



# 2012 ECONOMIC CENSUS

## Data Processing, Hosting, and Related Services

**DUE DATE**  
**FEBRUARY 12, 2013**

(Please correct any errors in this mailing address.)

**Need help or have questions?**

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** [econhelp.census.gov](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**IN-51801**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://econhelp.census.gov)

- **OR** -

**Mail** your completed form to:

**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

**1 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to **2**    0022  No - Enter current EIN (9 digits) → 0025

    -    

**2 PHYSICAL LOCATION**

**A.** Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031  Yes - Go to line B

0032  No - Enter physical location →

0035 Number and street

0036 City, town, village, etc.    0037 State    0038 ZIP Code

    -    

CONTINUE WITH **2** ON PAGE 2

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**2** PHYSICAL LOCATION - Continued

**B.** Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

0041  Yes      0042  No      0043  No legal boundaries      0044  Do not know

**C.** In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046  City, village, or borough      0047  Town or township      0048  Other      0024  Do not know

**3** OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

0011  In operation

0013  Temporarily or seasonally inactive

0014  Ceased operation - *Give date at right* →

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

0015  Sold or leased to another corporation - *Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below* →

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0060 Name of new owner or operator	0061 EIN (9 digits)
<input type="text"/>	<input type="text"/> - <input type="text"/>

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.	0064 State	0065 ZIP Code
<input type="text"/>	<input type="text"/>	<input type="text"/> - <input type="text"/>

0016  Other - *Specify* →

**4** MONTHS IN OPERATION

Mark "X" if None      2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) . . . . . 0002

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79:**      **Report** →

If a value is "0" (or less than \$500.00):      **Report** →

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/> 2	<input type="text"/> 036
EXAMPLE		

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None      2012

\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

Operating receipts . . . . . 0100

**6** Not Applicable.

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**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**7** EMPLOYMENT AND PAYROLL

**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **7**.

**Exclude:**

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X" if None

2012  
Number

**A.** Number of employees for pay period including March 12, 2012 . . . . . 0030

--	--	--	--	--	--	--	--	--	--

**B.** Payroll before deductions (Exclude employer's cost for fringe benefits.) . . . . . Mark "X" if None

	2012		
	\$ Bil.	Mil.	Thou.
<b>1.</b> Annual payroll . . . . . 0300 <input type="checkbox"/>			
<b>2.</b> First quarter payroll (January-March 2012) . . . . . 0310 <input type="checkbox"/>			

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**8 - 18** Not Applicable.

**19** KIND OF BUSINESS OR ACTIVITY

Which **ONE** of the following best describes this establishment's principal kind of business or activity in 2012? If none of the provided selections seem appropriate, provide a specific description of the primary business activity. **Mark "X" only ONE box.**

**Data processing, hosting, and related services**

- 0700 518 210 00 4  Data processing service bureau - providing data entry, image processing, database management, record conversion, and other computer processing services from central processing centers
- 518 210 00 5  Business process management services - providing hardware and software to support, host, and manage a business process for clients, including human resources management, supply chain management, etc.
- 518 210 00 6  Application service provider (ASP) - providing computer applications to businesses and individuals on a pay-per-use or periodic fee basis over the Internet
- 518 210 00 9  Website hosting services
- 518 210 00 3  Data storage services, including remote backup and storage of computer data
- 518 210 00 8  Disaster recovery services - providing backup computer processing systems
- 518 210 00 A  Internet streaming services - providing streaming services to Internet broadcasters and others on a contract basis
- 517 110 30 1  Internet Service Provider - broadband ISP (e.g., cable, DSL system provider)
- 517 919 10 1  Internet Service Provider - ISP providing services via client supplied telecommunications connections (i.e., dial-up)
- 541 513 00 4  Computer facilities management services - providing on-site management and operation of customer's computer systems and data processing facilities

CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4

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**19** KIND OF BUSINESS OR ACTIVITY - Continued

**Data processing, hosting, and related services - Continued**

0700 541 214 20 3  Payroll processing services - collecting payroll-related information from clients and generating paychecks, payroll reports, and tax filings

522 320 90 3  Credit and/or debit card processing services

777 518 01 1  Other data processing, hosting, and related services - Describe ↴

0701

**Electronic shopping, auctions, and markets**

454 111 10 3  Electronic shopping - general merchandise

454 112 00 3  Electronic auctions - operating websites for business-to-consumer or consumer-to-consumer trade in new or used goods

773 000 00 6  Business-to-business electronic markets - Describe goods or services ↴

0701

**Other kind of business or activity**

511 210 00 1  Software publishers, including developing and publishing or publishing only, packaged software

519 130 20 2  Web search portals - engaged in operating websites that enable users to search the Internet

773 000 00 8  Other type of publisher or Internet content provider - Describe ↴

0701

773 000 00 1  Other kind of business or activity - Describe ↴

0701

**20** Not Applicable.

**21** SUPPORT SERVICES

Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of your enterprise (rather than for the general public or other business firms) in 2012?

0998  Yes

0999  No

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**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**HOW TO REPORT PERCENTS**

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012			
Report thousands of dollars OR whole percents. Estimates are acceptable.			
\$ Bil.	Mil.	Thou.	Percent
			39

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

*(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)*

**Line 1a** - Report receipts from hosting a client's website and related files in a location that provides fast, reliable connection to the Internet.

**Line 1b** - Report receipts from providing software applications on a lease, fee, or subscription basis from a centralized, hosted, and managed computing environment.

**Line 1c** - Report receipts from providing a bundled service package that combines information technology-intensive services with labor (manual or professional), machinery, and facilities to support, host, and manage a business process for a customer.

**Line 1d** - Report receipts from providing rack space within a secured facility for the placement of servers and enterprise platforms. The service includes space for the customer's hardware and software, connection to the Internet or other communication networks, and routine monitoring services.

**Line 1e** - Report receipts from managing or administering the storage and back-up of data (i.e., remote back-up services, storage, or hierarchical storage management). Include data migration services.

**Line 1f** - Report receipts from providing ongoing management and administration of data as an organizational resource. Services may include modeling, mobilization, mapping/rationalization, and mining of data.

**Line 1g** - Report receipts from sending audio and video data over the Internet, or providing services associated with the storage, production (including encoding), and support of video and audio streaming over the Internet.

**Line 1h** - Report receipts from providing other IT hosting or infrastructure provisioning services, such as hosting customer's application, processing customer's data, and computer time sharing.

**Line 2a** - Report receipts from the development, analysis, design, and programming of software tailored to customer specifications. Include website design and development, database design and development, and customization and integration of packaged software. Report website hosting on **line 1a**, application service provisioning on **line 1b**, business process management on **line 1c**, data storage on **line 1e**, and data management on **line 1f**.

**Line 3a** - Report receipts from providing customer support in using or troubleshooting the software, including upgrade services and the provision of patches and updates.

**Line 3c** - Report receipts from providing customer support or troubleshooting computer combined hardware and software.

**Line 3e** - Report receipts from retrieval or recovery of customer's data from a damaged or unstable hard drive or other storage medium.

**Line 3f** - Report receipts from providing standby computer equipment and duplicate software in a separate location to enable a customer to relocate regular staff in order to resume and maintain routine computerized operations in the event of a disaster, such as a fire or flood.

**Line 6** - Report receipts from publishing software programs that perform a specific function directly for the end user.

**Line 7a** - Report receipts from managing and monitoring communication networks and connected hardware to diagnose networking problems and gather capacity and usage statistics for the administration and fine-tuning of network traffic. Include remotely managing security systems or providing security-related services.

**Line 7b** - Report receipts from providing day-to-day management and operation of a client's computer system.

**Line 9** - Report receipts from providing advice on technical matters related to the use of information technology. Include advice on hardware and software requirements and procurement, systems integration, and systems security. Exclude advice on issues related to business strategy and service contracts where advice is bundled with the design and development of an IT solution.


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CONTINUE WITH **22** ON PAGE 6

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Data processing services				
<b>a.</b> Website hosting services				
<b>(1)</b> With integration of related services . . . . . 36121				
<b>(2)</b> Without integration of related services . . . . . 36122				
<b>(3) Add lines 1a(1) and 1a(2)</b> . . . . . 36120				
<b>b.</b> Application service providing				
<b>(1)</b> With integration of related services . . . . . 34931				
<b>(2)</b> Without integration of related services . . . . . 34932				
<b>(3) Add lines 1b(1) and 1b(2)</b> . . . . . 34930				
<b>c.</b> Business process management services				
<b>(1)</b> Financial . . . . . 34941				
<b>(2)</b> Human resources . . . . . 34942				
<b>(3)</b> Supply-chain management . . . . . 34943				
<b>(4)</b> Customer relations management . . . . . 34944				
<b>(5)</b> Vertical markets . . . . . 34945				
<b>(6)</b> Other business process management services - Describe 				
<div style="border: 1px solid black; height: 30px; width: 100%;"></div> . . . . . 34946				
<b>(7) Add lines 1c(1) through 1c(6)</b> . . . . . 34940				
<b>d.</b> Collocation services . . . . . 36130				
<b>e.</b> Data storage services . . . . . 36140				
<b>f.</b> Data management services . . . . . 36150				

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**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Data processing services - Continued				
<b>g.</b> Video and audio streaming services . . . . . 36160				
<b>h.</b> Other data processing or IT infrastructure provisioning services - Describe type of content ↴				
[Redacted] . . . . . 36160				
<b>2.</b> Information technology (IT) design and development services				
<b>a.</b> Custom application design and development services . . . . . 37410				
<b>b.</b> Network design and development services . . . . . 37420				
<b>c.</b> Computer systems design, development, and integration services . . . . . 37430				
<b>3.</b> Information technology (IT) technical support services				
<b>a.</b> Software related technical support services . . . . . 37521				
<b>b.</b> Hardware related technical support services . . . . . 37522				
<b>c.</b> Combined hardware and software technical support services . . . . . 37523				
<b>d.</b> Auditing and assessing computer operations . . . . . 37524				
<b>e.</b> Data recovery services . . . . . 37525				
<b>f.</b> Disaster recovery services (business continuity services) . . . . . 37526				
<b>g.</b> Computer forensics . . . . . 37528				
<b>h.</b> Domain name registration services . . . . . 37529				
<b>i.</b> Other IT technical support services - Describe ↴				
[Redacted] . . . . . 37531				
<b>j. Add lines 3a through 3i</b> . . . . . 37520				

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CONTINUE WITH **22** ON PAGE 8

**CONTINUE ON PAGE 8**

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>4.</b> Information and document transformation services				
<b>a.</b> Imaging and other data capture services . . . . . 36221				
<b>b.</b> Data conversion and migration services . . . . . 36222				
<b>c. Add lines 4a and 4b</b> . . . . . 36220				
<b>5.</b> System software publishing . . . . . 34880				
<b>6.</b> Application software publishing . . . . . 34890				
<b>7.</b> IT infrastructure and network management services				
<b>a.</b> Network management services . . . . . 37511				
<b>b.</b> Computer systems management . . . . . 37512				
<b>c. Add lines 7a and 7b</b> . . . . . 37510				
<b>8.</b> Internet access services				
<b>a.</b> Broadband ( <i>i.e., always-on</i> ) . . . . . 36190				
<b>b.</b> Narrowband ( <i>i.e., dial-up</i> ) . . . . . 36200				
<b>9.</b> Information technology (IT) technical consulting services . . . . 34910				
<b>10.</b> Resale of merchandise				
<b>a.</b> Computer hardware and software . . . . . 39607				
<b>b.</b> Other merchandise, excluding computer hardware and software . . . . . 39618				
<b>11.</b> All other receipts - Describe if more than 10 percent of total receipts ↴				
<div style="border: 1px solid black; height: 20px; width: 100%;"></div> . . . . . 39716				
<b>12. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . . 39850				100

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**23** and **24** Not Applicable.



If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

A. Did the receipts or revenue (reported in 5) include any amounts for exported goods or services?

0911  Yes - Go to line B

0912  No - Go to 30

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

B. Amount of receipts or revenue for exported goods or services . . . . .

26 SPECIAL INQUIRIES

FRANCHISE

1. Was this establishment operating under any trademark(s) authorized by a franchisor in 2012? (Mark "X" only ONE box.)

0237  Yes - franchisee-owned establishment

0238  Yes - franchisor-owned establishment

0239  No

2. If yes, provide the trademark(s) below. ↴

0235

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27-29 Not Applicable.

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REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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**30** CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes

No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Area code	Number
<input type="text"/>	<input type="text"/>

E-mail address

Date completed	Month	Day	Year
	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Thank you for completing your 2012 ECONOMIC CENSUS form.  
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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