

TRADE PROFILE

2021 Edition

Part I:

Automated data processing and information technology services

Part II:

Internet service providers

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PREAMBLE

As in most industries, the trade profile for “automated data processing and information technology services” plays an important role because it describes the activities that are conducted in the industry.

Automated data processing and information technology covers the collection and processing of data by electronic means or computers, and techniques for the processing of data. This makes automated data processing and information technology a core element of information and communications technology (ICT).

Due to the provisions of the Trade Act (§ 29), the scope of a business licence depends especially on “... *the work processes inherent to the trade, the historical development, and the prevailing views and agreements in the associated circles...*”.

The *trade profile* thus codifies the current views of an industry and breaks down the work processes and fields of activity in the industry on this basis. This is a demonstrative and by no means exhaustive depiction and may be revised as a trade continues to develop.

It includes service providers that receive payment directly from the client and providers that generate their revenue from other financing sources.

The function of the trade profile corresponds to that of standardisation in technical and scientific fields.

Part I: Automated data processing and information technology services

FIELDS OF ACTIVITY

The objective of the service providers in automated data processing and information technology is to support their clients in all information and communications technologies (ICT) to increase their quality, operational efficiency, economic efficiency, and security, for example in the areas of information management, digital media, control software for technical systems, and network technology.

The trade activities can be broken down into the following areas:

System and software providers

Data centres and cloud services

Information providers

Infrastructure and services

Telecommunication services for voice and data networks

AI solutions

IOT solutions

A business licence for “automated data processing and information technology services” covers all activities in these fields. The following descriptions characterise the type and scope of tasks in this trade and are not exhaustive.

SYSTEM AND SOFTWARE PROVIDERS

Production, design, sale, or integration of software products and activities relating to client orders that serve to meet the requirements of the client via information and communication systems.

This also covers the analysis of business processes in terms of the effective use of ICT and software. A proposal is submitted on this basis and indicates what efficiency improvements can be achieved through the use of ICT hardware and software. These findings lead to a description of the requirements (specifications/user stories) for the hardware and software.

This includes functions such as:

- **Needs assessment**
Analysis of the current situation and target specifications, plus proposed system designs

- **Consulting and technical auditing in all areas of information and communications technology**
- **Advice on the safekeeping of software**
Determination of the degree to which the software source code and documentation is up to date for the purposes of safekeeping.
- **Data protection officer**
Exercise of the role of the external data protection officer pursuant to the General Data Protection Regulation and Data Protection Act (each as amended) in accordance with the scope of authorisation.
- **Detailed organisation/programming specifications**
Covers translating the user story into programming specifications.
- **Database services**
- **Creation of software use and maintenance documentation**
Documentation of the organisational structure, interrelationships, and procedures in the software and creation of a user manual.
- **Creation, adaptation, and testing of software**
Implementation of defined tasks in software using programming languages, tools, and generators.
- **Hardware consulting and sales**
Creation of needs analyses for the client along with quantity structures to specify the required hardware (especially workstations, servers, network components, and peripheral devices).
- **ICT tender evaluation**
Comparison of different ICT tenders and methodical assessment (e.g. by a system of points) to select the best offer for the client. This also includes advice and support and the creation of tender request documents.
- **Installation/commissioning of software**
Covers the delivery of off-the-shelf software products and specifically requested individual solutions to the user, installation in the computer system, and client-specific configuration and commissioning.
- **ICT security services**
Advice, creation, and implementation of information security and backup concepts, including in relation to the General Data Protection Regulation (GDPR).

- **Training and support**
This includes training, introductory explanations, and advice for users in the use of hardware and software as well as the creation of training documents.
- **Software and system maintenance**
Adaptation and expansion of existing software and systems to cover new needs.
- **Software development**
- **Software product consulting and sales**
Client requirements are met using off-the-shelf software solutions that are already available on the market. The activity covers the analysis of the client challenge and the selection of the right software product that is already on the market. Support for the client in the selection, planning, installation, and operation of software and network management products.
- **System consulting**
Advice on structure, performance improvements, and system optimisation for computer systems; system and network simulations; advice on data centre organization; preparation, application, and assessment of benchmarks (comparative runs and performance tests).
- **Administration and processing of database systems**
See the item “Information providers”

DATA CENTRES AND CLOUD SERVICES

Data centres engage in the business activity of the one-time or recurring execution of programs in information and communication systems and the ongoing provision of services and advice to clients in all relevant processing-related issues.

The existing services can be rendered in batch operation in data centre production, or in online operation (dialogue processing).

This includes functions such as:

- **Work preparation**
- **Archiving and administration of data and digital storage media**
- **Provision of the processing output for the client**
- **Provision of IT resources over networks**
Advice on system and network performance and client-server organisations.

- **Blockchain services**
- **Cloud management**
- **Computer system operation and control**
- **Data backups**
- **Data storage and administration**
- **Final verification of the processing output in terms of data correctness**
- **Hardware planning and installation**
Advice for users in terms of the suitable hardware and hardware installation to accomplish the task.
- **ICT services**
- **Verification of the entered data**
(Logical) check of the transmitted data for consistency with the information provided by the client.
- **Physical electronic dispatch**
- **Process monitoring, test controlling**
- **Interface consulting**
Advice for the user on interfaces to other systems (programs) of the respective solution.
- **Client training (e.g. dialogue use)**
- **Scheduling and monitoring**
Scheduling of the entered jobs and monitoring to ensure timely completion.
- **Testing hardware and software configurations**
- **Monitoring ICT infrastructure**
- **Processing the data material using computers**
- **Administration and processing of database systems**
See the item “Information providers”

INFORMATION PROVIDERS

Information providers are companies that offer “information as a commodity”. The activities of these companies generally consist of the following functions, though only part of the full functional spectrum is often covered in the case of collaboration arrangements:

- **Consulting on data use and the procurement of suitable access devices**
- **Periodic check and update of the data content**
- **Collection, enhancement, linking, verification, and entry of data**
- **Creation of the best query form and search structure for the intended use**
- **Software licence management**
- **Data storage**
- **Making the information available**

INFRASTRUCTURE AND SERVICES

- **User training and support**
- **Development, configuration, installation, and maintenance of ancillary system hardware and software**
- **Network installation and management**
Installation, maintenance, network access/ICT infrastructure
- **Data cable installation and connection**
This includes services such as connecting devices to network cables, installing network cabling in offices, installing WiFi hotspots and connecting the devices, patching network jacks
- **Planning and installation of voice and data communication infrastructure including cabling systems**

TELECOMMUNICATION SERVICES FOR VOICE AND DATA NETWORKS

- **Analysis and certification measurements for voice and data networks**
- **Consulting for/assessment of the security of telecommunication services**
- **Creation of documentation**

- **Assistance with optimisation**
- **Monitoring and log analysis**
- **Planning and design of solution concepts for the operation and management of networks**
- **Project management**
- **Auditing in issues of telecommunications technology**
- **Assistance with the definition and evaluation of projects**

AI SOLUTIONS

- **Structure/implementation (execution)**
- **Implementation, operation, and maintenance of AI solutions**
- **Advice, analysis, training**
Using and working with AI, AI and ethics

IOT SOLUTIONS

- **Installation, commissioning**
- **Assembly, operation, control, maintenance**
- **Advice, analysis**
- **Specialised fields**
IoMT, smart home, smart factoring, etc.

PART II: Internet service providers

Internet service providers offer content or technical and other services that are required for the use or provision of content and services on the Internet.

Internet service providers are broken down into the following categories:

ACCESS PROVIDERS

Access providers allow a user to access the Internet. The service of Internet connectivity qualifies as a communication service under the Telecommunications Act (§ 3 item 9 TKG 2003).

Access providers must file notice of their services with the regulator Rundfunk und Telekom Regulierungs-GmbH ([Internet Service | RTR](#)). The Trade Act does not apply to this activity.

CONTENT PROVIDERS

Hosting providers

Hosting providers offer services that are required to provide or exchange content on the Internet. Hosting providers offer the following services to this end:

- **Domain hosting**
Registration and operation of Internet domains
- **E-mail hosting**
The provision of e-mail services on a mail server. The services can include additional features such as virus or spam protection and a web interface for access to the mail services.
- **Server hosting**
Rental of servers (physical or virtual) or rental of physical space for client server hardware and access to the servers over an Internet connection, generally including maintenance and backup services.
- **Web hosting**
Hosting of websites on a web server. The service varies from the simple availability of a website to the provision of database structures and server scripting options.

Application service providers

Application service providers rent applications and allow their use through Internet interfaces. The data are either stored locally at the client facilities or at the provider through a cloud service.

Value-added network service providers

Provision of network-oriented transmission and other services and the maintenance of these services, such as:

- Security
- Backup/archiving
- Electronic data interchange (EDI)
- Network management
- Voice, image, and data communication
- Transaction services
- Availability monitoring
- Encryption
- Marketing of the services including training and user support
- Connection with other networks and services (gateway and clearing house functions)
- VPN solutions