

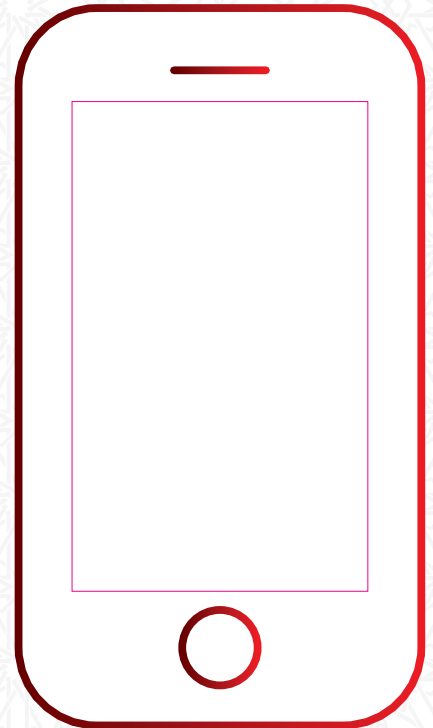


الحكومة الذكية  
mgovernment



UAE GOVERNMENT

# TOWARDS MOBILE GOVERNMENT



**WITH INSPIRATIONAL  
LEADERSHIP AND  
INTELLIGENT PEOPLE,  
URBANIZATION  
AND HUMAN AMBITIONS  
FLOURISH...**

# TOWARDS MOBILE GOVERNMENT

Between a rich heritage and a bright future falls the Golden Jubilee of the UAE – an event all Emiratis look forward to celebrate.

The UAE is where ambitions fulfill human aspirations, led by inspiring leadership and smart people.

The UAE is the home of decisive strides; the home to the first eGovernment in the region; and now home to the first mobile government in the region – resolute to overcome the barriers of time and location to achieve the only goal: your happiness.



innovative

non-stop

fast track

hassle-free

smart city

smart society

channels open for all

# mobile government

cut out the mundane

government services

responsive to change

available on your smart phone 24/7



## INSPIRED BY THE VISION OF THE UAE'S WISE LEADERSHIP

All initiatives are launched for the benefit of the people and for achieving their aspirations. So, all entities shall work to achieve these initiatives promptly. All obstacles shall be removed in order to translate these initiatives into concrete projects that positively change the life of people.

His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of UAE and Ruler of Abu Dhabi



## RESPONDING TO THE START SIGNAL

We aim to create a mobile government that reaches all people in the UAE

We want a 24/7 government

We want everyone to be able to access the government services via smart phones

We want this to be realized within two years

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai

## SMART GOVERNMENT REACHES ALL PEOPLE

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai launched the Mobile Government Initiative in order to make government services available to the people wherever they are, 24/7.

The initiative was launched on the 22nd of May 2013.

His Highness outlined the new era as follows:

“We want to make government services and transactions available on mobile phones and mobile devices, so that people can access them promptly from wherever they are. A successful government is one which reaches out to people and not the one requiring the people to come to it to get such services.”



# HAND IN HAND TO MAKE THE VISION COME TRUE



We have to work hard to make the vision come true so that we fulfill the ambitions of the wise leadership of the UAE.

We shall all work towards realizing the UAE Vision 2021.

We are all united in responsibility, destiny, knowledge and prosperity and share common goals.

Through the spirit of solidarity and the assistance of God, we hope to complete the mission within 24 months.





# THE ROADMAP

We set the starting point, then we started working.

We decided to search for the best practices and started to collect the necessary data and analyzed them in order to draw the framework.

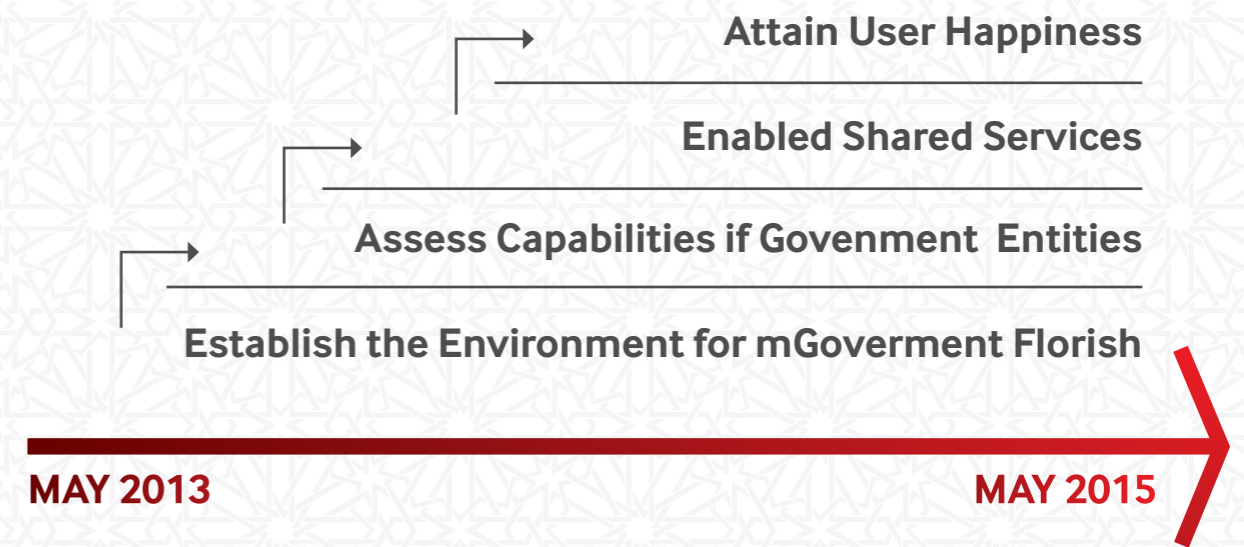
We examined the projects of other countries, and then, drew a comparison to decide on the best practices.

The Roadmap is comprehensive; it includes the technical, administrative, regulatory, and awareness aspects of the mGovernment Initiative. The mGovernment Roadmap articulates key initiatives to support the overall transformation to Mobile Government.

The scope of the Roadmap covers four parallel tracks as follows:

1. Establish the Environment For mGovernment To Flourish
2. Assess Capability And Capacity Of Government Entities
3. Establish Shared Resources Across Government Entities at The National Level
4. Achieve Citizen Happiness

# CONCEPTUAL VIEW OF THE ROADMAP



## ENTHUSIASTIC TO IMPLEMENT THE ACTION PLAN

**THE UAE mGOVERNMENT  
TEAM SET THE ROADMAP  
THAT INCLUDES ALL  
THE MAIN PHASES OF  
THE EXTENSION OF  
eGOVERNMENT TO  
mGOVERNMENT.**

We visited the Republic of Korea and got a comprehensive idea of their practices and approaches implemented during the multiple phases of their mGovernment program.

Upon getting back to the UAE, we conducted a series of meetings with potential partners from the federal and local entities in addition to some companies from the private sector.

All parties responded to our call and all of us are determined to achieve the national goals.

# MOBILE GOVERNMENT GUIDELINES

For the purpose of common understanding of the initiative, it was necessary to explain the concept of mGovernment and list the standardized criteria related to the initiative.

The mGovernment team developed a comprehensive document that can be used as guidelines throughout the various phases of the initiative. The mGovernment Guidelines document can be viewed on [www.mgov.government.ae](http://www.mgov.government.ae)

# SMART LIFE OPENS NEW HORIZONS

## Smart applications & services

- Integrated database
- Multi-channel network
- Direct interaction between organizations and clients
- Renewable skills and knowledge resources
- Governing regulations
- Trusted service manager
- Innovation center for mobile government
- Location-based services
- Augmented reality tools
- Near-field communication



# FEDERAL NETWORK (FedNet)

Mobile government needs a strong technical base that can provide the necessary integration among government entities with a high degree of security and reliability.

This gave rise to setting up the Federal Electronic Network (FedNet).

The FedNet will act as a link between the various government agencies that provide services to clients and provide a secure and reliable exchange of data and services.

The FedNet shall be the host of government shared services and important government initiatives. The FedNet shall support the needed integration between databases, systems and applications in order to enhance and develop government services provided within a secured and reliable environment.



# TRUSTED SERVICE MANAGER (TSM)

Secure mobile services are enabled via the Trusted Service Manager (TSM); an independent, trusted party that facilitates and enables information exchange between service providers (such as governments, banks, transport operators, retailers and others) and mobile network operators. The TSM allows access to the secure element on mobile phones and devices issued by third parties, like mobile network operators (MNOs).

With the use of a TSM, the consumer can trust that his/her personal information is securely stored in his/her mobile phone. When a consumer loses his/her phone, the TSM can easily block access to the phone and load the data to another phone, the consumer purchases.



# CENTER OF DIGITAL INNOVATION (CoDI)

The Center of Digital innovation (CoDI) acts as a state-of-the-art facility for testing government applications. It verifies that the applications are in line with the adopted application criteria and security measures. Assessments are conducted on the functionality aspects of the applications to ensure that they function as required and work flawlessly on all smart devices, in addition to the security testing which assesses the level of privacy and security of the application and determines whether it is vulnerable or not. Moreover, a performance test is conducted to test the load that an application can handle in terms of connections to the backend system. All of the assessments ensure a high level of quality of the apps developed and published on the mGovernment App Store.

The Center of Digital Innovation also provides technical consultation and advice to the government entities and universities in relation to the transformation into the mobile government, by taking benefit of its partnerships with the private sector and the expertise offered by the technology providers supporting the entities.





# UAE GOVERNMENT APP STORE



The UAE Government App store brings a consolidated list of all apps developed by the federal and local UAE government entities. The app store provides an important platform for publicizing and marketing the government applications and contributes in creating awareness about the concept of mobile governments and encouraging people to adopt the mobile services.

The UAE Government app store offers significant features such as location services. This feature identifies the user location and arranges the applications according to the emirate he/she is located in. Moreover, it has push notification services where the UAE Government App becomes proactive and informs the end user when new apps are released by government entities. It also includes advanced search facility to find apps of government entities in the UAE. User's can sort apps as per their preferences. The UAE Government App store is available in both Arabic and English, to facilitate ease of use to a varied base of customers.

## BIG DATA STRATEGY

In the wake of the recent developments in the field of technology, acquiring data has become exceptionally important for the growth of a sector and in strengthening the link between government agencies and their stakeholders. Therefore, it became necessary to develop a strategic plan for the massive data and work in its accordance to allow government agencies to take advantage of the available data to enhance their performance and provide more services.

The UAE mGovernment is working on the development of a strategy for data by taking into account the UAE national priorities and goals and the possible opportunities that result from the organisation and management of the available data for government entities and for the various categories of customers.

## SOCIAL MEDIA ANALYSIS

The UAE mGovernment wishes to adopt and implement a suitable and cost effective Sentiment Analysis and Social Media Monitoring Solution to be used by federal government entities in the United Arab Emirates. The solution is intended to help government departments to take advantage of the opportunities and realize the potential benefits available within the social media platforms. Social media networks can be a vital source to develop and grow considering that social network contents are being generated at phenomenal rates nowadays. Social media platforms are shifting the way governments are communicating with the public.



## MOBILE GOVERNMENT COMPLEMENTS eGOVERNMENT

The mobile government will not replace the electronic one, but they will co-exist to make life easier for the people in the UAE.

- While the TRA is working on the project of the mobile government initiative, the Federal eGovernment Strategy will continue to be implemented at the federal level by the TRA.
- His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, approved that strategy in the year 2012 and set a two-year period for the federal ministries and institutions to provide comprehensive electronic services to the public.



## SUPERVISING THE TRANSFORMATION INTO eSERVICES

**Being entrusted to supervise the transformation into eServices at the federal level, TRA shall:**

- Develop the criteria for quality of the government services on the following bases: utility, quality, trusted performance, response, customer satisfaction, customer service, and social media integration.
- Measure the levels of the transformation into the eServices. A scientific approach shall be used in this regard as per the best international practices. This process shall be in coordination with the government entities providing these services and under the supervision of the General Secretariat of the Council of Ministers and the Prime Minister's Office and the Ministry of Cabinet Affairs.
- Evaluate the quality of government websites; this process shall be conducted once a year and as per the criteria set locally, but in compliance with international best practices. The outcomes of the evaluations shall be discussed with government entities for the purpose of follow up.

## UAE OFFICIAL PORTAL GOVERNMENT.AE

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, launched the official portal of the UAE government in the year 2011. The portal is aimed to be the only website to host all the services provided by government entities at the local and federal levels. The portal shall be the only official source of information about government services.

eServices are classified into services for individuals, businesses and visitors. The portal includes an interactive map. It also has a special calendar of the main events in the UAE and links to the main government websites.

# THE ePARTICIPATION PORTAL SHARIK.AE

The UAE government believes in the importance of direct communication with the people and welcomes their feedback with regard to the government services, policies etc. The UAE government regards public feedback essential in the decision-making process. This was reflected in the UN E-Government Survey 2012 where the UAE and the Republic of Korea are the only two countries to have scored 100 per cent for taking citizen's views into consideration when making decisions.

The UAE government has launched the eParticipation portal Sharik.ae for the purpose of interacting with the public through blogs, forums, chat and other means including eMail services. The UAE government has also set up accounts on social media to interact with the people.





## DATA PORTAL BAYANAT.AE

Human societies produce large amounts of data which can be utilized in devising solutions, programs and other useful applications.

The UAE eGovernment launched the Bayanat.ae portal which leads to government data reserves. The documents are available in open and reusable formats and are accessible for use by and the benefit of the public.

# OUR MOBILE GOVERNMENT WHAT PEOPLE SAY

**Nabeel Abdulrazaq, pharmacist:**

The UAE is always pioneering in all fields and I hope the best for this country.

**Rashida Bolaq, visitor:**

It is no surprise that the mGovernment Initiative is launched by the UAE; this country is always creative and innovative.

**Ahmed Al Shehi, company manager:**

This is a very important project that boosts national pride and loyalty towards our wise leadership.

**Maitha Abdullah, employee:**

I hope that the mobile government will reflect what His Highness Sheikh Mohammed bin Rashid Al Maktoum said - government services would be available all the time and everywhere and would be accessible via mobile phones.



**AND MANY MORE  
ACHIEVEMENTS  
TO COME**

**ترقبوا المزيد  
من الإنجازات**