



Mobilizing the Government

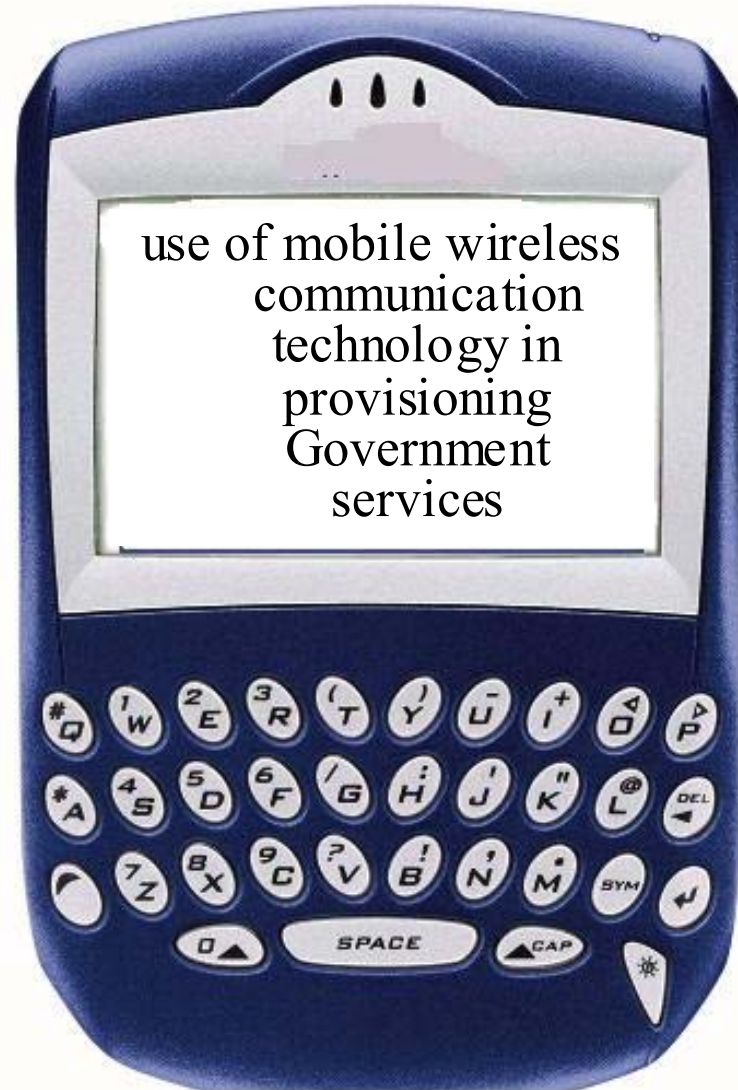
Rehab Lootah



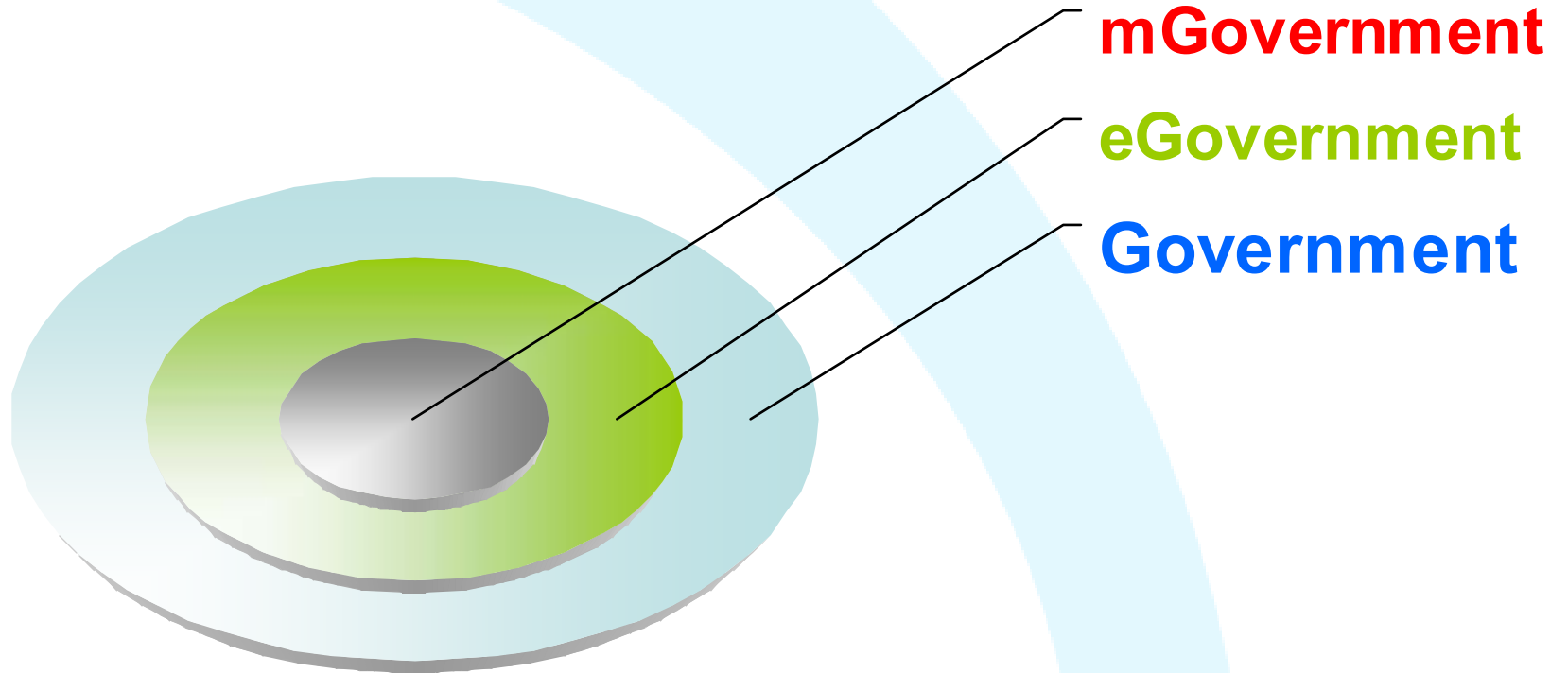
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mGovernment Concept



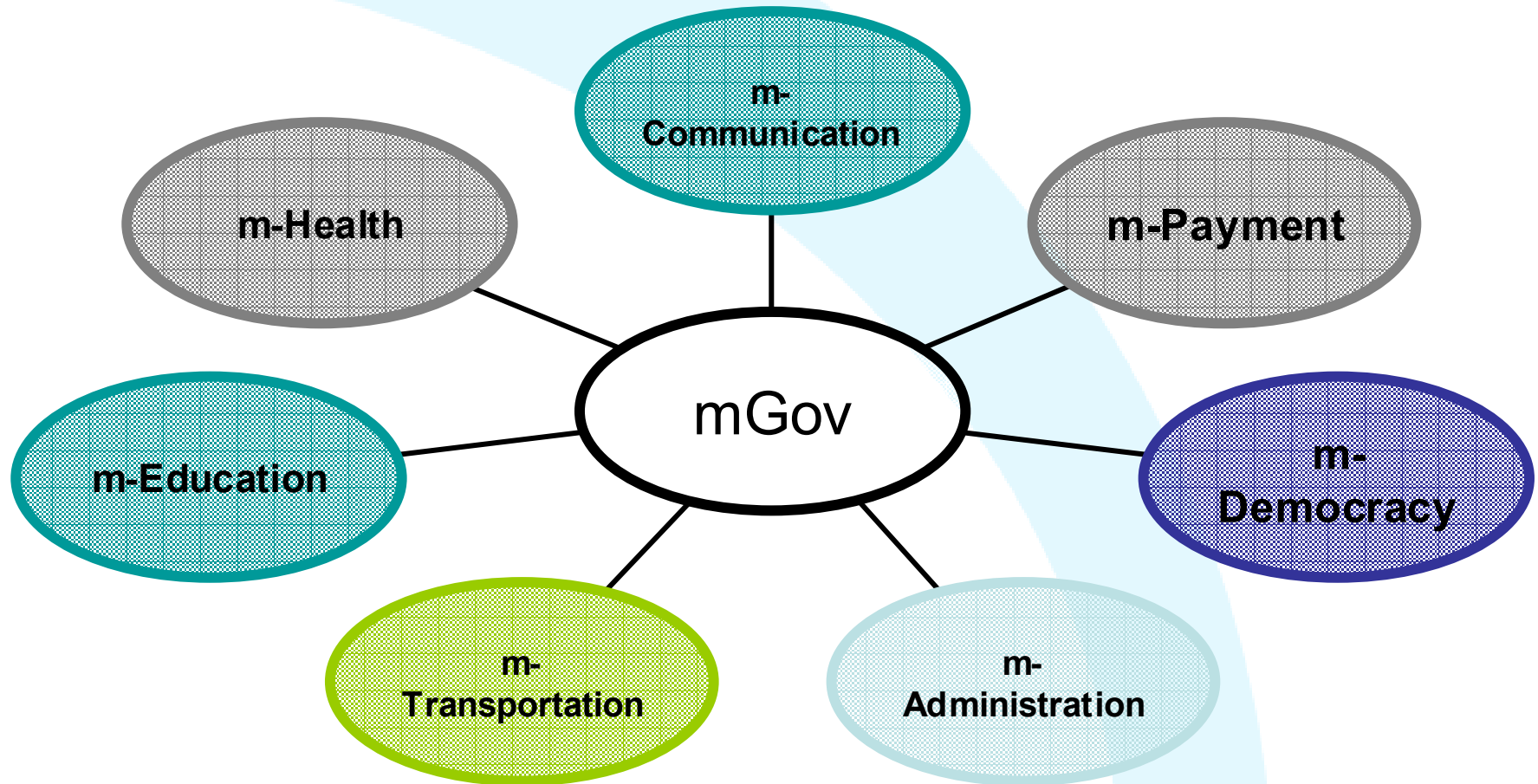
From eGovernment to mGovernment





Will mGov
replace
eGov?







mGovernment Benefits and Challenges



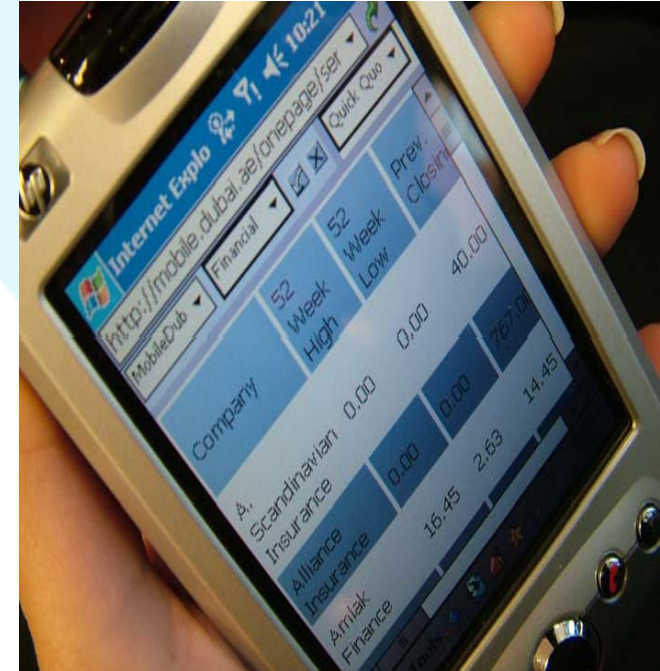
- Increasing productivity & effectiveness .
- Improving the delivery of government information and services.
- Increasing channels for public interactions.
- Lower costs leading to higher participation.

- Infrastructure development .
- Privacy and Security .
- Accessibility
- Legal issues
- Cost
- Customer Awareness & readiness



Dubai mGovernment- Case Study

- UAE's 120% mobile penetration highest in the Middle East.
- **SMS services:** Started 2003
- **Statistics :** 7,036,902 push SMS, 168,623 Pull SMS until August 2006.
- **Some examples:**
 - **Push services:** renew driving license , Traffic jam ,Health card renewal ,Trade license renewal .
 - **Pull service:** flight information , Traffic fines, Trade license status .



- **Mobile Portal:** <http://mobile.dubai.ae>
Launched September 2005
- **Some examples:**
 - Travel Booking Services such as Dubai Airport Arrivals/Departures.
 - Entertainment services
 - Dubai Information
 - Traffic Services
 - Islamic Services
 - Financial Services
- **Achievements:** Short listed for the Mobile & Wireless 2006 "Best Practices" Awards Program



- ✓ m-government is not a substitute for e-government.
- ✓ Not all applications can run on mobile devices nor should they.
- ✓ Not all wireless connections are cost competitive compared to wired connection.
- ✓ mGovernment should be conceived and developed as part of the overall e-government strategy and programme.



- ✓ The exact mix of m-government and traditional e-government applications depends on the unique conditions of each country.
- ✓ Choose m-government applications wisely with suitable back-office systems in place to deliver on m-government promises.
- ✓ Make sure that the application is user-friendly.
- ✓ Partnership





Thank You