

**LAC/2011**

CODEPLAN

|    | A | B          | C   | D | E    | F | G     | H | I  | J | K | L | M | N | O |
|----|---|------------|-----|---|------|---|-------|---|--|---|---|---|---|---|---|
| 1  |   | 15.09.2011 |     |   |      |   |       |   | <b>Codeplan Datensatz Auswertung</b>           |   |   |   |   |   |   |
| 2  |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 3  |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 4  |   |            |     |   |      |   |       |   | <b>&lt;&lt; KOR Text in Zeile 448</b>          |   |   |   |   |   |   |
| 5  |   | Von        | Bis |   | Code |   | F-num |   | <b>LAC 2011</b>                                |   |   |   |   |   |   |
| 6  |   | 1          | 5   |   |      |   |       |   | Paginiernummer                                 |   |   |   |   |   |   |
| 7  |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 8  |   | 32         | 36  |   |      |   |       |   | Gewichtungsfaktor cx=x.xxx                     |   |   |   |   |   |   |
| 9  |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 10 |   |            |     |   |      |   |       |   | <b>A Grundgesamtheit</b>                       |   |   |   |   |   |   |
| 11 |   | 118        |     |   | 1    |   |       |   | Berufstätige ITK-Investitionsentscheider       |   |   |   |   |   |   |
| 12 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 13 |   |            |     |   |      |   |       |   | <b>C Statistik ITK-Investitionsentscheider</b> |   |   |   |   |   |   |
| 14 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 15 |   | 101        |     |   |      |   | FA0   |   | Besitzen Sie im Haushalt einen PC              |   |   |   |   |   |   |
| 16 |   | 101        |     |   | 1    |   |       |   | Ja   |   |   |   |   |   |   |
| 17 |   | 101        |     |   | 2    |   |       |   | Nein   |   |   |   |   |   |   |
| 18 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 19 |   | 102        |     |   |      |   | FA1   |   | Wie häufig Nutzen Sie IHREN PC                 |   |   |   |   |   |   |
| 20 |   | 102        |     |   | 1    |   |       |   | täglich  |   |   |   |   |   |   |
| 21 |   | 102        |     |   | 2    |   |       |   | mindesten 1x pro Woche                         |   |   |   |   |   |   |
| 22 |   | 102        |     |   | 3    |   |       |   | mindesten 1x pro Monat                         |   |   |   |   |   |   |
| 23 |   | 102        |     |   | 4    |   |       |   | Seltener                                       |   |   |   |   |   |   |
| 24 |   | 102        |     |   | 5    |   |       |   | Kein PC im Haushalt                            |   |   |   |   |   |   |
| 25 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 26 |   | 51         |     |   |      |   | T01   |   | Geschlecht                                     |   |   |   |   |   |   |
| 27 |   | 51         |     |   | 1    |   |       |   | Männlich                                       |   |   |   |   |   |   |
| 28 |   | 51         |     |   | 2    |   |       |   | Weiblich                                       |   |   |   |   |   |   |
| 29 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 30 |   | 52         | 53  |   | OW   |   | T02   |   | Alter  |   |   |   |   |   |   |
| 31 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 32 |   | 61         |     |   |      |   |       |   | Altersgruppen 1                                |   |   |   |   |   |   |
| 33 |   | 61         |     |   | 1    |   |       |   | 14-19  |   |   |   |   |   |   |
| 34 |   | 61         |     |   | 2    |   |       |   | 20-29  |   |   |   |   |   |   |
| 35 |   | 61         |     |   | 3    |   |       |   | 30-39  |   |   |   |   |   |   |
| 36 |   | 61         |     |   | 4    |   |       |   | 40-49  |   |   |   |   |   |   |
| 37 |   | 61         |     |   | 5    |   |       |   | 50-59  |   |   |   |   |   |   |
| 38 |   | 61         |     |   | 6    |   |       |   | 60-69  |   |   |   |   |   |   |
| 39 |   | 61         |     |   | 7    |   |       |   | 70 und älter                                   |   |   |   |   |   |   |
| 40 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 41 |   | 62         |     |   |      |   |       |   | Altersgruppen 2                                |   |   |   |   |   |   |
| 42 |   | 62         |     |   | 1    |   |       |   | 14-29  |   |   |   |   |   |   |
| 43 |   | 62         |     |   | 2    |   |       |   | 30-49  |   |   |   |   |   |   |
| 44 |   | 62         |     |   | 3    |   |       |   | 50-64  |   |   |   |   |   |   |
| 45 |   | 62         |     |   | 4    |   |       |   | 65 und älter                                   |   |   |   |   |   |   |
| 46 |   |            |     |   |      |   |       |   |  |   |   |   |   |   |   |
| 47 |   | 54         |     |   |      |   | T03   |   | höchster Schulabschluss                        |   |   |   |   |   |   |

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|----|---|-----|---|---|------|---|---|------|--|---|---|---|---|---|---|
| 48 |   | 54  |   |   | 1    |   |   |      | A Volksschule / Grundschule, Hauptschule               |   |   |   |   |   |   |
| 49 |   | 54  |   |   | 2    |   |   |      | B mittlere Reife / Weiterführende Schule ohne Abitur   |   |   |   |   |   |   |
| 50 |   | 54  |   |   | 3    |   |   |      | C Abitur, Hochschulreife                               |   |   |   |   |   |   |
| 51 |   | 54  |   |   | 4    |   |   |      | D Studium ohne Abschluss                               |   |   |   |   |   |   |
| 52 |   | 54  |   |   | 5    |   |   |      | E Studium mit Abschluss                                |   |   |   |   |   |   |
| 53 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 54 |   | 63  |   |   |      |   |   | T03  | höchster Schulabschluss 2                              |   |   |   |   |   |   |
| 55 |   | 63  |   |   | 1    |   |   |      | Hauptschule / Mittlere Reife                           |   |   |   |   |   |   |
| 56 |   | 63  |   |   | 2    |   |   |      | Abitur / Studium                                       |   |   |   |   |   |   |
| 57 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 58 |   | 55  |   |   | OW 1 |   |   | T04  | Anzahl Personen im Haushalt                            |   |   |   |   |   |   |
| 59 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 60 |   | 56  |   |   | OW 1 |   |   | T05  | Anzahl Personen 14 Jahre und älter                     |   |   |   |   |   |   |
| 61 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 62 |   | 57  |   |   | OW 1 |   |   | T06  | Anzahl Personen eigenes Einkommen                      |   |   |   |   |   |   |
| 63 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 64 |   | 58  |   |   |      |   |   | T07  | monatliche Haushalt-Netto-Einkommen                    |   |   |   |   |   |   |
| 65 |   | 58  |   |   | 1    |   |   |      | A bis unter 500 Euro                                   |   |   |   |   |   |   |
| 66 |   | 58  |   |   | 2    |   |   |      | B 500 bis unter 1.000 Euro                             |   |   |   |   |   |   |
| 67 |   | 58  |   |   | 3    |   |   |      | C 1.000 bis unter 2.000 Euro                           |   |   |   |   |   |   |
| 68 |   | 58  |   |   | 4    |   |   |      | D 2.000 bis unter 3.000 Euro                           |   |   |   |   |   |   |
| 69 |   | 58  |   |   | 5    |   |   |      | E 3.000 bis unter 4.000 Euro                           |   |   |   |   |   |   |
| 70 |   | 58  |   |   | 6    |   |   |      | F 4.000 bis unter 5.000 Euro                           |   |   |   |   |   |   |
| 71 |   | 58  |   |   | 7    |   |   |      | G 5.000 bis unter 6.000 Euro                           |   |   |   |   |   |   |
| 72 |   | 58  |   |   | 8    |   |   |      | H 6.000 Euro und mehr                                  |   |   |   |   |   |   |
| 73 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 74 |   | 103 |   |   |      |   |   | FA2a | Berufstätigkeit 1                                      |   |   |   |   |   |   |
| 75 |   | 103 |   |   | 1    |   |   |      | Ja   |   |   |   |   |   |   |
| 76 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 77 |   | 104 |   |   |      |   |   | FA2b | berufliche Stellung 1                                  |   |   |   |   |   |   |
| 78 |   | 104 |   |   | 1    |   |   |      | Selbständige   |   |   |   |   |   |   |
| 79 |   | 104 |   |   | 2    |   |   |      | Freiberuflich tätig                                    |   |   |   |   |   |   |
| 80 |   | 104 |   |   | 3    |   |   |      | Ausführender Angestellter                              |   |   |   |   |   |   |
| 81 |   | 104 |   |   | 4    |   |   |      | Qualifizierter Angestellter                            |   |   |   |   |   |   |
| 82 |   | 104 |   |   | 5    |   |   |      | Leitender Angestellter                                 |   |   |   |   |   |   |
| 83 |   | 104 |   |   | 6    |   |   |      | Beamter Einfacher / Mittlerer Dienst                   |   |   |   |   |   |   |
| 84 |   | 104 |   |   | 7    |   |   |      | Beamter Gehobener Dienst                               |   |   |   |   |   |   |
| 85 |   | 104 |   |   | 8    |   |   |      | Beamter Höherer Dienst                                 |   |   |   |   |   |   |
| 86 |   | 104 |   |   | 9    |   |   |      | Facharbeiter / Meister                                 |   |   |   |   |   |   |
| 87 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 88 |   | 107 |   |   |      |   |   |      | berufliche Stellung 2                                  |   |   |   |   |   |   |
| 89 |   | 107 |   |   | 1    |   |   |      | Selbständige / Freiberuflich tätig                     |   |   |   |   |   |   |
| 90 |   | 107 |   |   | 2    |   |   |      | Leitender Angestellter / Beamter Höherer Dienst        |   |   |   |   |   |   |
| 91 |   | 107 |   |   | 3    |   |   |      | sonst. Angestellter / Beamter / Facharbeiter / Meister |   |   |   |   |   |   |
| 92 |   |     |   |   |      |   |   |      |  |   |   |   |   |   |   |
| 93 |   | 108 |   |   |      |   |   |      | berufliche Stellung 3                                  |   |   |   |   |   |   |
| 94 |   | 108 |   |   | 1    |   |   |      | Selbständige / Freiberuflich tätig                     |   |   |   |   |   |   |

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|-----|---|-----|----|----|---|---|-----|---|---|---|---|---|---|---|---|
| 95  |   | 108 |    |    | 2 |   |     |   | Angestellter / Facharbeiter / Meister             |   |   |   |   |   |   |
| 96  |   | 108 |    |    | 3 |   |     |   | Beamter   |   |   |   |   |   |   |
| 97  |   |     |    |    |   |   |     |   |   |   |   |   |   |   |   |
| 98  |   | 66  |    |    |   |   |     |   | Nielsengebiete                                    |   |   |   |   |   |   |
| 99  |   | 66  |    |    | 1 |   |     |   | Nielsen 1   |   |   |   |   |   |   |
| 100 |   | 66  |    |    | 2 |   |     |   | Nielsen 2   |   |   |   |   |   |   |
| 101 |   | 66  |    |    | 3 |   |     |   | Nielsen 3A  |   |   |   |   |   |   |
| 102 |   | 66  |    |    | 4 |   |     |   | Nielsen 3B  |   |   |   |   |   |   |
| 103 |   | 66  |    |    | 5 |   |     |   | Nielsen 4   |   |   |   |   |   |   |
| 104 |   | 66  |    |    | 6 |   |     |   | Nielsen 5   |   |   |   |   |   |   |
| 105 |   | 66  |    |    | 7 |   |     |   | Nielsen 6   |   |   |   |   |   |   |
| 106 |   | 66  |    |    | 8 |   |     |   | Nielsen 7   |   |   |   |   |   |   |
| 107 |   |     |    |    |   |   |     |   |   |   |   |   |   |   |   |
| 108 |   | 67  | 68 |    |   |   |     |   | Bundesland  |   |   |   |   |   |   |
| 109 |   | 67  | 68 | 01 |   |   |     |   | Schleswig-Holstein                                |   |   |   |   |   |   |
| 110 |   | 67  | 68 | 02 |   |   |     |   | Hamburg   |   |   |   |   |   |   |
| 111 |   | 67  | 68 | 03 |   |   |     |   | Niedersachsen                                     |   |   |   |   |   |   |
| 112 |   | 67  | 68 | 04 |   |   |     |   | Bremen  |   |   |   |   |   |   |
| 113 |   | 67  | 68 | 05 |   |   |     |   | Nordrhein-Westfalen                               |   |   |   |   |   |   |
| 114 |   | 67  | 68 | 06 |   |   |     |   | Hessen  |   |   |   |   |   |   |
| 115 |   | 67  | 68 | 07 |   |   |     |   | Rheinland-Pfalz                                   |   |   |   |   |   |   |
| 116 |   | 67  | 68 | 08 |   |   |     |   | Baden-Württemberg                                 |   |   |   |   |   |   |
| 117 |   | 67  | 68 | 09 |   |   |     |   | Bayern  |   |   |   |   |   |   |
| 118 |   | 67  | 68 | 10 |   |   |     |   | Saarland  |   |   |   |   |   |   |
| 119 |   | 67  | 68 | 11 |   |   |     |   | Berlin  |   |   |   |   |   |   |
| 120 |   | 67  | 68 | 12 |   |   |     |   | Brandenburg                                       |   |   |   |   |   |   |
| 121 |   | 67  | 68 | 13 |   |   |     |   | Mecklenburg-Vorpommern                            |   |   |   |   |   |   |
| 122 |   | 67  | 68 | 14 |   |   |     |   | Sachsen   |   |   |   |   |   |   |
| 123 |   | 67  | 68 | 15 |   |   |     |   | Sachsen-Anhalt                                    |   |   |   |   |   |   |
| 124 |   | 67  | 68 | 16 |   |   |     |   | Thüringen   |   |   |   |   |   |   |
| 125 |   |     |    |    |   |   |     |   |   |   |   |   |   |   |   |
| 126 |   |     |    |    |   |   | S01 |   | Branchengruppe ITK-Investitionsentscheider        |   |   |   |   |   |   |
| 127 |   | 301 |    |    | 1 |   |     |   | A Land- und Forstwirtschaft                       |   |   |   |   |   |   |
| 128 |   | 302 |    |    | 1 |   |     |   | B Energie- und Wasserversorgung, Bergbau          |   |   |   |   |   |   |
| 129 |   | 303 |    |    | 1 |   |     |   | C Verarbeitendes Gewerbe                          |   |   |   |   |   |   |
| 130 |   | 304 |    |    | 1 |   |     |   | D Baugewerbe                                      |   |   |   |   |   |   |
| 131 |   | 305 |    |    | 1 |   |     |   | E Groß- und Einzelhandel                          |   |   |   |   |   |   |
| 132 |   | 306 |    |    | 1 |   |     |   | F Verkehr und Nachrichtenübermittlung             |   |   |   |   |   |   |
| 133 |   | 307 |    |    | 1 |   |     |   | G Kreditinstitute und Versicherungsgewerbe        |   |   |   |   |   |   |
| 134 |   | 308 |    |    | 1 |   |     |   | H Dienstleistungen / Freie Berufe                 |   |   |   |   |   |   |
| 135 |   | 309 |    |    | 1 |   |     |   | J Öffentlicher Dienst                             |   |   |   |   |   |   |
| 136 |   | 310 |    |    | 1 |   |     |   | K Sonstiges                                       |   |   |   |   |   |   |
| 137 |   |     |    |    |   |   |     |   |   |   |   |   |   |   |   |
| 138 |   |     |    |    |   |   |     |   | C Verarbeitendes Gewerbe                          |   |   |   |   |   |   |
| 139 |   | 314 |    |    | 1 |   |     |   | C1 IT-Produkten z.B. Computer-Hard- und -Software |   |   |   |   |   |   |
| 140 |   | 315 |    |    | 1 |   |     |   | C2 Telekommunikations-Produkten                   |   |   |   |   |   |   |
| 141 |   | 316 |    |    | 1 |   |     |   | C3 Büromaschinen                                  |   |   |   |   |   |   |

|     | A | B   | C | D | E | F | G | H   | I  | J | K | L | M | N | O |
|-----|---|-----|---|---|---|---|---|-----|--|---|---|---|---|---|---|
| 142 |   | 317 |   |   | 1 |   |   |     | C4 Anderen Produkten   |   |   |   |   |   |   |
| 143 |   |     |   |   |   |   |   |     |  |   |   |   |   |   |   |
| 144 |   |     |   |   |   |   |   |     | E Groß- und Einzelhandel   |   |   |   |   |   |   |
| 145 |   | 318 |   |   | 1 |   |   |     | E1 IT-Produkten z.B. Computern / Software                                    |   |   |   |   |   |   |
| 146 |   | 319 |   |   | 1 |   |   |     | E2 Telekommunikations-Produkten  |   |   |   |   |   |   |
| 147 |   | 320 |   |   | 1 |   |   |     | E3 Anderen Produkten   |   |   |   |   |   |   |
| 148 |   |     |   |   |   |   |   |     |  |   |   |   |   |   |   |
| 149 |   |     |   |   |   |   |   |     | H Dienstleistungen / Freie Berufe  |   |   |   |   |   |   |
| 150 |   | 321 |   |   | 1 |   |   |     | H1 Beratung für IT oder Telekommunikation                                    |   |   |   |   |   |   |
| 151 |   | 322 |   |   | 1 |   |   |     | H2 IT-Services z.B. Systemhäuser, Rechenzentren                              |   |   |   |   |   |   |
| 152 |   | 323 |   |   | 1 |   |   |     | H3 Telekommunikations -Services z.B. Netzanbieter, Internet Service Provider |   |   |   |   |   |   |
| 153 |   | 324 |   |   | 1 |   |   |     | H4 Andere Dienstleistungen   |   |   |   |   |   |   |
| 154 |   |     |   |   |   |   |   |     |  |   |   |   |   |   |   |
| 155 |   |     |   |   |   |   |   |     | IT-Branchen  |   |   |   |   |   |   |
| 156 |   | 296 |   |   | 1 |   |   |     | IT-Hersteller ( C1 C2 )  |   |   |   |   |   |   |
| 157 |   | 297 |   |   | 1 |   |   |     | IT-Handel ( E1 E2 )  |   |   |   |   |   |   |
| 158 |   | 298 |   |   | 1 |   |   |     | IT-Dienstleister ( H1 H2 H3 )  |   |   |   |   |   |   |
| 159 |   |     |   |   |   |   |   |     |  |   |   |   |   |   |   |
| 160 |   | 326 |   |   |   |   |   | S02 | ITK-Investitionsentscheider Beschäftigte am Arbeitsplatz 1                   |   |   |   |   |   |   |
| 161 |   | 326 |   |   | 1 |   |   |     | 1 bis 9 Beschäftigte   |   |   |   |   |   |   |
| 162 |   | 326 |   |   | 2 |   |   |     | 10 bis 19  |   |   |   |   |   |   |
| 163 |   | 326 |   |   | 3 |   |   |     | 20 bis 49  |   |   |   |   |   |   |
| 164 |   | 326 |   |   | 4 |   |   |     | 50 bis 99  |   |   |   |   |   |   |
| 165 |   | 326 |   |   | 5 |   |   |     | 100 bis 199  |   |   |   |   |   |   |
| 166 |   | 326 |   |   | 6 |   |   |     | 200 bis 499  |   |   |   |   |   |   |
| 167 |   | 326 |   |   | 7 |   |   |     | 500 bis 999  |   |   |   |   |   |   |
| 168 |   | 326 |   |   | 8 |   |   |     | 1.000 bis 4.999  |   |   |   |   |   |   |
| 169 |   | 326 |   |   | 9 |   |   |     | 5.000 Beschäftigte und mehr  |   |   |   |   |   |   |
| 170 |   | 327 |   |   | 1 |   |   |     | Anzahl Beschäftigte genannt  |   |   |   |   |   |   |
| 171 |   | 327 |   |   | 2 |   |   |     | Keine Schätzung möglich  |   |   |   |   |   |   |
| 172 |   |     |   |   |   |   |   |     |  |   |   |   |   |   |   |
| 173 |   | 328 |   |   |   |   |   |     | ITK-Investitionsentscheider Beschäftigte am Arbeitsplatz 2                   |   |   |   |   |   |   |
| 174 |   | 328 |   |   | 1 |   |   |     | 1 bis 9 Beschäftigte   |   |   |   |   |   |   |
| 175 |   | 328 |   |   | 2 |   |   |     | 10 bis 49  |   |   |   |   |   |   |
| 176 |   | 328 |   |   | 3 |   |   |     | 50 bis 199   |   |   |   |   |   |   |
| 177 |   | 328 |   |   | 4 |   |   |     | 200 bis 499  |   |   |   |   |   |   |
| 178 |   | 328 |   |   | 5 |   |   |     | 500 bis 999  |   |   |   |   |   |   |
| 179 |   | 328 |   |   | 6 |   |   |     | 1.000 Beschäftigte und mehr  |   |   |   |   |   |   |
| 180 |   |     |   |   |   |   |   |     |  |   |   |   |   |   |   |
| 181 |   | 329 |   |   |   |   |   | S03 | ITK-Investitionsentscheider Computerarbeitsplätze im Betrieb                 |   |   |   |   |   |   |
| 182 |   | 329 |   |   | 1 |   |   |     | 1 bis 4 Computerarbeitsplätze  |   |   |   |   |   |   |
| 183 |   | 329 |   |   | 2 |   |   |     | 5 bis 19 Computerarbeitsplätze   |   |   |   |   |   |   |
| 184 |   | 329 |   |   | 3 |   |   |     | 20 bis 99 Computerarbeitsplätze  |   |   |   |   |   |   |
| 185 |   | 329 |   |   | 4 |   |   |     | 100 bis 499 Computerarbeitsplätze  |   |   |   |   |   |   |
| 186 |   | 329 |   |   | 5 |   |   |     | 500 Computerarbeitsplätze und mehr   |   |   |   |   |   |   |
| 187 |   | 329 |   |   | 6 |   |   |     | Kein Computerarbeitsplatz  |   |   |   |   |   |   |
| 188 |   | 329 |   |   | 7 |   |   |     | Kann ich nicht schätzen  |   |   |   |   |   |   |

|     | A | B   | C | D | E | F | G    | H | I   | J | K | L | M | N | O |
|-----|---|-----|---|---|---|---|------|---|---|---|---|---|---|---|---|
| 189 |   |     |   |   |   |   |      |   |   |   |   |   |   |   |   |
| 190 |   |     |   |   |   |   | S04  |   | ITK-Investitionsentscheider Tätigkeitsbereich                       |   |   |   |   |   |   |
| 191 |   | 331 |   |   | 1 |   |      |   | A Freiberufler im Datenverarbeitungs- / Telekommunikations-Bereich  |   |   |   |   |   |   |
| 192 |   | 332 |   |   | 1 |   |      |   | B Freiberufler in anderen Bereichen                                 |   |   |   |   |   |   |
| 193 |   | 333 |   |   | 1 |   |      |   | C Selbständiger Unternehmer   |   |   |   |   |   |   |
| 194 |   | 334 |   |   | 1 |   |      |   | D Unternehmens- und Geschäftsleitung, Behördenleitung               |   |   |   |   |   |   |
| 195 |   | 335 |   |   | 1 |   |      |   | E Verwaltung / Personal   |   |   |   |   |   |   |
| 196 |   | 336 |   |   | 1 |   |      |   | F Finanzen / Rechnungswesen   |   |   |   |   |   |   |
| 197 |   | 337 |   |   | 1 |   |      |   | G Organisation und Datenverarbeitung                                |   |   |   |   |   |   |
| 198 |   | 338 |   |   | 1 |   |      |   | H Telekommunikation   |   |   |   |   |   |   |
| 199 |   | 339 |   |   | 1 |   |      |   | I Einkauf / Beschaffung   |   |   |   |   |   |   |
| 200 |   | 340 |   |   | 1 |   |      |   | K Verkauf / Vertrieb  |   |   |   |   |   |   |
| 201 |   | 341 |   |   | 1 |   |      |   | L Marketing / Werbung   |   |   |   |   |   |   |
| 202 |   | 342 |   |   | 1 |   |      |   | M Forschung, Entwicklung, Konstruktion                              |   |   |   |   |   |   |
| 203 |   | 343 |   |   | 1 |   |      |   | N Produktion und Fertigung  |   |   |   |   |   |   |
| 204 |   | 344 |   |   | 1 |   |      |   | O Kundendienst, -service  |   |   |   |   |   |   |
| 205 |   | 345 |   |   | 1 |   |      |   | P Werkstatt / Lager / Transport                                     |   |   |   |   |   |   |
| 206 |   | 346 |   |   | 1 |   |      |   | Q Qualitätskontrolle / -sicherung                                   |   |   |   |   |   |   |
| 207 |   | 347 |   |   | 1 |   |      |   | R Aus- und Weiterbildung / Lehre                                    |   |   |   |   |   |   |
| 208 |   | 348 |   |   | 1 |   |      |   | S Rechtsabteilung   |   |   |   |   |   |   |
| 209 |   | 349 |   |   | 1 |   |      |   | T Anderer Arbeitsbereich  |   |   |   |   |   |   |
| 210 |   | 350 |   |   | 1 |   |      |   | Tätigkeitsbereich genannt   |   |   |   |   |   |   |
| 211 |   |     |   |   |   |   |      |   |   |   |   |   |   |   |   |
| 212 |   |     |   |   |   |   |      |   |   |   |   |   |   |   |   |
| 213 |   |     |   |   |   |   | S05B |   | ITK-Investitionsentscheider mit direkter Funktion im IT-/TK-Bereich |   |   |   |   |   |   |
| 214 |   | 361 |   |   | 1 |   |      |   | 01 IT-Vorstand  |   |   |   |   |   |   |
| 215 |   | 362 |   |   | 1 |   |      |   | 02 CIO  |   |   |   |   |   |   |
| 216 |   | 363 |   |   | 1 |   |      |   | 03 Leiter Informationssysteme                                       |   |   |   |   |   |   |
| 217 |   | 364 |   |   | 1 |   |      |   | 04 Leiter Organisation und DV                                       |   |   |   |   |   |   |
| 218 |   | 365 |   |   | 1 |   |      |   | 05 Leiter Rechenzentrum   |   |   |   |   |   |   |
| 219 |   | 366 |   |   | 1 |   |      |   | 06 Leiter Benutzer- / Service-Zentrum (Usersupport)                 |   |   |   |   |   |   |
| 220 |   | 367 |   |   | 1 |   |      |   | 07 Leiter Telekommunikation   |   |   |   |   |   |   |
| 221 |   | 368 |   |   | 1 |   |      |   | 08 Leiter Netzwerk  |   |   |   |   |   |   |
| 222 |   | 369 |   |   | 1 |   |      |   | 09 Netzwerkingenieur  |   |   |   |   |   |   |
| 223 |   | 370 |   |   | 1 |   |      |   | 10 Netzwerkadministrator  |   |   |   |   |   |   |
| 224 |   | 371 |   |   | 1 |   |      |   | 11 Datenbankmanager   |   |   |   |   |   |   |
| 225 |   | 372 |   |   | 1 |   |      |   | 12 Datenbankadministrator   |   |   |   |   |   |   |
| 226 |   | 373 |   |   | 1 |   |      |   | 13 IT-Sicherheitsbeauftragter                                       |   |   |   |   |   |   |
| 227 |   | 374 |   |   | 1 |   |      |   | 14 Datenschutzbeauftragter  |   |   |   |   |   |   |
| 228 |   | 375 |   |   | 1 |   |      |   | 15 Programmierer / Anwendungsentwickler                             |   |   |   |   |   |   |
| 229 |   | 376 |   |   | 1 |   |      |   | 16 DV-Organisator, -Koordinator                                     |   |   |   |   |   |   |
| 230 |   | 377 |   |   | 1 |   |      |   | 17 Usersupport, Service-Techniker intern                            |   |   |   |   |   |   |
| 231 |   | 378 |   |   | 1 |   |      |   | 18 Usersupport, Service-Techniker extern /Kundenbetreuung / Hotline |   |   |   |   |   |   |
| 232 |   | 379 |   |   | 1 |   |      |   | 19 DV-Berater, DV-Trainer intern                                    |   |   |   |   |   |   |
| 233 |   | 380 |   |   | 1 |   |      |   | 20 DV-Berater, DV-Trainer extern                                    |   |   |   |   |   |   |
| 234 |   | 381 |   |   | 1 |   |      |   | 21 Systemanalytiker, Systemmanager, Systemadministrator             |   |   |   |   |   |   |
| 235 |   | 382 |   |   | 1 |   |      |   | 22 Softwareingenieur / Software Engineering Specialist              |   |   |   |   |   |   |

|     | A | B   | C | D | E | F   | G   | H        | I  | J | K | L | M | N | O |
|-----|---|-----|---|---|---|-----|-----|----------|--|---|---|---|---|---|---|
| 236 |   | 383 |   |   | 1 |     |     |          | 23 Telekommunikationsspezialist  |   |   |   |   |   |   |
| 237 |   | 384 |   |   | 1 |     |     |          | 24 Webmaster   |   |   |   |   |   |   |
| 238 |   | 385 |   |   | 1 |     |     |          | 25 Webdesigner   |   |   |   |   |   |   |
| 239 |   | 386 |   |   | 1 |     |     |          | 26 CAD-Konstrukteur  |   |   |   |   |   |   |
| 240 |   | 387 |   |   | 1 |     |     |          | 27 Contentmanager  |   |   |   |   |   |   |
| 241 |   | 388 |   |   | 1 |     |     |          | 28 Online-Redakteur  |   |   |   |   |   |   |
| 242 |   | 389 |   |   | 1 |     |     |          | 29 IT-Vertriebsmitarbeiter   |   |   |   |   |   |   |
| 243 |   | 390 |   |   | 1 |     |     |          | 30 DV- / TK-Sachbearbeiter   |   |   |   |   |   |   |
| 244 |   | 391 |   |   | 1 |     |     |          | 31 Geschäftsführer / Inhaber   |   |   |   |   |   |   |
| 245 |   | 392 |   |   | 1 |     |     |          | 32 Sonstige leitende Funktion  |   |   |   |   |   |   |
| 246 |   | 393 |   |   | 1 |     |     |          | 33 Freiberufler / Externer Berater   |   |   |   |   |   |   |
| 247 |   | 394 |   |   | 1 |     |     |          | 34 Anwender / User   |   |   |   |   |   |   |
| 248 |   | 395 |   |   | 1 |     |     |          | 35 Andere Funktion   |   |   |   |   |   |   |
| 249 |   | 396 |   |   | 1 |     |     |          | ITK-Investitionsentscheider mit direkter Funktion im betrieblichen IT-/TK-Bereich  |   |   |   |   |   |   |
| 250 |   | 396 |   |   | 2 |     |     |          | ITK-Investitionsentscheider ohne direkter Funktion im betrieblichen IT-/TK-Bereich |   |   |   |   |   |   |
| 251 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 252 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 253 |   | 397 |   |   | 1 |     |     |          | IT-Vorstand/CIO  |   |   |   |   |   |   |
| 254 |   | 398 |   |   | 1 |     |     |          | Leiter IT-/TK (3-8)  |   |   |   |   |   |   |
| 255 |   | 399 |   |   | 1 |     |     |          | IT-Vorstand/CIO/Leiter IT-/TK (1-8)  |   |   |   |   |   |   |
| 256 |   | 400 |   |   | 1 |     |     |          | Geschäftsführer/ Inhaber/ Leitung IT/TK (1-8,31,32)                                |   |   |   |   |   |   |
| 257 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 258 |   |     |   |   |   |     |     | <b>D</b> | <b>ITK-Investitionsentscheider betrieblicher Entscheidungsbereich</b>              |   |   |   |   |   |   |
| 259 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 260 |   |     |   |   |   |     | FA3 |          | Entscheidungsbeteiligung allgemein   |   |   |   |   |   |   |
| 261 |   | 111 |   |   | 1 |     |     |          | A Festlegung der Produkt- bzw. Leistungsmerkmale                                   |   |   |   |   |   |   |
| 262 |   | 112 |   |   | 1 |     |     |          | B Bewertung / Empfehlung, was gekauft  |   |   |   |   |   |   |
| 263 |   | 113 |   |   | 1 |     |     |          | C Bewertung / Empfehlung, wo / von wem gekauft                                     |   |   |   |   |   |   |
| 264 |   | 114 |   |   | 1 |     |     |          | D Endgültige Entscheidung, was gekauft   |   |   |   |   |   |   |
| 265 |   | 115 |   |   | 1 |     |     |          | E Endgültige Entscheidung, wo / von wem gekauft                                    |   |   |   |   |   |   |
| 266 |   | 116 |   |   | 1 |     |     |          | F Kaufgenehmigung, Budgetfreigabe  |   |   |   |   |   |   |
| 267 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 268 |   | 118 |   |   | 1 |     |     |          | ITK-Investitionsentscheider  |   |   |   |   |   |   |
| 269 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 270 |   | 120 |   |   | 1 |     |     |          | Entscheidungsvorbereiter   |   |   |   |   |   |   |
| 271 |   | 121 |   |   | 1 |     |     |          | Aktiver Entscheider  |   |   |   |   |   |   |
| 272 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 273 |   |     |   |   |   |     | F01 |          | Entscheidungsbeteiligung Bereiche 1  |   |   |   |   |   |   |
| 274 |   |     |   |   | 1 |     |     |          | A Allein entscheidend  |   |   |   |   |   |   |
| 275 |   |     |   |   | 2 |     |     |          | B Mitentscheidend  |   |   |   |   |   |   |
| 276 |   |     |   |   | 3 |     |     |          | C Beratend   |   |   |   |   |   |   |
| 277 |   |     |   |   | 4 |     |     |          | D Nicht beteiligt / KA   |   |   |   |   |   |   |
| 278 |   |     |   |   |   |     |     |          |  |   |   |   |   |   |   |
| 279 |   |     |   |   |   |     |     |          | <b>BEREICHE</b>  |   |   |   |   |   |   |
| 280 | K | 130 |   |   |   | 146 |     |          | PCs und Workstations,  |   |   |   |   |   |   |
| 281 | K | 131 |   |   |   | 146 |     |          | Portables, Mobile PCs, Mobile Kommunikation, Telekommunikationsprodukte            |   |   |   |   |   |   |
| 282 | K | 132 |   |   |   |     |     |          | PC-Systemerweiterungen / (Netzwerk-)-Komponenten                                   |   |   |   |   |   |   |

|     | A | B   | C | D | E | F   | G | H | I   | J | K | L | M | N | O |
|-----|---|-----|---|---|---|-----|---|---|---|---|---|---|---|---|---|
| 283 | K | 133 |   |   |   | 146 |   |   | Server  |   |   |   |   |   |   |
| 284 | K | 134 |   |   |   | 149 |   |   | Drucker, Multifunktionsgeräte   |   |   |   |   |   |   |
| 285 | K | 135 |   |   |   | 149 |   |   | Monitore , Beamer   |   |   |   |   |   |   |
| 286 | K | 136 |   |   |   |     |   |   | Audio-, Video-, Fototechnik   |   |   |   |   |   |   |
| 287 | K | 137 |   |   |   | 147 |   |   | Betriebssysteme   |   |   |   |   |   |   |
| 288 | K | 138 |   |   |   |     |   |   | Datenschutz-, Security-Lösungen   |   |   |   |   |   |   |
| 289 | K | 139 |   |   |   | 148 |   |   | Software Office, Finanzen, Internet Tools   |   |   |   |   |   |   |
| 290 | K | 140 |   |   |   | 148 |   |   | Software für Multimedia, Bild + Grafik  |   |   |   |   |   |   |
| 291 | K | 141 |   |   |   | 147 |   |   | Netzwerk-Software   |   |   |   |   |   |   |
| 292 | K | 142 |   |   |   | 147 |   |   | Software für Dateimanagement, Systemwerkzeuge, Entwicklungswerkzeuge                |   |   |   |   |   |   |
| 293 | K | 143 |   |   |   | 148 |   |   | Andere Software (Apps) , Internet-Tools   |   |   |   |   |   |   |
| 294 | K | 144 |   |   |   | 148 |   |   | Kommerzielle Anwendungen für Branchen-, E-Business-Lösungen                         |   |   |   |   |   |   |
| 295 | K | 145 |   |   |   |     |   |   | Externe Dienstleistungen  |   |   |   |   |   |   |
| 296 | K |     |   |   |   |     |   |   |   |   |   |   |   |   |   |
| 297 | K | 146 |   |   |   |     |   |   | Zusammenfassung PC / Mobile PCs / Telekommunikationsprodukte / Server               |   |   |   |   |   |   |
| 298 | K | 147 |   |   |   |     |   |   | Zusammenfassung Netzwerk-Software / Betriebssysteme / Dateimanagement               |   |   |   |   |   |   |
| 299 | K | 148 |   |   |   |     |   |   | Zusammenfassung Software Office/Multimedia/Kommerzielle Anw./Andere Software        |   |   |   |   |   |   |
| 300 | K | 149 |   |   |   |     |   |   | Zusammenfassung Monitore Drucker usw.   |   |   |   |   |   |   |
| 301 | K | 150 |   |   |   |     |   |   | mindestens einer der genannten Bereiche   |   |   |   |   |   |   |
| 302 |   |     |   |   |   |     |   |   |   |   |   |   |   |   |   |
| 303 |   |     |   |   |   |     |   |   | Entscheidungsbeteiligung Bereiche 2   |   |   |   |   |   |   |
| 304 |   |     |   |   |   |     |   |   | <b>Allein entscheidend</b>  |   |   |   |   |   |   |
| 305 |   |     |   |   |   |     |   |   | <b>BEREICHE</b>   |   |   |   |   |   |   |
| 306 | K | 410 |   |   | 1 |     |   |   | PCs und Workstations,   |   |   |   |   |   |   |
| 307 | K | 411 |   |   | 1 |     |   |   | Portables, Mobile PCs, Mobile Kommunikation, Telekommunikationsprodukte             |   |   |   |   |   |   |
| 308 | K | 412 |   |   | 1 |     |   |   | PC-Systemerweiterungen / (Netzwerk-)Komponenten                                     |   |   |   |   |   |   |
| 309 | K | 413 |   |   | 1 |     |   |   | Server  |   |   |   |   |   |   |
| 310 | K | 414 |   |   | 1 |     |   |   | Drucker, Multifunktionsgeräte   |   |   |   |   |   |   |
| 311 | K | 415 |   |   | 1 |     |   |   | Monitore , Beamer   |   |   |   |   |   |   |
| 312 | K | 416 |   |   | 1 |     |   |   | Audio-, Video-, Fototechnik   |   |   |   |   |   |   |
| 313 | K | 417 |   |   | 1 |     |   |   | Betriebssysteme   |   |   |   |   |   |   |
| 314 | K | 418 |   |   | 1 |     |   |   | Datenschutz-, Security-Lösungen   |   |   |   |   |   |   |
| 315 | K | 419 |   |   | 1 |     |   |   | Software Office, Finanzen, Internet Tools   |   |   |   |   |   |   |
| 316 | K | 420 |   |   | 1 |     |   |   | Software für Multimedia, Bild + Grafik  |   |   |   |   |   |   |
| 317 | K | 421 |   |   | 1 |     |   |   | Netzwerk-Software   |   |   |   |   |   |   |
| 318 | K | 422 |   |   | 1 |     |   |   | Software für Dateimanagement, Systemwerkzeuge, Entwicklungswerkzeuge                |   |   |   |   |   |   |
| 319 | K | 423 |   |   | 1 |     |   |   | Andere Software (Apps) , Internet-Tools   |   |   |   |   |   |   |
| 320 | K | 424 |   |   | 1 |     |   |   | Kommerzielle Anwendungen für Branchen-, E-Business-Lösungen                         |   |   |   |   |   |   |
| 321 | K | 425 |   |   | 1 |     |   |   | Externe Dienstleistungen  |   |   |   |   |   |   |
| 322 | K | 426 |   |   | 1 |     |   |   | <b>Zusammenfassung PC / Mobile PCs / Telekommunikationsprodukte / Server</b>        |   |   |   |   |   |   |
| 323 | K | 427 |   |   | 1 |     |   |   | <b>Zusammenfassung Netzwerk-Software / Betriebssysteme / Dateimanagement</b>        |   |   |   |   |   |   |
| 324 | K | 428 |   |   | 1 |     |   |   | <b>Zusammenfassung Software Office/Multimedia/Kommerzielle Anw./Andere Software</b> |   |   |   |   |   |   |
| 325 | K | 429 |   |   | 1 |     |   |   | <b>Zusammenfassung Monitore Drucker usw.</b>  |   |   |   |   |   |   |
| 326 | K | 430 |   |   | 1 |     |   |   | <b>mindestens einer der genannten Bereiche</b>                                      |   |   |   |   |   |   |
| 327 |   |     |   |   |   |     |   |   |   |   |   |   |   |   |   |
| 328 |   |     |   |   |   |     |   |   | Entscheidungsbeteiligung Bereiche3  |   |   |   |   |   |   |
| 329 |   |     |   |   |   |     |   |   | <b>mindestens mitentscheidend</b>   |   |   |   |   |   |   |

|     | A | B   | C | D | E | F | G | H | I   | J | K | L | M | N | O |
|-----|---|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 330 |   |     |   |   |   |   |   |   | <b>BEREICHE</b>   |   |   |   |   |   |   |
| 331 | K | 440 |   |   | 1 |   |   |   | PCs und Workstations,   |   |   |   |   |   |   |
| 332 | K | 441 |   |   | 1 |   |   |   | Portables, Mobile PCs, Mobile Kommunikation, Telekommunikationsprodukte             |   |   |   |   |   |   |
| 333 | K | 442 |   |   | 1 |   |   |   | PC-Systemerweiterungen / (Netzwerk-)Komponenten                                     |   |   |   |   |   |   |
| 334 | K | 443 |   |   | 1 |   |   |   | Server  |   |   |   |   |   |   |
| 335 | K | 444 |   |   | 1 |   |   |   | Drucker, Multifunktionsgeräte   |   |   |   |   |   |   |
| 336 | K | 445 |   |   | 1 |   |   |   | Monitore , Beamer   |   |   |   |   |   |   |
| 337 | K | 446 |   |   | 1 |   |   |   | Audio-, Video-, Fototechnik   |   |   |   |   |   |   |
| 338 | K | 447 |   |   | 1 |   |   |   | Betriebssysteme   |   |   |   |   |   |   |
| 339 | K | 448 |   |   | 1 |   |   |   | Datenschutz-, Security-Lösungen   |   |   |   |   |   |   |
| 340 | K | 449 |   |   | 1 |   |   |   | Software Office, Finanzen, Internet Tools   |   |   |   |   |   |   |
| 341 | K | 450 |   |   | 1 |   |   |   | Software für Multimedia, Bild + Grafik  |   |   |   |   |   |   |
| 342 | K | 451 |   |   | 1 |   |   |   | Netzwerk-Software   |   |   |   |   |   |   |
| 343 | K | 452 |   |   | 1 |   |   |   | Software für Dateimanagement, Systemwerkzeuge, Entwicklungswerkzeuge                |   |   |   |   |   |   |
| 344 | K | 453 |   |   | 1 |   |   |   | Andere Software (Apps) , Internet-Tools   |   |   |   |   |   |   |
| 345 | K | 454 |   |   | 1 |   |   |   | Kommerzielle Anwendungen für Branchen-, E-Business-Lösungen                         |   |   |   |   |   |   |
| 346 | K | 455 |   |   | 1 |   |   |   | Externe Dienstleistungen  |   |   |   |   |   |   |
| 347 | K | 456 |   |   | 1 |   |   |   | <b>Zusammenfassung PC / Mobile PCs / Telekommunikationsprodukte / Server</b>        |   |   |   |   |   |   |
| 348 | K | 457 |   |   | 1 |   |   |   | <b>Zusammenfassung Netzwerk-Software / Betriebssysteme / Dateimanagement</b>        |   |   |   |   |   |   |
| 349 | K | 458 |   |   | 1 |   |   |   | <b>Zusammenfassung Software Office/Multimedia/Kommerzielle Anw./Andere Software</b> |   |   |   |   |   |   |
| 350 | K | 459 |   |   | 1 |   |   |   | <b>Zusammenfassung Monitore Drucker usw.</b>  |   |   |   |   |   |   |
| 351 | K | 460 |   |   | 1 |   |   |   | <b>mindestens einer der genannten Bereiche</b>                                      |   |   |   |   |   |   |
| 352 |   |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 353 |   |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 354 |   |     |   |   |   |   |   |   | Entscheidungsbeteiligung Bereiche 4   |   |   |   |   |   |   |
| 355 |   |     |   |   |   |   |   |   | <b>mindestens beratend</b>  |   |   |   |   |   |   |
| 356 |   |     |   |   |   |   |   |   | <b>BEREICHE</b>   |   |   |   |   |   |   |
| 357 | K | 470 |   |   | 1 |   |   |   | PCs und Workstations,   |   |   |   |   |   |   |
| 358 | K | 471 |   |   | 1 |   |   |   | Portables, Mobile PCs, Mobile Kommunikation, Telekommunikationsprodukte             |   |   |   |   |   |   |
| 359 | K | 472 |   |   | 1 |   |   |   | PC-Systemerweiterungen / (Netzwerk-)Komponenten                                     |   |   |   |   |   |   |
| 360 | K | 473 |   |   | 1 |   |   |   | Server  |   |   |   |   |   |   |
| 361 | K | 474 |   |   | 1 |   |   |   | Drucker, Multifunktionsgeräte   |   |   |   |   |   |   |
| 362 | K | 475 |   |   | 1 |   |   |   | Monitore , Beamer   |   |   |   |   |   |   |
| 363 | K | 476 |   |   | 1 |   |   |   | Audio-, Video-, Fototechnik   |   |   |   |   |   |   |
| 364 | K | 477 |   |   | 1 |   |   |   | Betriebssysteme   |   |   |   |   |   |   |
| 365 | K | 478 |   |   | 1 |   |   |   | Datenschutz-, Security-Lösungen   |   |   |   |   |   |   |
| 366 | K | 479 |   |   | 1 |   |   |   | Software Office, Finanzen, Internet Tools   |   |   |   |   |   |   |
| 367 | K | 480 |   |   | 1 |   |   |   | Software für Multimedia, Bild + Grafik  |   |   |   |   |   |   |
| 368 | K | 481 |   |   | 1 |   |   |   | Netzwerk-Software   |   |   |   |   |   |   |
| 369 | K | 482 |   |   | 1 |   |   |   | Software für Dateimanagement, Systemwerkzeuge, Entwicklungswerkzeuge                |   |   |   |   |   |   |
| 370 | K | 483 |   |   | 1 |   |   |   | Andere Software (Apps) , Internet-Tools   |   |   |   |   |   |   |
| 371 | K | 484 |   |   | 1 |   |   |   | Kommerzielle Anwendungen für Branchen-, E-Business-Lösungen                         |   |   |   |   |   |   |
| 372 | K | 485 |   |   | 1 |   |   |   | Externe Dienstleistungen  |   |   |   |   |   |   |
| 373 | K | 486 |   |   | 1 |   |   |   | <b>Zusammenfassung PC / Mobile PCs / Telekommunikationsprodukte / Server</b>        |   |   |   |   |   |   |
| 374 | K | 487 |   |   | 1 |   |   |   | <b>Zusammenfassung Netzwerk-Software / Betriebssysteme / Dateimanagement</b>        |   |   |   |   |   |   |
| 375 | K | 488 |   |   | 1 |   |   |   | <b>Zusammenfassung Software Office/Multimedia/Kommerzielle Anw./Andere Software</b> |   |   |   |   |   |   |
| 376 | K | 489 |   |   | 1 |   |   |   | <b>Zusammenfassung Monitore Drucker usw.</b>  |   |   |   |   |   |   |



|     | A  | B   | C | D | E | F | G    | H | I  | J | K | L | M | N | O |
|-----|----|-----|---|---|---|---|------|---|--|---|---|---|---|---|---|
| 424 |    |     |   |   |   |   |      | F | <b>Zusätzliche Informationen</b>   |   |   |   |   |   |   |
| 425 |    |     |   |   |   |   |      |   |  |   |   |   |   |   |   |
| 426 |    | 151 |   |   |   |   | F10  |   | Kompetenz 1  |   |   |   |   |   |   |
| 427 |    | 151 |   |   | 1 |   |      |   | A Anfänger, keine Vorkenntnisse  |   |   |   |   |   |   |
| 428 |    | 151 |   |   | 2 |   |      |   | B Anfänger mit Grundkenntnissen  |   |   |   |   |   |   |
| 429 |    | 151 |   |   | 3 |   |      |   | C Fortgeschrittener  |   |   |   |   |   |   |
| 430 |    | 151 |   |   | 4 |   |      |   | D Ambitionierter, erfahrener Fortgeschrittener                           |   |   |   |   |   |   |
| 431 |    | 151 |   |   | 5 |   |      |   | F Profi  |   |   |   |   |   |   |
| 432 |    |     |   |   |   |   |      |   |  |   |   |   |   |   |   |
| 433 |    | 155 |   |   |   |   |      |   | Kompetenz 2  |   |   |   |   |   |   |
| 434 |    | 155 |   |   | 1 |   |      |   | Anfänger   |   |   |   |   |   |   |
| 435 |    | 155 |   |   | 2 |   |      |   | Fortgeschrittener  |   |   |   |   |   |   |
| 436 | KK | 155 |   |   | 3 |   |      |   | <b>Profi</b>   |   |   |   |   |   |   |
| 437 |    |     |   |   |   |   |      |   |  |   |   |   |   |   |   |
| 438 |    | 152 |   |   |   |   | F11A |   | Ratgeber   |   |   |   |   |   |   |
| 439 |    | 152 |   |   | 1 |   |      |   | Ja   |   |   |   |   |   |   |
| 440 |    | 152 |   |   | 2 |   |      |   | Nein / KA  |   |   |   |   |   |   |
| 441 |    |     |   |   |   |   |      |   |  |   |   |   |   |   |   |
| 442 |    | 153 |   |   |   |   | F11B |   | Ratsucher  |   |   |   |   |   |   |
| 443 |    | 153 |   |   | 1 |   |      |   | Ja   |   |   |   |   |   |   |
| 444 |    | 153 |   |   | 2 |   |      |   | Nein / KA  |   |   |   |   |   |   |
| 445 |    |     |   |   |   |   |      |   |  |   |   |   |   |   |   |
| 446 |    | 154 |   |   | 1 |   |      |   | Beratungskompetenz-fragt und wird gefragt                                |   |   |   |   |   |   |
| 447 |    |     |   |   |   |   |      |   |  |   |   |   |   |   |   |
| 448 | KK |     |   |   |   |   | F18  |   | <b>Beruflich</b> genutzte Informationsquellen                            |   |   |   |   |   |   |
| 449 |    | 201 |   |   | 1 |   |      |   | A Fachbücher, Nachschlagewerke   |   |   |   |   |   |   |
| 450 |    | 202 |   |   | 1 |   |      |   | B Computer-Zeitungen und -Zeitschriften, IT-/ TK-Presse                  |   |   |   |   |   |   |
| 451 |    | 203 |   |   | 1 |   |      |   | C Websites und Internetangebote von Verlagen / Zeitschriften / Zeitungen |   |   |   |   |   |   |
| 452 |    | 204 |   |   | 1 |   |      |   | D Weitere Internetangebote, Online-Dienste                               |   |   |   |   |   |   |
| 453 |    | 205 |   |   | 1 |   |      |   | E Branchen-Fachzeitschriften   |   |   |   |   |   |   |
| 454 |    | 206 |   |   | 1 |   |      |   | F Wirtschaftspresse, Nachrichtenmagazine                                 |   |   |   |   |   |   |
| 455 |    | 207 |   |   | 1 |   |      |   | G Publikumszeitschriften, Illustrierte                                   |   |   |   |   |   |   |
| 456 |    | 208 |   |   | 1 |   |      |   | H Wochenzeitungen  |   |   |   |   |   |   |
| 457 |    | 209 |   |   | 1 |   |      |   | J Tageszeitungen   |   |   |   |   |   |   |
| 458 |    | 210 |   |   | 1 |   |      |   | K Hörfunk  |   |   |   |   |   |   |
| 459 |    | 211 |   |   | 1 |   |      |   | L Fernsehen  |   |   |   |   |   |   |
| 460 |    | 212 |   |   | 1 |   |      |   | M Fachinformationen, Prospekte der Hersteller                            |   |   |   |   |   |   |
| 461 |    | 213 |   |   | 1 |   |      |   | O Mailings / Newsletter  |   |   |   |   |   |   |
| 462 |    | 214 |   |   | 1 |   |      |   | R Gespräche mit erfahrenen Benutzern / Beratern                          |   |   |   |   |   |   |
| 463 |    | 215 |   |   | 1 |   |      |   | S Gespräche mit (Fach-)Händlern / dem Außendienst der Hersteller         |   |   |   |   |   |   |
| 464 |    | 216 |   |   | 1 |   |      |   | V Fachvorträge/ Seminare   |   |   |   |   |   |   |
| 465 |    | 217 |   |   | 1 |   |      |   | W Messen und Ausstellungen   |   |   |   |   |   |   |
| 466 |    | 218 |   |   | 1 |   |      |   | Informationsquelle genannt   |   |   |   |   |   |   |
| 467 |    | 218 |   |   | 2 |   |      |   | Nichts davon   |   |   |   |   |   |   |
| 468 |    |     |   |   |   |   |      |   |  |   |   |   |   |   |   |
| 469 |    |     |   |   |   |   |      |   | <b>NEU 2011 Fr 19-23</b>   |   |   |   |   |   |   |
| 470 |    |     |   |   |   |   | F19  |   | Stellenwert von Informationsquellen bei einzelnen Fragen                 |   |   |   |   |   |   |

|     | A    | B | C | D | E | F | G | H    | I   | J | K | L | M | N | O |
|-----|------|---|---|---|---|---|---|------|---|---|---|---|---|---|---|
| 471 |      |   |   |   | 0 |   |   |      | Bin im Unternehmen nicht an Grundsatzentscheidungen beteiligt <b>(NUR F19E)</b> |   |   |   |   |   |   |
| 472 |      |   |   |   | 1 |   |   |      | Sehr wichtig 1  |   |   |   |   |   |   |
| 473 |      |   |   |   | 2 |   |   |      | 2   |   |   |   |   |   |   |
| 474 |      |   |   |   | 3 |   |   |      | 3   |   |   |   |   |   |   |
| 475 |      |   |   |   | 4 |   |   |      | 4   |   |   |   |   |   |   |
| 476 |      |   |   |   | 5 |   |   |      | 5   |   |   |   |   |   |   |
| 477 |      |   |   |   | 6 |   |   |      | Überhaupt nicht wichtig 6   |   |   |   |   |   |   |
| 478 |      |   |   |   | 7 |   |   |      | Kann ich nicht beurteilen <b>(NUR F19E)</b>                                     |   |   |   |   |   |   |
| 479 |      |   |   |   |   |   |   |      |   |   |   |   |   |   |   |
| 480 |      |   |   |   |   |   |   | F19A | Für die kontinuierliche Marktinformation über Produkte und Anbieter             |   |   |   |   |   |   |
| 481 | 2001 |   |   |   |   |   |   |      | Computer-Zeitschriften, IT-/ TK-Presse  |   |   |   |   |   |   |
| 482 | 2002 |   |   |   |   |   |   |      | Websites und Internetangebote von Computer-Zeitschriften, der IT-/ TK-Presse    |   |   |   |   |   |   |
| 483 | 2003 |   |   |   |   |   |   |      | Hersteller-, Dienstleister-Websites   |   |   |   |   |   |   |
| 484 | 2004 |   |   |   |   |   |   |      | Weitere Online-Angebote mit IT-/TK-Fachinformationen                            |   |   |   |   |   |   |
| 485 | 2005 |   |   |   |   |   |   |      | Online-Foren, Blogs   |   |   |   |   |   |   |
| 486 | 2006 |   |   |   |   |   |   |      | Social Media (z.B. LinkedIn, XING, Facebook, VZ-Netzwerke u.a.)                 |   |   |   |   |   |   |
| 487 |      |   |   |   |   |   |   |      |   |   |   |   |   |   |   |
| 488 |      |   |   |   |   |   |   | F19B | Für die Lösung von Hard-und Softwareproblemen                                   |   |   |   |   |   |   |
| 489 | 2011 |   |   |   |   |   |   |      | Computer-Zeitschriften, IT-/ TK-Presse  |   |   |   |   |   |   |
| 490 | 2012 |   |   |   |   |   |   |      | Websites und Internetangebote von Computer-Zeitschriften, der IT-/ TK-Presse    |   |   |   |   |   |   |
| 491 | 2013 |   |   |   |   |   |   |      | Hersteller-, Dienstleister-Websites   |   |   |   |   |   |   |
| 492 | 2014 |   |   |   |   |   |   |      | Weitere Online-Angebote mit IT-/TK-Fachinformationen                            |   |   |   |   |   |   |
| 493 | 2015 |   |   |   |   |   |   |      | Online-Foren, Blogs   |   |   |   |   |   |   |
| 494 | 2016 |   |   |   |   |   |   |      | Social Media (z.B. LinkedIn, XING, Facebook, VZ-Netzwerke u.a.)                 |   |   |   |   |   |   |
| 495 |      |   |   |   |   |   |   |      |   |   |   |   |   |   |   |
| 496 |      |   |   |   |   |   |   | F19C | Für erste Anregungen bei neuen IT/TK-Produkte                                   |   |   |   |   |   |   |
| 497 | 2021 |   |   |   |   |   |   |      | Computer-Zeitschriften, IT-/ TK-Presse  |   |   |   |   |   |   |
| 498 | 2022 |   |   |   |   |   |   |      | Websites und Internetangebote von Computer-Zeitschriften, der IT-/ TK-Presse    |   |   |   |   |   |   |
| 499 | 2023 |   |   |   |   |   |   |      | Hersteller-, Dienstleister-Websites   |   |   |   |   |   |   |
| 500 | 2024 |   |   |   |   |   |   |      | Weitere Online-Angebote mit IT-/TK-Fachinformationen                            |   |   |   |   |   |   |
| 501 | 2025 |   |   |   |   |   |   |      | Online-Foren, Blogs   |   |   |   |   |   |   |
| 502 | 2026 |   |   |   |   |   |   |      | Social Media (z.B. LinkedIn, XING, Facebook, VZ-Netzwerke u.a.)                 |   |   |   |   |   |   |
| 503 |      |   |   |   |   |   |   |      |   |   |   |   |   |   |   |
| 504 |      |   |   |   |   |   |   | F19D | Als Entscheidungshilfen im Kaufprozess von IT/TK-Produkten                      |   |   |   |   |   |   |
| 505 | 2031 |   |   |   |   |   |   |      | Computer-Zeitschriften, IT-/ TK-Presse  |   |   |   |   |   |   |
| 506 | 2032 |   |   |   |   |   |   |      | Websites und Internetangebote von Computer-Zeitschriften, der IT-/ TK-Presse    |   |   |   |   |   |   |
| 507 | 2033 |   |   |   |   |   |   |      | Hersteller-, Dienstleister-Websites   |   |   |   |   |   |   |
| 508 | 2034 |   |   |   |   |   |   |      | Weitere Online-Angebote mit IT-/TK-Fachinformationen                            |   |   |   |   |   |   |
| 509 | 2035 |   |   |   |   |   |   |      | Online-Foren, Blogs   |   |   |   |   |   |   |
| 510 | 2036 |   |   |   |   |   |   |      | Social Media (z.B. LinkedIn, XING, Facebook, VZ-Netzwerke u.a.)                 |   |   |   |   |   |   |
| 511 |      |   |   |   |   |   |   |      |   |   |   |   |   |   |   |
| 512 |      |   |   |   |   |   |   | F19E | Bei Grundsatzentscheidungen über IT/TK-Technologien                             |   |   |   |   |   |   |
| 513 | 2041 |   |   |   |   |   |   |      | Computer-Zeitschriften, IT-/ TK-Presse  |   |   |   |   |   |   |
| 514 | 2042 |   |   |   |   |   |   |      | Websites und Internetangebote von Computer-Zeitschriften, der IT-/ TK-Presse    |   |   |   |   |   |   |
| 515 | 2043 |   |   |   |   |   |   |      | Hersteller-, Dienstleister-Websites   |   |   |   |   |   |   |
| 516 | 2044 |   |   |   |   |   |   |      | Weitere Online-Angebote mit IT-/TK-Fachinformationen                            |   |   |   |   |   |   |
| 517 | 2045 |   |   |   |   |   |   |      | Online-Foren, Blogs   |   |   |   |   |   |   |



|     | A | B    | C | D | E | F | G   | H | I  | J | K | L | M | N | O |
|-----|---|------|---|---|---|---|-----|---|--|---|---|---|---|---|---|
| 565 |   |      |   |   |   |   | F21 |   | Aktivitäten angeregt durch die Nutzung von Fachzeitschriften   |   |   |   |   |   |   |
| 566 |   | 2201 |   |   | 1 |   |     |   | Durch Tests / Berichte auf ein Produkt aufmerksam geworden und habe den Kauf erwogen bzw. tatsächlich spätere      |   |   |   |   |   |   |
| 567 |   | 2202 |   |   | 1 |   |     |   | Durch Werbe-Anzeige auf ein Produkt aufmerksam geworden, und habe den Kauf erwogen bzw. tatsächlich spätere        |   |   |   |   |   |   |
| 568 |   | 2203 |   |   | 1 |   |     |   | Hard- oder Softwareprobleme mit Hilfe von Computer(fach)zeitschrift gelöst   |   |   |   |   |   |   |
| 569 |   | 2204 |   |   | 1 |   |     |   | Hersteller-/ Anbieterwebsite besucht bzw. weitere Informationen zum Produkt im Internet gesucht                    |   |   |   |   |   |   |
| 570 |   | 2205 |   |   | 1 |   |     |   | Über die in einer Computer(fach)zeitschrift vorgestellten Produkte / Trends mit Kollegen oder Fachleuten diskutier |   |   |   |   |   |   |
| 571 |   | 2206 |   |   | 1 |   |     |   | Kontakt zum Hersteller / Dienstleister aufgenommen   |   |   |   |   |   |   |
| 572 |   | 2207 |   |   | 1 |   |     |   | Kollegen / Fachleuten ein Produkt / einen Hersteller empfohlen   |   |   |   |   |   |   |
| 573 |   | 2208 |   |   | 1 |   |     |   | Interessante Informationen / Artikel an Kollegen / Fachleute weitergegeben   |   |   |   |   |   |   |
| 574 |   | 2209 |   |   | 1 |   |     |   | Auf vorgestellte oder beworbene Veranstaltung aufmerksam geworden bzw. diese(n) besucht                            |   |   |   |   |   |   |
| 575 |   | 2210 |   |   | 1 |   |     |   | Mindestens zu einer Aktivität angeregt worden  |   |   |   |   |   |   |
| 576 | K | 2210 |   |   | 2 |   |     |   | Nichts davon   |   |   |   |   |   |   |
| 577 |   |      |   |   |   |   |     |   |  |   |   |   |   |   |   |
| 578 |   |      |   |   |   |   | F22 |   | Kenntnisse von neuen Märkten und Technologien  |   |   |   |   |   |   |
| 579 |   |      |   |   | 1 |   |     |   | Kenne ich sehr gut   |   |   |   |   |   |   |
| 580 |   |      |   |   | 2 |   |     |   | Kenne ich  |   |   |   |   |   |   |
| 581 |   |      |   |   | 3 |   |     |   | Habe ich schon mal gehört  |   |   |   |   |   |   |
| 582 |   |      |   |   | 4 |   |     |   | Kenne ich nicht  |   |   |   |   |   |   |
| 583 |   |      |   |   |   |   |     |   |  |   |   |   |   |   |   |
| 584 | K | 2300 |   |   |   |   |     |   | Cloud Computing  |   |   |   |   |   |   |
| 585 |   | 2301 |   |   |   |   |     |   | Green-IT   |   |   |   |   |   |   |
| 586 |   | 2302 |   |   |   |   |     |   | In-Memory Data Management (Echtzeitverarbeitung aller Unternehmensdaten)   |   |   |   |   |   |   |
| 587 |   | 2303 |   |   |   |   |     |   | Smart Grid   |   |   |   |   |   |   |
| 588 |   | 2304 |   |   |   |   |     |   | Social Media für die interne und externe Unternehmenskommunikation / Social CRM                                    |   |   |   |   |   |   |
| 589 |   | 2305 |   |   |   |   |     |   | Tablet - PC  |   |   |   |   |   |   |
| 590 |   | 2306 |   |   |   |   |     |   | Virtualisierung  |   |   |   |   |   |   |
| 591 |   | 2307 |   |   |   |   |     |   | Mobile Computing, mobile Anwendungen (Apps)  |   |   |   |   |   |   |
| 592 |   | 2308 |   |   |   |   |     |   | SaaS (Software as a Service)   |   |   |   |   |   |   |
| 593 |   | 2309 |   |   |   |   |     |   | Smart Home   |   |   |   |   |   |   |
| 594 |   |      |   |   |   |   |     |   |  |   |   |   |   |   |   |
| 595 |   |      |   |   |   |   | F23 |   | Bewertung der Entwicklung neuer Märkte und Technologien  |   |   |   |   |   |   |
| 596 |   |      |   |   | 1 |   |     |   | Wird sich sehr stark weiterentwickeln 1  |   |   |   |   |   |   |
| 597 |   |      |   |   | 2 |   |     |   | 2  |   |   |   |   |   |   |
| 598 |   |      |   |   | 3 |   |     |   | 3  |   |   |   |   |   |   |
| 599 |   |      |   |   | 4 |   |     |   | 4  |   |   |   |   |   |   |
| 600 |   |      |   |   | 5 |   |     |   | 5  |   |   |   |   |   |   |
| 601 |   |      |   |   | 6 |   |     |   | Wird sich überhaupt nicht weiterentwickeln 6   |   |   |   |   |   |   |
| 602 |   |      |   |   | 7 |   |     |   | Kann ich nicht bewerten  |   |   |   |   |   |   |
| 603 |   |      |   |   |   |   |     |   |  |   |   |   |   |   |   |
| 604 | K | 2350 |   |   |   |   |     |   | Cloud Computing  |   |   |   |   |   |   |
| 605 |   | 2351 |   |   |   |   |     |   | Green-IT   |   |   |   |   |   |   |
| 606 |   | 2352 |   |   |   |   |     |   | In-Memory Data Management (Echtzeitverarbeitung aller Unternehmensdaten)   |   |   |   |   |   |   |
| 607 |   | 2353 |   |   |   |   |     |   | Smart Grid   |   |   |   |   |   |   |
| 608 |   | 2354 |   |   |   |   |     |   | Social Media für die interne und externe Unternehmenskommunikation / Social CRM                                    |   |   |   |   |   |   |
| 609 |   | 2355 |   |   |   |   |     |   | Tablet - PC  |   |   |   |   |   |   |
| 610 |   | 2356 |   |   |   |   |     |   | Virtualisierung  |   |   |   |   |   |   |
| 611 |   | 2357 |   |   |   |   |     |   | Mobile Computing, mobile Anwendungen (Apps)  |   |   |   |   |   |   |

|     | A | B    | C   | D | E | F | G   | H        | I                                      | J | K | L | M | N | O |
|-----|---|------|-----|---|---|---|-----|----------|--|---|---|---|---|---|---|
| 612 |   | 2358 |     |   |   |   |     |          | SaaS (Software as a Service)           |   |   |   |   |   |   |
| 613 |   | 2359 |     |   |   |   |     |          | Smart Home                             |   |   |   |   |   |   |
| 614 |   |      |     |   |   |   |     |          |  |   |   |   |   |   |   |
| 615 |   |      |     |   |   |   |     | <b>G</b> | <b>Internetnutzung</b>                 |   |   |   |   |   |   |
| 616 |   | 221  |     |   |   |   | F16 |          | Internet Nutzungshäufigkeit            |   |   |   |   |   |   |
| 617 |   | 221  |     |   | 1 |   |     |          | Mehrmals täglich                       |   |   |   |   |   |   |
| 618 |   | 221  |     |   | 2 |   |     |          | Einmal pro Tag                         |   |   |   |   |   |   |
| 619 |   | 221  |     |   | 3 |   |     |          | Mehrmals pro Woche                     |   |   |   |   |   |   |
| 620 |   | 221  |     |   | 4 |   |     |          | Etwa 1x pro Woche                      |   |   |   |   |   |   |
| 621 |   | 221  |     |   | 5 |   |     |          | Mehrmals im Monat                      |   |   |   |   |   |   |
| 622 |   | 221  |     |   | 6 |   |     |          | Etwa 1x pro Monat                      |   |   |   |   |   |   |
| 623 |   | 221  |     |   | 7 |   |     |          | Seltener als 1x pro Monat              |   |   |   |   |   |   |
| 624 |   |      |     |   |   |   |     |          |  |   |   |   |   |   |   |
| 625 |   | 231  | 274 |   |   |   | F17 |          | Online-Angebote genutzt (alphabetisch) |   |   |   |   |   |   |
| 626 |   | 231  |     |   | 1 |   |     | 20       | Börse Online                           |   |   |   |   |   |   |
| 627 |   | 232  |     |   | 1 |   |     | 20       | Brand eins                             |   |   |   |   |   |   |
| 628 |   | 233  |     |   | 1 |   |     | 11       | Business&IT                            |   |   |   |   |   |   |
| 629 |   | 234  |     |   | 1 |   |     | 20       | Capital                                |   |   |   |   |   |   |
| 630 |   | 235  |     |   | 1 |   |     | 11       | Chip                                   |   |   |   |   |   |   |
| 631 |   | 236  |     |   | 1 |   |     | 20       | Cicero                                 |   |   |   |   |   |   |
| 632 |   | 237  |     |   | 1 |   |     | 11       | CIO                                    |   |   |   |   |   |   |
| 633 |   |      |     |   | 1 |   |     | 12       | com!                                   |   |   |   |   |   |   |
| 634 |   | 239  |     |   | 1 |   |     | 11       | Computer Bild                          |   |   |   |   |   |   |
| 635 |   |      |     |   |   |   |     | 12       | Computern im Handwerk                  |   |   |   |   |   |   |
| 636 |   | 241  |     |   | 1 |   |     | 11       | Computerwoche                          |   |   |   |   |   |   |
| 637 |   | 242  |     |   | 1 |   |     | 20       | Creditreform                           |   |   |   |   |   |   |
| 638 |   | 243  |     |   | 1 |   |     | 11       | c't                                    |   |   |   |   |   |   |
| 639 |   | 244  |     |   | 1 |   |     | 20       | Euro                                   |   |   |   |   |   |   |
| 640 |   | 245  |     |   | 1 |   |     | 20       | Focus                                  |   |   |   |   |   |   |
| 641 |   | 246  |     |   | 1 |   |     | 20       | Focus Money                            |   |   |   |   |   |   |
| 642 |   | 247  |     |   | 1 |   |     | 20       | Handel                                 |   |   |   |   |   |   |
| 643 |   | 248  |     |   | 1 |   |     | 20       | Handwerk Magazin                       |   |   |   |   |   |   |
| 644 |   | 249  |     |   | 1 |   |     | 20       | Impulse                                |   |   |   |   |   |   |
| 645 |   | 250  |     |   | 1 |   |     | 11       | IS Report                              |   |   |   |   |   |   |
| 646 |   | 251  |     |   | 1 |   |     | 11       | IT Administrator                       |   |   |   |   |   |   |
| 647 |   | 252  |     |   | 1 |   |     | 11       | IT Management                          |   |   |   |   |   |   |
| 648 |   | 253  |     |   | 1 |   |     | 11       | IT-Director                            |   |   |   |   |   |   |
| 649 |   | 254  |     |   | 1 |   |     | 11       | IT-Mittelstand                         |   |   |   |   |   |   |
| 650 |   | 255  |     |   | 1 |   |     | 11       | ix                                     |   |   |   |   |   |   |
| 651 |   | 256  |     |   | 1 |   |     | 11       | LANline                                |   |   |   |   |   |   |
| 652 |   | 257  |     |   | 1 |   |     | 20       | Manager Magazin                        |   |   |   |   |   |   |
| 653 |   | 258  |     |   | 1 |   |     | 20       | Markt und Mittelstand                  |   |   |   |   |   |   |
| 654 |   |      |     |   |   |   |     | 12       | Midrange Magazin                       |   |   |   |   |   |   |
| 655 |   |      |     |   |   |   |     | 12       | PC go                                  |   |   |   |   |   |   |
| 656 |   |      |     |   |   |   |     | 12       | PC Magazin                             |   |   |   |   |   |   |
| 657 |   |      |     |   |   |   |     | 12       | PC Praxis                              |   |   |   |   |   |   |
| 658 |   | 263  |     |   | 1 |   |     | 11       | PC Welt                                |   |   |   |   |   |   |



|     | A | B   | C   | D | E      | F | G   | H | I  | J | K | L | M | N | O |
|-----|---|-----|-----|---|--------|---|-----|---|--|---|---|---|---|---|---|
| 665 |   |     |     |   |        |   |     | H | <b>Mediennutzung</b>   |   |   |   |   |   |   |
| 666 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 667 |   |     |     |   |        |   | F02 |   | <b>Medien</b>  |   |   |   |   |   |   |
| 668 |   |     |     |   |        |   |     |   | Je Titel werden 10 Stellen reserviert z.B. Stellen 500-509 für den 1.Titel |   |   |   |   |   |   |
| 669 |   |     |     |   |        |   |     |   | insgesamt 36 Titel - dazu möglicherweise Titelkombinationen                |   |   |   |   |   |   |
| 670 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 671 |   | 500 |     |   |        |   |     |   | Bekannt etwas gelesen, geblättert oder angesehen i.d. letzten 2-3 Jahren   |   |   |   |   |   |   |
| 672 |   |     |     |   | 1      |   |     |   | Ja   |   |   |   |   |   |   |
| 673 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 674 |   | 501 |     |   |        |   |     |   | 1.Zeitfilter   |   |   |   |   |   |   |
| 675 |   |     |     |   | 1      |   |     |   | In den letzten 12/6/3 Monaten <b>WLK</b>                                   |   |   |   |   |   |   |
| 676 |   |     |     |   | 2      |   |     |   | Ein bis zwei Jahre her (1/2-1)(1/4-1/2)                                    |   |   |   |   |   |   |
| 677 |   |     |     |   | 3      |   |     |   | Länger her / KA  |   |   |   |   |   |   |
| 678 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 679 |   | 502 |     |   |        |   |     |   | Frequenz   |   |   |   |   |   |   |
| 680 |   |     |     |   | 1      |   |     |   | 1 nur eine Ausgabe   |   |   |   |   |   |   |
| 681 |   |     |     |   | 2      |   |     |   | 2 - 3 Ausgaben   |   |   |   |   |   |   |
| 682 |   |     |     |   | 3      |   |     |   | 4 - 5 Ausgaben   |   |   |   |   |   |   |
| 683 |   |     |     |   | 4      |   |     |   | 6 - 7 Ausgaben   |   |   |   |   |   |   |
| 684 |   |     |     |   | 5      |   |     |   | 8 - 9 Ausgaben   |   |   |   |   |   |   |
| 685 |   |     |     |   | 6      |   |     |   | 10 - 11 Ausgaben   |   |   |   |   |   |   |
| 686 |   |     |     |   | 7      |   |     |   | 12 alle Ausgaben   |   |   |   |   |   |   |
| 687 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 688 |   | 503 |     |   |        |   |     |   | 2.Zeitfilter   |   |   |   |   |   |   |
| 689 |   |     |     |   | 1      |   |     |   | I.d.l. 4 Wochen/14 Tagen/7 Tagen <b>LPN</b>                                |   |   |   |   |   |   |
| 690 |   |     |     |   | 2      |   |     |   | 1-2 Mo / 14 Ta-4 Wo / 8-14 Ta  |   |   |   |   |   |   |
| 691 |   |     |     |   | 3      |   |     |   | 2-3 Mo / 4-6 Wo / 2-3 Wo   |   |   |   |   |   |   |
| 692 |   |     |     |   | 4      |   |     |   | Länger her   |   |   |   |   |   |   |
| 693 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 694 |   | 504 | 506 |   | OW xxx |   |     |   | LPA  |   |   |   |   |   |   |
| 695 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 696 |   | 507 |     |   |        |   |     |   | Leserschaftsgruppen <b>LPA</b>   |   |   |   |   |   |   |
| 697 |   |     |     |   | 1      |   |     |   | Kernleser  |   |   |   |   |   |   |
| 698 |   |     |     |   | 2      |   |     |   | Häufige Leser  |   |   |   |   |   |   |
| 699 |   |     |     |   | 3      |   |     |   | Gelegentliche Leser  |   |   |   |   |   |   |
| 700 |   |     |     |   | 4      |   |     |   | Seltene Leser  |   |   |   |   |   |   |
| 701 |   |     |     |   | 5      |   |     |   | Ganz seltene Leser   |   |   |   |   |   |   |
| 702 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 703 | K |     |     |   |        |   |     |   | <b>Datei Titelliste Gruppierung</b>  |   |   |   |   |   |   |
| 704 | K |     |     |   |        |   |     |   | <b>Geordnet nach LAC-Titel Erscheinungsweise dann alphabetisch</b>         |   |   |   |   |   |   |
| 705 | K |     |     |   |        |   |     |   | <b>Geordnet nach LAE-Titel NUR alphabetisch</b>                            |   |   |   |   |   |   |
| 706 | K |     |     |   |        |   |     |   | <b>!! NEUE REIHENFOLGE !! Titel 8-10 !! Titel 21-36</b>                    |   |   |   |   |   |   |
| 707 |   |     |     |   |        |   |     |   |  |   |   |   |   |   |   |
| 708 |   |     |     |   |        |   |     |   | <b>Liste gesamt -- es werden noch Titel rausgenommen, dann leer</b>        |   |   |   |   |   |   |
| 709 |   | 500 |     |   |        |   |     | 1 | Business&IT  |   |   |   |   |   |   |
| 710 |   | 510 |     |   |        |   |     | 2 | Chip   |   |   |   |   |   |   |
| 711 |   | 520 |     |   |        |   |     | 3 | CIO  |   |   |   |   |   |   |



|     | A | B    | C    | D | E | F | G    | H | I  | J | K | L | M | N | O |
|-----|---|------|------|---|---|---|------|---|--|---|---|---|---|---|---|
| 751 |   |      |      |   |   |   |      |   | <b>Produkte</b>  |   |   |   |   |   |   |
| 752 |   | 1001 | 1200 |   |   |   | F12A |   | berufliche ANSCHAFFUNG GEPLANT <b>sicher</b> BAsi                  |   |   |   |   |   |   |
| 753 |   |      |      |   | 1 |   |      |   | sicher   |   |   |   |   |   |   |
| 754 |   | 1301 | 1500 |   |   |   | F12B |   | berufliche ANSCHAFFUNG GEPLANT <b>sicher / möglicherweise BAsm</b> |   |   |   |   |   |   |
| 755 |   |      |      |   | 1 |   |      |   | sicher / möglicherweise  |   |   |   |   |   |   |
| 756 |   |      |      |   |   |   |      |   |  |   |   |   |   |   |   |
| 757 |   | BAsi | BAsm |   |   |   | Nr.  |   |  |   |   |   |   |   |   |
| 758 |   | 1001 | 1301 |   |   |   | 1    |   | <b>- PCs und Workstations</b>                                      |   |   |   |   |   |   |
| 759 |   | 1002 | 1302 |   |   |   | 2    |   | Highend PC (ab 1.000 Euro)   |   |   |   |   |   |   |
| 760 |   | 1003 | 1303 |   |   |   | 3    |   | Standardklasse PC (bis 999 Euro)                                   |   |   |   |   |   |   |
| 761 |   | 1004 | 1304 |   |   |   | 4    |   | Thin Client, NC Netcomputer, Net-PC                                |   |   |   |   |   |   |
| 762 |   | 1005 | 1305 |   |   |   | 5    |   | Apple / Mac  |   |   |   |   |   |   |
| 763 |   | 1006 | 1306 |   |   |   | 6    |   | All-In-One PC (Rechner ist im Bildschirm integriert)               |   |   |   |   |   |   |
| 764 |   | 1007 | 1307 |   |   |   | 7    |   | Industrie PC (IPC z.B. für Steuerung, Automatisierung)             |   |   |   |   |   |   |
| 765 |   | 1008 | 1308 |   |   |   | 8    |   | <b>- Portables / Mobile PCs/ Mobile Kommunikation</b>              |   |   |   |   |   |   |
| 766 |   | 1009 | 1309 |   |   |   | 9    |   | Laptop / Notebook Highend (ab 1000 Euro)                           |   |   |   |   |   |   |
| 767 |   | 1010 | 1310 |   |   |   | 10   |   | Laptop / Notebook Standardklasse (bis 999 Euro)                    |   |   |   |   |   |   |
| 768 |   | 1011 | 1311 |   |   |   | 11   |   | Apple Notebook / MAC   |   |   |   |   |   |   |
| 769 |   | 1012 | 1312 |   |   |   | 12   |   | Netbook / Mini Notebook  |   |   |   |   |   |   |
| 770 |   | 1013 | 1313 |   |   |   | 13   |   | Tablet-PC (z.B. iPad und andere)                                   |   |   |   |   |   |   |
| 771 |   | 1014 | 1314 |   |   |   | 14   |   | Smartphone (z.B. Blackberry, iPhone u.a.)                          |   |   |   |   |   |   |
| 772 |   | 1015 | 1315 |   |   |   | 15   |   | Handy  |   |   |   |   |   |   |
| 773 |   | 1016 | 1316 |   |   |   | 16   |   | UMTS-Stick   |   |   |   |   |   |   |
| 774 |   | 1017 | 1317 |   |   |   | 17   |   | Navigationsgerät   |   |   |   |   |   |   |
| 775 |   | 1018 | 1318 |   |   |   | 18   |   | <b>- PC- Systemerweiterungen / Komponenten</b>                     |   |   |   |   |   |   |
| 776 |   | 1019 | 1319 |   |   |   | 19   |   | Solid-State-Disk (SSD)   |   |   |   |   |   |   |
| 777 |   | 1020 | 1320 |   |   |   | 20   |   | Interne Festplatte   |   |   |   |   |   |   |
| 778 |   | 1021 | 1321 |   |   |   | 21   |   | Externe Festplatte   |   |   |   |   |   |   |
| 779 |   | 1022 | 1322 |   |   |   | 22   |   | Flash-/ SD-Speicherkarte/USB-Stick                                 |   |   |   |   |   |   |
| 780 |   | 1023 | 1323 |   |   |   | 23   |   | CD/DVD-Laufwerk / Brenner  |   |   |   |   |   |   |
| 781 |   | 1024 | 1324 |   |   |   | 24   |   | Blu-Ray Laufwerk / Brenner   |   |   |   |   |   |   |
| 782 |   | 1025 | 1325 |   |   |   | 25   |   | Arbeitsspeichererweiterung   |   |   |   |   |   |   |
| 783 |   | 1026 | 1326 |   |   |   | 26   |   | Grafikkarte  |   |   |   |   |   |   |
| 784 |   | 1027 | 1327 |   |   |   | 27   |   | Mainboard / Motherboard  |   |   |   |   |   |   |
| 785 |   | 1028 | 1328 |   |   |   | 28   |   | Flachbettscanner   |   |   |   |   |   |   |
| 786 |   | 1029 | 1329 |   |   |   | 29   |   | Webcam   |   |   |   |   |   |   |
| 787 |   | 1030 | 1330 |   |   |   | 30   |   | Drahtlose Maus / Tastatur  |   |   |   |   |   |   |
| 788 |   | 1031 | 1331 |   |   |   | 31   |   | Notstromversorgung / USV für PCs                                   |   |   |   |   |   |   |
| 789 |   | 1032 | 1332 |   |   |   | 32   |   | Externes Lautsprechersystem für Computer                           |   |   |   |   |   |   |
| 790 |   | 1033 | 1333 |   |   |   | 33   |   | PC-Gehäuse/ -Netzteil/ -Kühlung                                    |   |   |   |   |   |   |
| 791 |   | 1034 | 1334 |   |   |   | 34   |   | Grafiktablet / White Board   |   |   |   |   |   |   |
| 792 |   | 1035 | 1335 |   |   |   | 35   |   | <b>- Server</b>  |   |   |   |   |   |   |
| 793 |   | 1036 | 1336 |   |   |   | 36   |   | PC/Windows-Server  |   |   |   |   |   |   |
| 794 |   | 1037 | 1337 |   |   |   | 37   |   | Unix-Server  |   |   |   |   |   |   |
| 795 |   | 1038 | 1338 |   |   |   | 38   |   | Linux-Server   |   |   |   |   |   |   |
| 796 |   | 1039 | 1339 |   |   |   | 39   |   | Mac-Server   |   |   |   |   |   |   |
| 797 |   | 1040 | 1340 |   |   |   | 40   |   | Klima- / Kühlsystem für RZ- und Netzwerkschränke                   |   |   |   |   |   |   |

|     | A | B    | C    | D | E | F | G  | H | I   | J | K | L | M | N | O |
|-----|---|------|------|---|---|---|----|---|---|---|---|---|---|---|---|
| 798 |   | 1041 | 1341 |   |   |   | 41 |   | Notstromversorgung/USV für Server                                 |   |   |   |   |   |   |
| 799 |   | 1042 | 1342 |   |   |   | 42 |   | <b>- Netzwerk-Komponenten</b>                                     |   |   |   |   |   |   |
| 800 |   | 1043 | 1343 |   |   |   | 43 |   | Switch (z.B. Core/Edge/ToR)                                       |   |   |   |   |   |   |
| 801 |   | 1044 | 1344 |   |   |   | 44 |   | Wireless-LAN-Produkte (z.B. Router, Stick, Adapter, Access-Point) |   |   |   |   |   |   |
| 802 |   | 1045 | 1345 |   |   |   | 45 |   | KVM-Switch  |   |   |   |   |   |   |
| 803 |   | 1046 | 1346 |   |   |   | 46 |   | WAN-Optimierer  |   |   |   |   |   |   |
| 804 |   | 1047 | 1347 |   |   |   | 47 |   | Router, Gateway (VoIP, VPN), Remote-Access                        |   |   |   |   |   |   |
| 805 |   | 1048 | 1348 |   |   |   | 48 |   | Gigabit Ethernet  |   |   |   |   |   |   |
| 806 |   | 1049 | 1349 |   |   |   | 49 |   | Netzwerkspeicher (NAS) bis zu 2 Festplatten                       |   |   |   |   |   |   |
| 807 |   | 1050 | 1350 |   |   |   | 50 |   | Netzwerkspeicher (NAS) 3 Festplatten und mehr                     |   |   |   |   |   |   |
| 808 |   | 1051 | 1351 |   |   |   | 51 |   | Storage-Area-Netzwerk Komponenten                                 |   |   |   |   |   |   |
| 809 |   | 1052 | 1352 |   |   |   | 52 |   | <b>- Drucker / Multifunktionsgeräte</b>                           |   |   |   |   |   |   |
| 810 |   | 1053 | 1353 |   |   |   | 53 |   | Multifunktionsgerät Laser (bis 999 Euro)                          |   |   |   |   |   |   |
| 811 |   | 1054 | 1354 |   |   |   | 54 |   | Multifunktionsgerät Laser (ab 1.000 Euro)                         |   |   |   |   |   |   |
| 812 |   | 1055 | 1355 |   |   |   | 55 |   | Schwarz-weiß Laserdrucker   |   |   |   |   |   |   |
| 813 |   | 1056 | 1356 |   |   |   | 56 |   | Farblaserdrucker  |   |   |   |   |   |   |
| 814 |   | 1057 | 1357 |   |   |   | 57 |   | Multifunktionsgerät Tinte   |   |   |   |   |   |   |
| 815 |   | 1058 | 1358 |   |   |   | 58 |   | Tintenstrahldrucker   |   |   |   |   |   |   |
| 816 |   | 1059 | 1359 |   |   |   | 59 |   | Großformatdrucker/ Plotter  |   |   |   |   |   |   |
| 817 |   | 1060 | 1360 |   |   |   | 60 |   | Hochleistungskopierer   |   |   |   |   |   |   |
| 818 |   | 1061 | 1361 |   |   |   | 61 |   | Toner/ Tintenpatronen   |   |   |   |   |   |   |
| 819 |   | 1062 | 1362 |   |   |   | 62 |   | <b>- Monitore und Beamer</b>                                      |   |   |   |   |   |   |
| 820 |   | 1063 | 1363 |   |   |   | 63 |   | Flachbildschirm 22 Zoll und größer                                |   |   |   |   |   |   |
| 821 |   | 1064 | 1364 |   |   |   | 64 |   | Flachbildschirm bis 22 Zoll                                       |   |   |   |   |   |   |
| 822 |   | 1065 | 1365 |   |   |   | 65 |   | Grafikmonitor mit Farbkalibrierung                                |   |   |   |   |   |   |
| 823 |   | 1066 | 1366 |   |   |   | 66 |   | Präsentations-Panel   |   |   |   |   |   |   |
| 824 |   | 1067 | 1367 |   |   |   | 67 |   | Beamer für den mobilen Einsatz                                    |   |   |   |   |   |   |
| 825 |   | 1068 | 1368 |   |   |   | 68 |   | Beamer für den stationären Einsatz                                |   |   |   |   |   |   |
| 826 |   | 1069 | 1369 |   |   |   | 69 |   | <b>- Telekommunikationsprodukte</b>                               |   |   |   |   |   |   |
| 827 |   | 1070 | 1370 |   |   |   | 70 |   | Telefonanlage   |   |   |   |   |   |   |
| 828 |   | 1071 | 1371 |   |   |   | 71 |   | IP-TK-Anlage (Voice over IP)                                      |   |   |   |   |   |   |
| 829 |   | 1072 | 1372 |   |   |   | 72 |   | LTE (neues Breitbandinternet)                                     |   |   |   |   |   |   |
| 830 |   | 1073 | 1373 |   |   |   | 73 |   | Videokonferenzsystem / Internet Video / Conferencing              |   |   |   |   |   |   |
| 831 |   | 1074 | 1374 |   |   |   | 74 |   | Unified-Communications-Lösungen                                   |   |   |   |   |   |   |
| 832 |   | 1075 | 1375 |   |   |   | 75 |   | Unified Messaging   |   |   |   |   |   |   |
| 833 |   | 1076 | 1376 |   |   |   | 76 |   | Headset   |   |   |   |   |   |   |
| 834 |   | 1077 | 1377 |   |   |   | 77 |   | <b>- Betriebssysteme für PCs, Workstations und Netzwerke</b>      |   |   |   |   |   |   |
| 835 |   | 1078 | 1378 |   |   |   | 78 |   | Windows   |   |   |   |   |   |   |
| 836 |   | 1079 | 1379 |   |   |   | 79 |   | Windows Server  |   |   |   |   |   |   |
| 837 |   | 1080 | 1380 |   |   |   | 80 |   | Mac OS  |   |   |   |   |   |   |
| 838 |   | 1081 | 1381 |   |   |   | 81 |   | Open Source (z.B. Linux)  |   |   |   |   |   |   |
| 839 |   | 1082 | 1382 |   |   |   | 82 |   | <b>- Datenschutz- / Security-Lösungen</b>                         |   |   |   |   |   |   |
| 840 |   | 1083 | 1383 |   |   |   | 83 |   | Virenschutz-Programm  |   |   |   |   |   |   |
| 841 |   | 1084 | 1384 |   |   |   | 84 |   | Internet-Sicherheitspaket (Internet Security)                     |   |   |   |   |   |   |
| 842 |   | 1085 | 1385 |   |   |   | 85 |   | Digitale Signatur/PKI (Public Key Infrastructure)                 |   |   |   |   |   |   |
| 843 |   | 1086 | 1386 |   |   |   | 86 |   | Authentisierung / Token / Smart Card                              |   |   |   |   |   |   |
| 844 |   | 1087 | 1387 |   |   |   | 87 |   | Biometrische Verfahren (z. B. Daumen- / Iris-Scanner)             |   |   |   |   |   |   |

|     | A | B    | C    | D | E | F | G   | H | I   | J | K | L | M | N | O |
|-----|---|------|------|---|---|---|-----|---|---|---|---|---|---|---|---|
| 845 |   | 1088 | 1388 |   |   |   | 88  |   | Firewall-/UTM-Lösung                                  |   |   |   |   |   |   |
| 846 |   | 1089 | 1389 |   |   |   | 89  |   | Intrusion Detection / Intrusion Prevention            |   |   |   |   |   |   |
| 847 |   | 1090 | 1390 |   |   |   | 90  |   | DLP (Data Loss Prevention)                            |   |   |   |   |   |   |
| 848 |   | 1091 | 1391 |   |   |   | 91  |   | Identity- und Rechtemanagement                        |   |   |   |   |   |   |
| 849 |   | 1092 | 1392 |   |   |   | 92  |   | <b>- Software Office</b>                              |   |   |   |   |   |   |
| 850 |   | 1093 | 1393 |   |   |   | 93  |   | Office-Paket komplett                                 |   |   |   |   |   |   |
| 851 |   | 1094 | 1394 |   |   |   | 94  |   | Datenbank   |   |   |   |   |   |   |
| 852 |   | 1095 | 1395 |   |   |   | 95  |   | Terminplanung / Timemanagement                        |   |   |   |   |   |   |
| 853 |   | 1096 | 1396 |   |   |   | 96  |   | Projektmanagement                                     |   |   |   |   |   |   |
| 854 |   | 1097 | 1397 |   |   |   | 97  |   | <b>- Software für Finanzen</b>                        |   |   |   |   |   |   |
| 855 |   | 1098 | 1398 |   |   |   | 98  |   | Buchführung / Finanzen/Controlling                    |   |   |   |   |   |   |
| 856 |   | 1099 | 1399 |   |   |   | 99  |   | Online-Banking  |   |   |   |   |   |   |
| 857 |   | 1100 | 1400 |   |   |   | 100 |   | Steuern   |   |   |   |   |   |   |
| 858 |   | 1101 | 1401 |   |   |   | 101 |   | <b>- Software für Multimedia, Audio und Video</b>     |   |   |   |   |   |   |
| 859 |   | 1102 | 1402 |   |   |   | 102 |   | Audio-, Video Schnitt- und Bearbeitungsprogramm       |   |   |   |   |   |   |
| 860 |   | 1103 | 1403 |   |   |   | 103 |   | Autorensystem   |   |   |   |   |   |   |
| 861 |   | 1104 | 1404 |   |   |   | 104 |   | CD/DVD-Brennprogramm                                  |   |   |   |   |   |   |
| 862 |   | 1105 | 1405 |   |   |   | 105 |   | Spracherkennung                                       |   |   |   |   |   |   |
| 863 |   | 1106 | 1406 |   |   |   | 106 |   | <b>- Software für Bild und Grafik</b>                 |   |   |   |   |   |   |
| 864 |   | 1107 | 1407 |   |   |   | 107 |   | Bildbearbeitung                                       |   |   |   |   |   |   |
| 865 |   | 1108 | 1408 |   |   |   | 108 |   | OCR-Software  |   |   |   |   |   |   |
| 866 |   | 1109 | 1409 |   |   |   | 109 |   | Bilderverwaltungsprogramm                             |   |   |   |   |   |   |
| 867 |   | 1110 | 1410 |   |   |   | 110 |   | DTP / Layout / Zeichnen                               |   |   |   |   |   |   |
| 868 |   | 1111 | 1411 |   |   |   | 111 |   | 3D-Grafik   |   |   |   |   |   |   |
| 869 |   | 1112 | 1412 |   |   |   | 112 |   | CAD   |   |   |   |   |   |   |
| 870 |   | 1113 | 1413 |   |   |   | 113 |   | <b>- Andere Software</b>                              |   |   |   |   |   |   |
| 871 |   | 1114 | 1414 |   |   |   | 114 |   | Statistiksoftware                                     |   |   |   |   |   |   |
| 872 |   | 1115 | 1415 |   |   |   | 115 |   | Apps für mobile Endgeräte                             |   |   |   |   |   |   |
| 873 |   | 1116 | 1416 |   |   |   | 116 |   | Apps für PCs und Notebooks                            |   |   |   |   |   |   |
| 874 |   | 1117 | 1417 |   |   |   | 117 |   | Lernprogramm  |   |   |   |   |   |   |
| 875 |   | 1118 | 1418 |   |   |   | 118 |   | Übersetzungsprogramm                                  |   |   |   |   |   |   |
| 876 |   | 1119 | 1419 |   |   |   | 119 |   | <b>- Audio-, Video-, Fototechnik</b>                  |   |   |   |   |   |   |
| 877 |   | 1120 | 1420 |   |   |   | 120 |   | Digitale Kamera                                       |   |   |   |   |   |   |
| 878 |   | 1121 | 1421 |   |   |   | 121 |   | Flatscreen TV   |   |   |   |   |   |   |
| 879 |   | 1122 | 1422 |   |   |   | 122 |   | IPTV / Hbb-TV   |   |   |   |   |   |   |
| 880 |   | 1123 | 1423 |   |   |   | 123 |   | Blu-Ray Player  |   |   |   |   |   |   |
| 881 |   | 1124 | 1424 |   |   |   | 124 |   | Sat-/Kabel-Receiver                                   |   |   |   |   |   |   |
| 882 |   | 1125 | 1425 |   |   |   | 125 |   | Lautsprecher-, Beschallungssystem, Soundanlage        |   |   |   |   |   |   |
| 883 |   | 1126 | 1426 |   |   |   | 126 |   | <b>- Netzwerk-Software</b>                            |   |   |   |   |   |   |
| 884 |   | 1127 | 1427 |   |   |   | 127 |   | Netzwerkmanagementsystem                              |   |   |   |   |   |   |
| 885 |   | 1128 | 1428 |   |   |   | 128 |   | Workgroup- und Workflow-Software / Groupware          |   |   |   |   |   |   |
| 886 |   | 1129 | 1429 |   |   |   | 129 |   | Fileserver- / Printserver-Software                    |   |   |   |   |   |   |
| 887 |   | 1130 | 1430 |   |   |   | 130 |   | Software-Verteilung, Patchmanagement, Migrationstools |   |   |   |   |   |   |
| 888 |   | 1131 | 1431 |   |   |   | 131 |   | Remote-Control-Software                               |   |   |   |   |   |   |
| 889 |   | 1132 | 1432 |   |   |   | 132 |   | Software für Netzkopplung, WANs und VPN               |   |   |   |   |   |   |
| 890 |   | 1133 | 1433 |   |   |   | 133 |   | Netzwerkanalyse, -Diagnose und Monitoring             |   |   |   |   |   |   |
| 891 |   | 1134 | 1434 |   |   |   | 134 |   | Software Asset-Management-Tools                       |   |   |   |   |   |   |

|     | A | B    | C    | D | E | F | G   | H | I   | J | K | L | M | N | O |
|-----|---|------|------|---|---|---|-----|---|---|---|---|---|---|---|---|
| 892 |   | 1135 | 1435 |   |   |   | 135 |   | <b>- Internet-Tools</b>                                     |   |   |   |   |   |   |
| 893 |   | 1136 | 1436 |   |   |   | 136 |   | Web Publishing Tools  |   |   |   |   |   |   |
| 894 |   | 1137 | 1437 |   |   |   | 137 |   | Webdesign-Software  |   |   |   |   |   |   |
| 895 |   | 1138 | 1438 |   |   |   | 138 |   | FTP-Clients   |   |   |   |   |   |   |
| 896 |   | 1139 | 1439 |   |   |   | 139 |   | Portalsoftware  |   |   |   |   |   |   |
| 897 |   | 1140 | 1440 |   |   |   | 140 |   | <b>- Software für Dateimanagement / Systemwerkzeuge</b>     |   |   |   |   |   |   |
| 898 |   | 1141 | 1441 |   |   |   | 141 |   | Backup / Restore / Desaster Recovery                        |   |   |   |   |   |   |
| 899 |   | 1142 | 1442 |   |   |   | 142 |   | Festplatten-Tools   |   |   |   |   |   |   |
| 900 |   | 1143 | 1443 |   |   |   | 143 |   | <b>- Software: Entwicklungswerkzeuge</b>                    |   |   |   |   |   |   |
| 901 |   | 1144 | 1444 |   |   |   | 144 |   | Integrierte Software-Entwicklungsumgebung (IDE)             |   |   |   |   |   |   |
| 902 |   | 1145 | 1445 |   |   |   | 145 |   | Programmiertools  |   |   |   |   |   |   |
| 903 |   | 1146 | 1446 |   |   |   | 146 |   | Software-test- / Qualitäts-Tools                            |   |   |   |   |   |   |
| 904 |   | 1147 | 1447 |   |   |   | 147 |   | Softwaremodellierungs-Tools                                 |   |   |   |   |   |   |
| 905 |   | 1148 | 1448 |   |   |   | 148 |   | Prozessmodellierungs-Tools                                  |   |   |   |   |   |   |
| 906 |   | 1149 | 1449 |   |   |   | 149 |   | <b>- Kommerzielle Anwendungen / IT-Lösungen</b>             |   |   |   |   |   |   |
| 907 |   | 1150 | 1450 |   |   |   | 150 |   | Integriertes System (z.B. SAP, Microsoft, Sage)             |   |   |   |   |   |   |
| 908 |   | 1151 | 1451 |   |   |   | 151 |   | Finanz- und Rechnungswesen / Controlling                    |   |   |   |   |   |   |
| 909 |   | 1152 | 1452 |   |   |   | 152 |   | Data Warehouse / Data Mining                                |   |   |   |   |   |   |
| 910 |   | 1153 | 1453 |   |   |   | 153 |   | Business Intelligence / Enterprise Performance Management   |   |   |   |   |   |   |
| 911 |   | 1154 | 1454 |   |   |   | 154 |   | Knowledge Management  |   |   |   |   |   |   |
| 912 |   | 1155 | 1455 |   |   |   | 155 |   | ERP (Enterprise Resource Planning) / Warenwirtschaftssystem |   |   |   |   |   |   |
| 913 |   | 1156 | 1456 |   |   |   | 156 |   | MES (Manufacturing Execution Systems)                       |   |   |   |   |   |   |
| 914 |   | 1157 | 1457 |   |   |   | 157 |   | Personalverwaltungssystem                                   |   |   |   |   |   |   |
| 915 |   | 1158 | 1458 |   |   |   | 158 |   | CRM (Customer Relationship Management)                      |   |   |   |   |   |   |
| 916 |   | 1159 | 1459 |   |   |   | 159 |   | CMS (Content Management System)                             |   |   |   |   |   |   |
| 917 |   | 1160 | 1460 |   |   |   | 160 |   | Web-Content-Management                                      |   |   |   |   |   |   |
| 918 |   | 1161 | 1461 |   |   |   | 161 |   | Digital Asset Management (Redaktionssystem)                 |   |   |   |   |   |   |
| 919 |   | 1162 | 1462 |   |   |   | 162 |   | SOA (Service orientierte Architektur)                       |   |   |   |   |   |   |
| 920 |   | 1163 | 1463 |   |   |   | 163 |   | EAM (Enterprise Architecture Management)                    |   |   |   |   |   |   |
| 921 |   | 1164 | 1464 |   |   |   | 164 |   | EAI (Enterprise Application Integration)                    |   |   |   |   |   |   |
| 922 |   | 1165 | 1465 |   |   |   | 165 |   | SCM (Supply Chain Management)                               |   |   |   |   |   |   |
| 923 |   | 1166 | 1466 |   |   |   | 166 |   | SRM (Supplier Relationship Management)                      |   |   |   |   |   |   |
| 924 |   | 1167 | 1467 |   |   |   | 167 |   | EDI (Electronic Data Interchange)                           |   |   |   |   |   |   |
| 925 |   | 1168 | 1468 |   |   |   | 168 |   | Quality Management  |   |   |   |   |   |   |
| 926 |   | 1169 | 1469 |   |   |   | 169 |   | Middleware / Integrationtools (Web to Host)                 |   |   |   |   |   |   |
| 927 |   | 1170 | 1470 |   |   |   | 170 |   | Web Shop  |   |   |   |   |   |   |
| 928 |   | 1171 | 1471 |   |   |   | 171 |   | Call-Center-Lösungen  |   |   |   |   |   |   |
| 929 |   | 1172 | 1472 |   |   |   | 172 |   | E-Procurement   |   |   |   |   |   |   |
| 930 |   | 1173 | 1473 |   |   |   | 173 |   | E-Commerce-Lösungen   |   |   |   |   |   |   |
| 931 |   | 1174 | 1474 |   |   |   | 174 |   | E-Learning-Lösungen / Webinare                              |   |   |   |   |   |   |
| 932 |   | 1175 | 1475 |   |   |   | 175 |   | E-Government-Lösungen                                       |   |   |   |   |   |   |
| 933 |   | 1176 | 1476 |   |   |   | 176 |   | DMS (Dokumentenmanagement-Lösungen)                         |   |   |   |   |   |   |
| 934 |   | 1177 | 1477 |   |   |   | 177 |   | Archivlösungen  |   |   |   |   |   |   |
| 935 |   | 1178 | 1478 |   |   |   | 178 |   | BPM (Business Process Management)                           |   |   |   |   |   |   |
| 936 |   | 1179 | 1479 |   |   |   | 179 |   | IT-Service-Management-Lösungen (z.B. ITIL)                  |   |   |   |   |   |   |
| 937 |   | 1180 | 1480 |   |   |   | 180 |   | ECM (Enterprise Content Management)                         |   |   |   |   |   |   |
| 938 |   | 1181 | 1481 |   |   |   | 181 |   | PLM (Product Lifecycle Management)                          |   |   |   |   |   |   |

|     | A | B    | C    | D | E | F | G   | H | I   | J | K | L | M | N | O |
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| 939 |   | 1182 | 1482 |   |   |   | 182 |   | Virtualisierungslösungen (Server, Storage, Desktop) |   |   |   |   |   |   |
| 940 |   | 1183 | 1483 |   |   |   | 183 |   | <b>- Externe Dienstleistungen</b>                   |   |   |   |   |   |   |
| 941 |   | 1184 | 1484 |   |   |   | 184 |   | Externe IT-Beratung                                 |   |   |   |   |   |   |
| 942 |   | 1185 | 1485 |   |   |   | 185 |   | Externe Programmierung                              |   |   |   |   |   |   |
| 943 |   | 1186 | 1486 |   |   |   | 186 |   | Externe Backup-Leistung/Daten-Recovery              |   |   |   |   |   |   |
| 944 |   | 1187 | 1487 |   |   |   | 187 |   | IPv6-Umstellung                                     |   |   |   |   |   |   |
| 945 |   | 1188 | 1488 |   |   |   | 188 |   | Web-Hosting   |   |   |   |   |   |   |
| 946 |   | 1189 | 1489 |   |   |   | 189 |   | SEO/SEM Search Engine Optimizing bzw. Marketing     |   |   |   |   |   |   |
| 947 |   | 1190 | 1490 |   |   |   | 190 |   | Call Center   |   |   |   |   |   |   |
| 948 |   | 1191 | 1491 |   |   |   | 191 |   | Externer IT-Support                                 |   |   |   |   |   |   |
| 949 |   | 1192 | 1492 |   |   |   | 192 |   | SLA (Service Level Agreement)                       |   |   |   |   |   |   |
| 950 |   | 1193 | 1493 |   |   |   | 193 |   | Third Party Maintenance                             |   |   |   |   |   |   |
| 951 |   | 1194 | 1494 |   |   |   | 194 |   | Internet-Provider                                   |   |   |   |   |   |   |
| 952 |   | 1195 | 1495 |   |   |   | 195 |   | Telekommunikations-Provider                         |   |   |   |   |   |   |
| 953 |   | 1196 | 1496 |   |   |   | 196 |   | Externes Rechenzentrum                              |   |   |   |   |   |   |
| 954 |   | 1197 | 1497 |   |   |   | 197 |   | Application-Hosting                                 |   |   |   |   |   |   |
| 955 |   | 1198 | 1498 |   |   |   | 198 |   | Server Hosting                                      |   |   |   |   |   |   |
| 956 |   | 1199 | 1499 |   |   |   | 199 |   | Cloud Computing                                     |   |   |   |   |   |   |
| 957 |   | 1200 | 1500 |   |   |   | 200 |   | Schulungen / Training                               |   |   |   |   |   |   |