



ERP is a management program that includes the computerization of one or more departments of the company. There are no right or wrong answers in this questionnaire, please answer the questionnaire as you see fit. Thank you very much for your cooperation.

Does your company use any ERP, CRM, or SFA?

☐ Yes

☐ No

Please indicate your degree of agreement or disagreement with the following statements, with 1 being "Strongly disagree" and 7 "Strongly agree":

Using an ERP system:

	1	2	3	4	5	6	7
It's really hard to understand what's going on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
involves a lot of time doing mechanical operations (e.g., data entry)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
requires too much time to learn how to use it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Using the ERP system at work:

	1	2	3	4	5	6	7
Increase my productivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve my effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's very useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The business model describes the logic by which a company creates, delivers, and captures value.

Please indicate your degree of agreement or disagreement with the following statements, with 1 being "Strongly disagree" and 7 "Strongly agree":

Next, we'd like to know more about innovations in your company over the past year. Over the past year, the company...

	1	2	3	4	5	6	7
has introduced new sources of revenue generation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
introduced new pricing mechanisms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It has introduced new ways to reduce fixed costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It has introduced new ways to reduce variable costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Please indicate your degree of agreement or disagreement with the following statements, with 1 being "Strongly disagree" and 7 "Strongly agree":

Over the past year, the company has made changes to its business model that...

	1	2	3	4	5	6	7
had not been implemented before by competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
introduced new ways to transact/exchange with customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
introduced new ways of organizing customer relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

To conclude, could you please give us the following information?

Age

Stand:

Possible Answers A:[Manager] B:[CIO] C:[Purchasing Manager] D:[Other]

Stand:	

For yourself, point out the number of years you have been doing the same type of work  
... in the sector in which it is located

For yourself, point out the number of years you have been doing the same type of work  
... in the sector in which it is located

... at the company where you currently work

... in the use of ERP/CRM/SFA

Gender

☐ Male ☐  
Female

Approximate number of employees in your company

Number of departments in your company

NOTE: Questions marked with (\*) are required



Number of departments computerized by the ERP in your company

Approximate annual turnover of your company in millions of euros:  
In 2016

How many different product lines does your company sell?

Is your family business (most of the capital and control is in the hands of a family group)?

☐ Yes

☐ No

What industry is your company in?

Possible Answers A:[Agri-Food] B:[Banking and Finance] C:[Construction and Highways] D:[Consulting and Lawyers]  
E:[Distribution] F:[Energy] G:[Pharmacy] H:[Industry] I:[Information] J:[Real Estate] K:[Environment] L:[Motor]  
M:[Advertising and Marketing] N:[Health and Beauty] O:[Insurance] P:[Services] Q:[Technology]  
R:[Telecommunications] S:[Textile, Fashion and Clothing] T:[Transport] U: [Tourism & Leisure]

Sector	

Autonomous Community in which you reside

Possible Answers A:[Andalusia] B:[Aragón] C:[Canary Islands] D:[Cantabria] E:[Castilla y León] F:[Castilla la Mancha]  
G:[Catalonia] H:[Ceuta] I:[Community of Madrid] J:[Valencian Community] K:[Extremadura] L:[Galicia] M:[Balearic  
Islands] N:[La Rioja] O:[Melilla] P:[Navarre] Q:[Basque Country] R:[Principality of Asturias] S:[Region of Murcia]


Please don't forget to click the "Save Survey" button below and wait a few seconds.