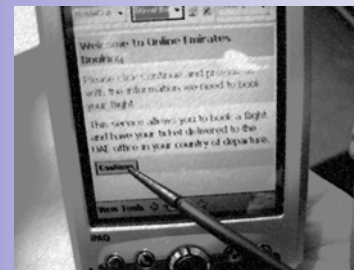
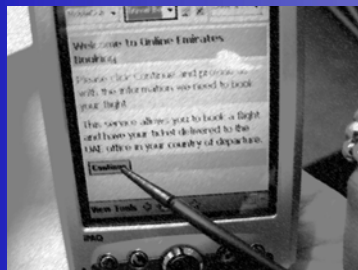


Dubai eGovernment 'Mobile Portal

Rehab Lootah





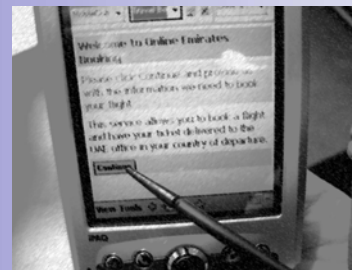
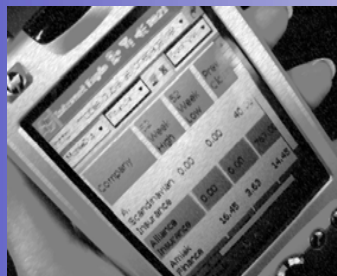
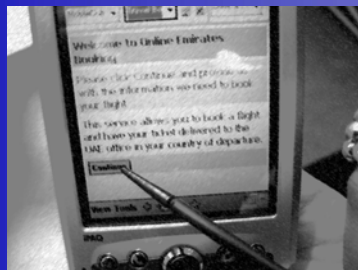
Leadership and Commitment

- **“No one remembers the runner-up in a race; only the winner gets the victory and all the attention”**. H.H. Sheikh Mohammed Bin Rashid Al Maktoum
- Our slogan and guidepost **“Execute before others begin to think”**



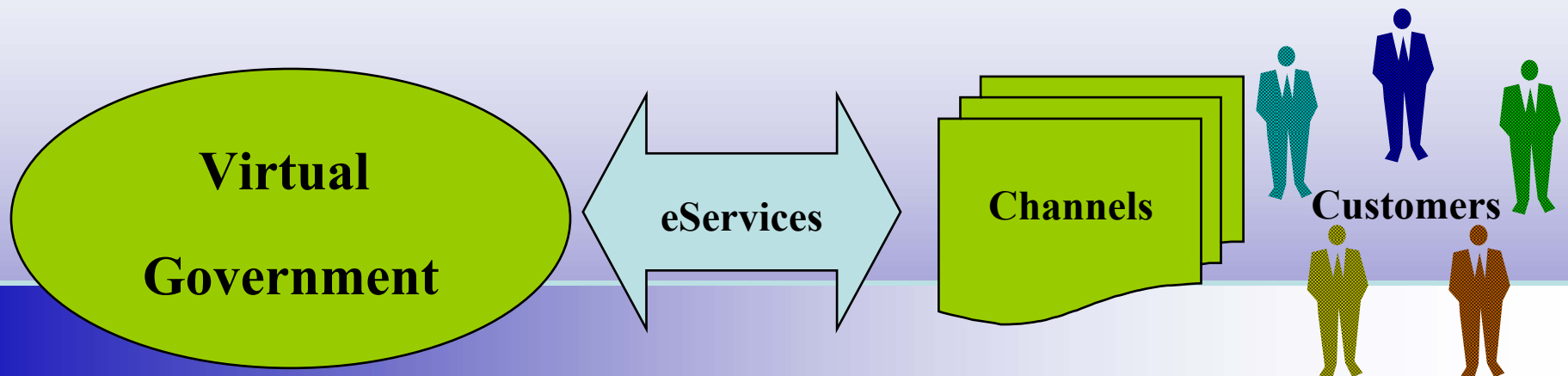
Dubai eGovernment Overview

- Dubai eGovernment is an initiative introduced by His Highness Sheikh Mohammed Bin Rashid Al Maktoum in 2001.
-
- *“Our vision is to ease the lives of people and businesses interacting with the government and contribute in establishing Dubai as a leading economic hub.”*
- Our aim is to achieve a virtual government by providing high-quality customer focused eServices for individuals, businesses and government departments and to promote eServices adoption



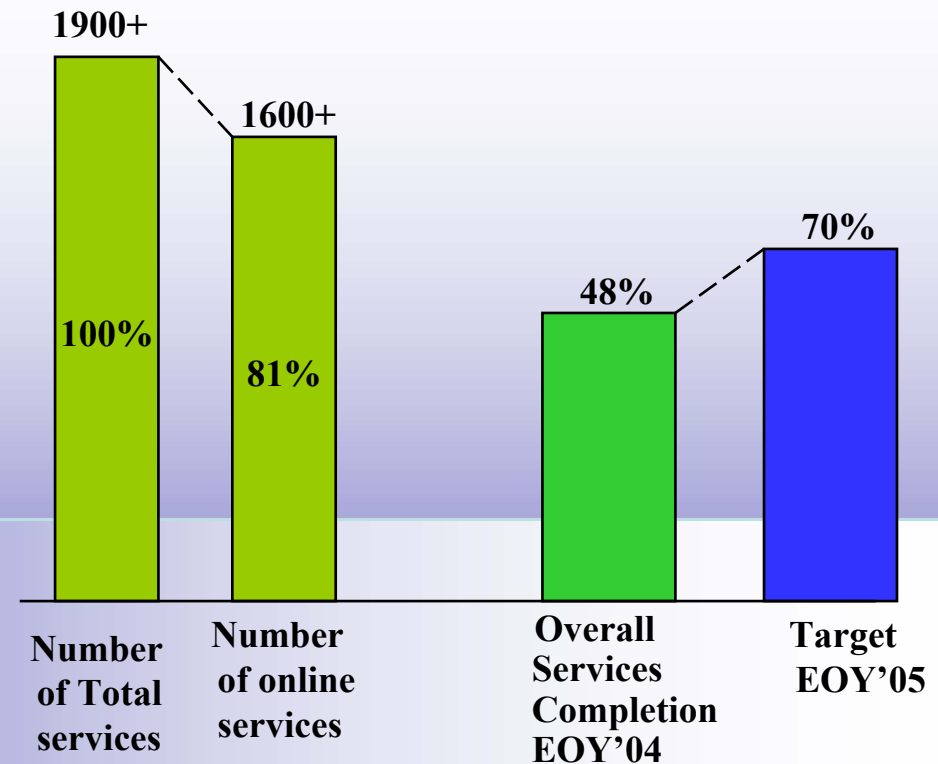
Dubai eGovernment Overview

Dubai eGovernment intends to achieve a virtual government through provisioning of high-quality customer focused eServices



Where are we today?

Dubai eGovernment has e-enabled 81% of its services which are at varying stages of implementation



Dubai eGov mobile portal

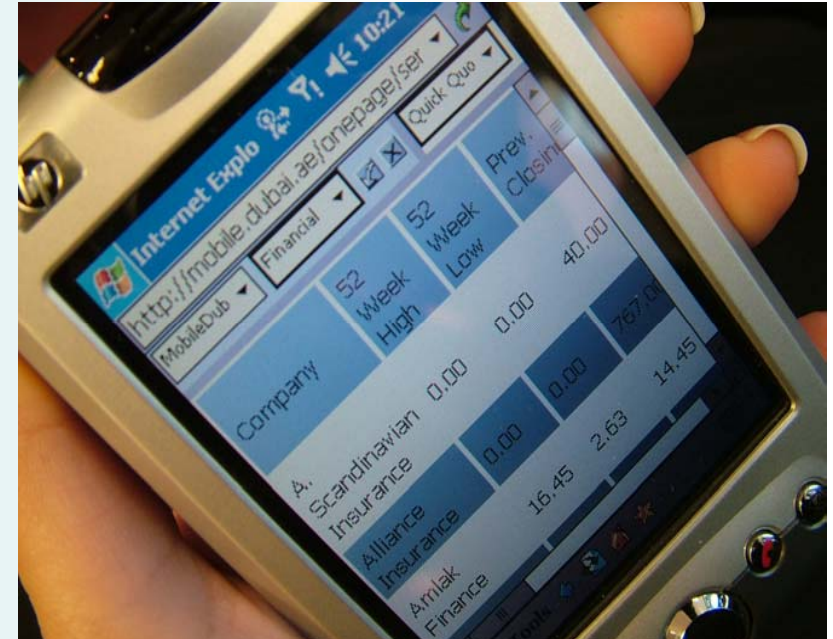
- Dubai eGovernment announced September, 2005 the launch of its innovative Mobile Portal that will allow users to access information and carry out transactions instantly via handheld mobile devices such as mobile phones and PDAs.
- Dubai eGovernment the first in the Middle East to launch such a portal.





Why mobile portal?

- growing demand among consumers for mobile phones and PDAs
- Increase customer satisfaction
- Introducing a new channel for Gov dept services
- Meeting customer needs and
- Increasing online services' usage





Mobile and PDA's usage

- GSM Subscribers by end of August 2005: 4,121,000
- GPRS subscribers: 200,000
- Smart Phones and PDA owners: 150,000

* Provided by Etisalat



Customer Centric Approach

- The survey was published on Saturday 2nd of July 2005 and ended on Saturday 16th of July 2005.
- Throughout 2 weeks, 954 (Nine Hundred fifty three) responses were received.



Customer Centric Approach

Our Findings are :

- There is enough interest for mobile services and people already have access to mobile Internet technologies.
- With the right set of services and awareness campaigns, we can achieve adoption of mobile services by overcoming the barriers.
- However, cost of mobile services and technologies was mentioned as an issue by the respondents.
- Mobile services should meet the spontaneous needs of users through easy to use and short interactive services rather than imitating internet based services.



Public Private partnership

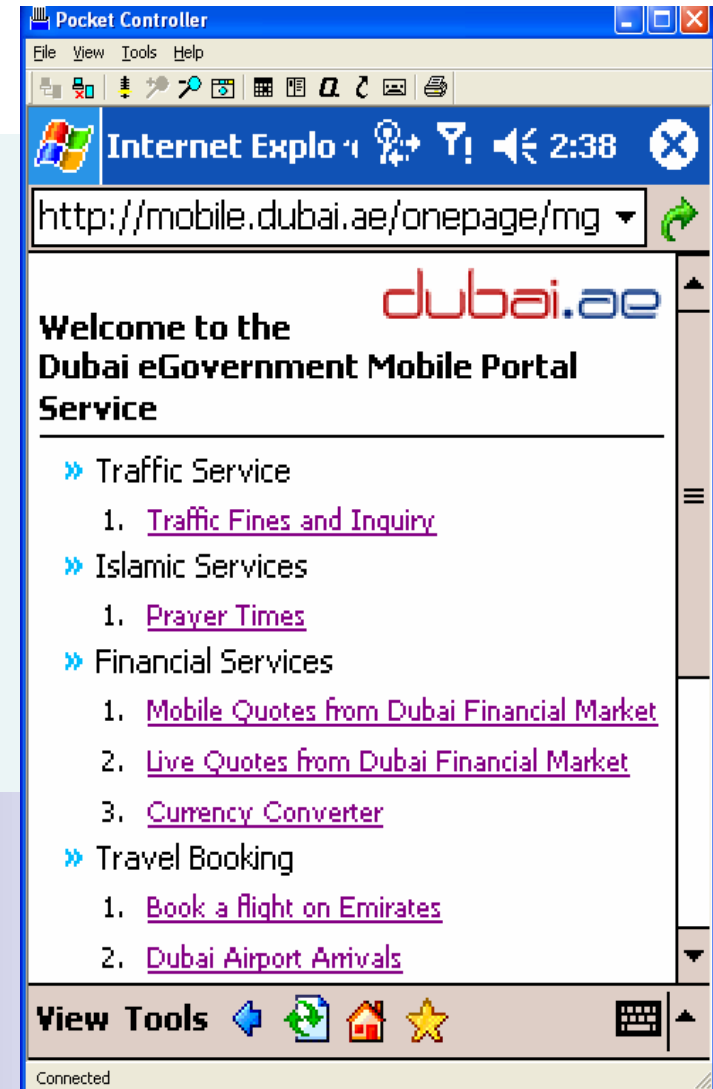
- The Mobile Portal is the result of public private partnerships that Dubai eGovernment has achieved to provide a range of electronic services to enhance customer service.
- Dubai eGovernment believes that the private and public sectors have important roles to play in the creation of a digital economy.





Mobile portal Access

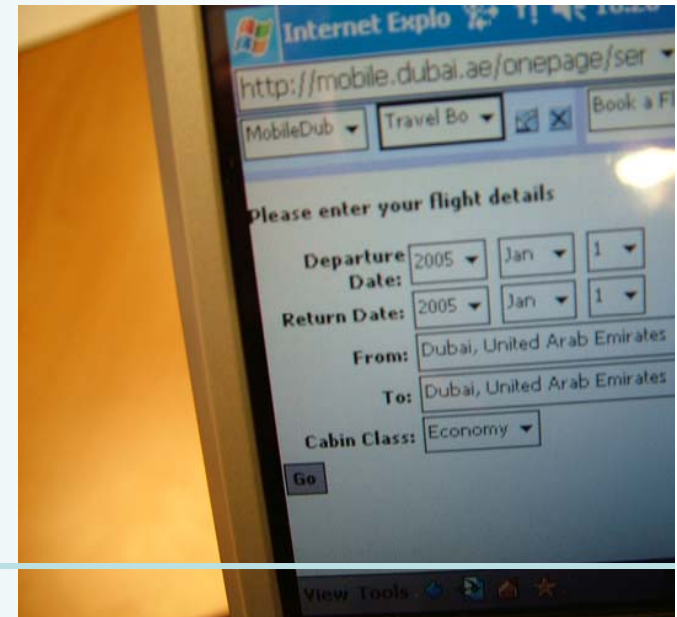
- It could be accessible from different mobile devices through GSM/GPRS or Wi-Fi
- Log on to: www.dubai.ae
- The system will recognize the device type and will provide you with the right template



List of Services

- 6 main categories, 15 services provided from Government, Semi-Government and Private sectors.

Traffic Services ,Islamic Services, Financial Services, Travel Booking, Entertainment, Dubai information





Next Step

- Partner with private sector
- Adding more government and private services
- Get customer feedback
- Marketing the Mobile portal



Thank you for your Attention

dubai.ae