50 employees.

Current adoption among Internet-connected businesses, by sector and size



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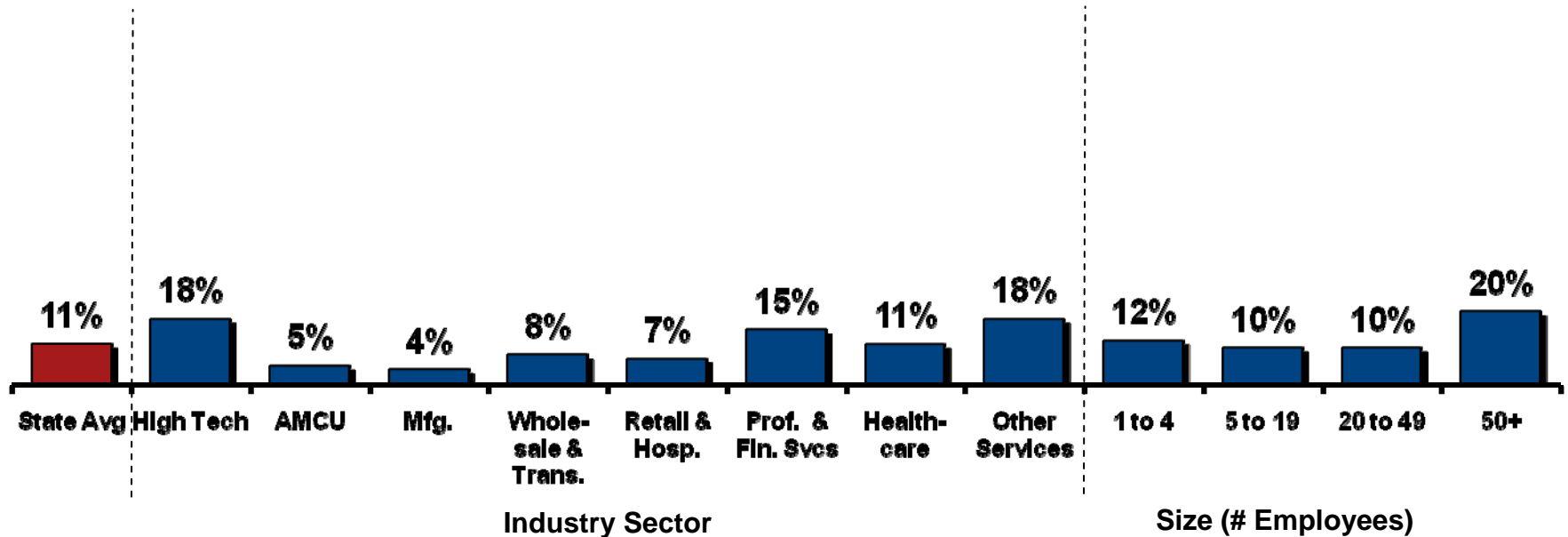
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Blogging

Companies in the High Tech and Other Services sectors are the most likely to maintain a blog to stay in contact with current and potential customers.

Current adoption among Internet-connected businesses, by sector and size



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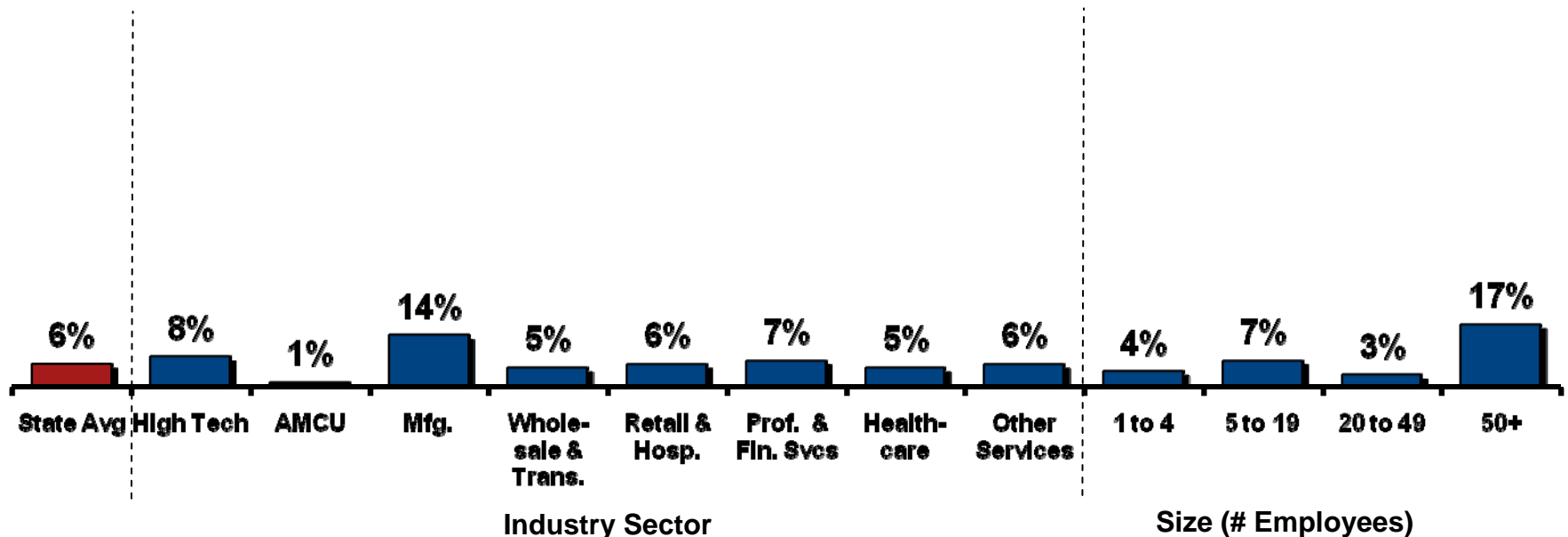
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Online Manufacturing Process Control

Only 6% of all Internet-connected Tennessee businesses report using online manufacturing process control.

The practice is most likely to be used in the Manufacturing sectors, and by businesses with more than 50 employees.

Current adoption among Internet-connected businesses, by sector and size



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