## eGovernment National Strategy 2016

<table>
<thead>
<tr>
<th>Before launching the eGovernment Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achievement and enhancement opportunities</td>
</tr>
<tr>
<td>Strategic objectives and KPIs for 2016</td>
</tr>
<tr>
<td>Launch innovative initiatives</td>
</tr>
</tbody>
</table>
### eGovernment National Strategy 2016

<table>
<thead>
<tr>
<th>Before launching the eGovernment Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achievement and enhancement opportunities</td>
</tr>
<tr>
<td>Strategic objectives and KPIs for 2016</td>
</tr>
<tr>
<td>Launch innovative initiatives</td>
</tr>
</tbody>
</table>
Before launching the eGovernment Program

Kingdom of Bahrain Ranking

2005 67

Bahrain position on the eTransaction map
Before launching the eGovernment Authority

No
- eServices
- eService delivery channels

Limited
- ePayment services

Difficult
- Use of service

Lack of
- 24/7 service availability
<table>
<thead>
<tr>
<th>eGovernment National Strategy 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Before launching the eGovernment Program</strong></td>
</tr>
<tr>
<td><strong>Achievement and enhancement opportunities</strong></td>
</tr>
<tr>
<td><strong>Strategic objectives and KPIs for 2016</strong></td>
</tr>
<tr>
<td><strong>Launch innovative initiatives</strong></td>
</tr>
</tbody>
</table>
Achievements
Tangible progress in the United Nations' Online Service Index

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>eServices Index</td>
<td>62</td>
<td>67</td>
<td>44</td>
<td>8</td>
<td>7</td>
</tr>
</tbody>
</table>

Multi-channels: Four eService delivery channels
Available for all: Over 240 eServices available through various channels
International Commendations

- Bahrain is among the few countries which came close to a pure single-sign-on integrated portal.
- Bahrain provides integrated services for everyone through preferred channels of choice.
- The offered eServices in Bahrain are in-line with international standards.
- Bahrain is globally categorized as one of the best performing countries in eParticipation.
- Bahrain is recognized for launching initiatives which are based on the feedback and interaction of citizens.
Highly-ranked by international organizations as it became an example to share its experience with other nations.

Leader in eGovernment program - regionally and globally

- 8 International Awards
- 10 Arab Awards
- 6 GCC Awards
Statistics

Number of Mobile Portal users

- 2010: 1,000,000
- 2011: 1,500,000
- 2012: 2,000,000

Number of National Portal visitors

- 2009: 5,000,000
- 2010: expected 10,000,000, actual 11,000,000
- 2011: expected 15,000,000, actual 16,000,000
- 2012: expected 20,000,000, actual 21,000,000

eServices save the government millions
Statistics

Value of online transactions/ BD

Number of online transactions/ Year

eServices save the government millions
Customer Satisfaction Index

<table>
<thead>
<tr>
<th>Element</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>78</td>
</tr>
<tr>
<td>Features</td>
<td>90</td>
</tr>
<tr>
<td>Design &amp; Appearance</td>
<td>73</td>
</tr>
<tr>
<td>Browsing</td>
<td>73</td>
</tr>
<tr>
<td>Performance</td>
<td>72</td>
</tr>
</tbody>
</table>

Measure customer satisfaction to ensure eService development

11,363 Random eSurveys

Customer Satisfaction

73
Factors of Success
His Highness
Shaikh Mohammed bin Mubarak Al Khalifa
Deputy Prime Minister, Chairman of the Supreme Committee for Information and Communication Technology (SCICT)
Factors of Success

Their Excellencies - members of the Supreme Committee for Information and Communication Technology
Recognition of
H.E. Shaikh Ahmed bin Ateyatalla Al Khalifa,
Royal Court Minister for Follow-up
Partnerships with ministries and governmental entities
Partnerships with NGOs
Clear strategic objectives.

Transparent execution deadlines.

Commitment in the implementation stages while recognizing impediments.
Field studies and quantitative surveys

Focus groups on how to develop eServices and channels

Continuously measure customer satisfaction and respond to their needs and requirements

Employ several mechanisms to seek users’ feedback and develop the eGovernment Program
Customer-centered eGovernment

- Users’ benefit from the service
- Transparency in service availability
Enhancement Opportunities
Enhancement opportunities are based on analysis of internal and external factors

- Strong competitiveness in eGovernment
- Keep abreast with the latest trends and developments in technology
- Accelerate technological development and modernization
CSI for eService Delivery Channels
2011/2012

<table>
<thead>
<tr>
<th>Service Delivery Channels</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>eGovernment Portal</td>
<td>90%</td>
</tr>
<tr>
<td>eService Centers</td>
<td>89%</td>
</tr>
<tr>
<td>Mobile Portal</td>
<td>87%</td>
</tr>
<tr>
<td>Contact Center</td>
<td>85%</td>
</tr>
<tr>
<td>eKiosks</td>
<td>72%</td>
</tr>
</tbody>
</table>

Customer Satisfaction Index (CSI)
2010 – 2011/2012

- CSI with self-service channels (eKiosks) negatively affected the overall index.
- To further enhance opportunities, the authority will modify the mechanisms and dimensions of measuring CSI.
Before launching the eGovernment Program

Achievement and enhancement opportunities

Strategic objectives and KPIs for 2016

Launch innovative initiatives
**Vision**

"Achieve next generation eGovernment excellence by delivering high-quality services effectively, valuing efficiency, advocating proactive customer engagement, nurturing entrepreneurship, collaborating with all stakeholders and encouraging innovation.”
Mission

“To comprehend the country’s eGovernment vision by defining and managing the implementation of relevant strategies; setting and monitoring compliance to policies and standards; facilitating the transformation of services and advocating incubation of next generation concepts; all in close collaboration with governmental entities and effective partnership with the private sector and NGOs.”
Strategic Objectives

1. Increase society participation and engagement
2. Obtain greater innovation and entrepreneurship
3. Maintain a higher performing, collaborative, integrated, and efficient government
4. Sustain a heightened protection of information and user rights
5. Uphold comprehensive and effectively-managed quality service offering
6. Increase partnerships and private sector ICT readiness
7. Improve national eLiteracy and government IT skills
8. Enhance eGovernment channels and user-experience with increased service-uptake
Stakeholders Groups

- **Individuals**
  - Citizens
  - Residents
  - Visitors

- **Government**
  - Government entities
  - Government employees

- **Businesses**
  - Small, medium and large enterprises
  - Business employees

**Benefits & Impacts**
Strategic Objectives and KPIs for 2016

Comprehensive eGovernment Modernization Framework

- **ENIRONMENT - E**
  - ICT Environment
  - Regulatory Environment
  - Government Collaboration
  - Social Engagement
  - Political Endorsement

- **READINESS - R**
  - People
  - Processes
  - Governance
  - Technology

- **USAGE - U**
  - Service Portfolio
  - Service Channels
  - Direct Usage Experience
Strategic Objectives and KPIs for 2016

**Inspire Innovations and Increase Partnerships**

- Three eGovernment projects annually funded and technically supported

**Increase Society Engagement**

- By 2014, 50% of government entities will interact with constituents through social networks

**Build Partnerships with Private Sector, Locally and Internationally**

- Two new initiatives triggered annually from international partnerships

**Increase Awareness and Customer Satisfaction**

- eGovernment program awareness increased up to 90% and CSI levels maintained over 80%
Strategic Objectives and KPIs for 2016

**Heightened Protection of Information and User Rights**
- Information and privacy protection policies implemented at 10 governmental entities within the next two years

**Increase Government Efficiency and Readiness**
- Two government-wide systems implemented.

**Building Employee Capabilities in eGovernment**
- Over 150 government employees trained on eGovernment specialized disciplines annually.

**Increase Efficiency in eGovernment Project Management**
- Three eGovernment related toolkits developed to manage and implement eGovernment projects.
Strategic Objectives and KPIs for 2016

Provide Smartphone Apps and Enhance User-experience

Ten new mobile applications developed annually for top mobile application stores.

Enhance and Develop eGovernment Channels

Three eGovernment channels significantly upgraded and integrated within the next two years.

Effectively Manage Quality Service Offering

All government online services are managed through a unified system.

Comprehensive and Integrated Services

All government service information are available online. 40 eServices deployed annually.
Current State

Targeted State

Key Initiatives to Achieve the Strategic Objectives

Over 19 initiatives to attain the required objectives (2012 - 2013)
<table>
<thead>
<tr>
<th>Before launching the eGovernment Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achievement and enhancement opportunities</td>
</tr>
<tr>
<td>Strategic objectives and KPIs for 2016</td>
</tr>
<tr>
<td>Launch innovative initiatives</td>
</tr>
</tbody>
</table>
Launch innovative initiatives

eGovernment services in the Kingdom that proactively cater to the needs of citizens of all demographics

**Birth**
- When a child is born, a health record is automatically created at the hospital.
- Based on the information of the parents’ smart cards, the child is registered and the birth certificate is mailed to their address.

**Education**
- Learning is independent of time and place. Pupils of any age can access online classes at their convenience anytime, anywhere.
- Students have personal educational tablets that provide access to a wealth of interactive digital content.

**Employment**
- Graduates are enrolled in a virtual job market that matches to profiles, and allows them to apply with a single click.
- Round-the-clock call center service experts give citizens the legal rundown on business operations and fill forms on behalf of the citizen.

**Family**
- Mobile applications notify household owners of due bills (Through these applications, citizens can pay their bills with a couple of clicks).
- A single health profile is kept for each citizen, generating notifications when check-ups are due.

**Retirement**
- Citizens can access and manage their retirement and pension funds online.
- Death certificates are automatically generated and when appropriate trigger the issuance of a widow certificate that is mailed to the concerned party.
eKey system offers a **secured and uniformed** digital authentication to access all eServices.
Launch innovative initiatives

Third-level Services on eKey (NAF)

- Ministry/Entity: Electricity and Water Authority
- Service:
  - Bill Information History
  - Payment Information History
  - Bill Enquiry and Payment
  - Electricity and Water eBilling

First-level Services on eKey (NAF)

- Ministry/Entity: Ministry of Health
- Service:
  - Child Immunization
  - Student Immunization
  - Health Worker Immunization
  - Ministry of Human Rights and Social Development
  - Application for Social Assistance
  - Issuance of Disability Cards for Disabled Individuals
The adoption of a common service definition, and the development of a tool to manage all government services (i.e., offered through both traditional, as well as electronic channels).
### Mobile Apps

#### Launch innovative initiatives

**eServices Center Locator**: Within 2 weeks

<table>
<thead>
<tr>
<th>Service</th>
<th>BlackBerry</th>
<th>Android</th>
<th>iPhone</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Services via SMS</td>
<td>Mid July</td>
<td>Soon</td>
<td>Not available</td>
</tr>
<tr>
<td>Gasoline Octane Inquiry</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>NGOs Directory</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Health Services Directory</td>
<td>Within a week</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>eServices Center Locator</td>
<td>Within 2 weeks</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
### E-Participation Program

<table>
<thead>
<tr>
<th>Description</th>
<th>Benefit</th>
<th>How?</th>
</tr>
</thead>
<tbody>
<tr>
<td>This project aims to engage the public to obtain their feedback and increase their level of participation vis-à-vis important Government matters using Social Media and other tools</td>
<td>• Increase involvement of the public in policy setting and in services Delivery</td>
<td><strong>Wiki</strong>&lt;br&gt;Wikis&lt;br&gt;<strong>BLOG</strong>&lt;br&gt;Blogs&lt;br&gt;<strong>Podcasts</strong>&lt;br&gt;RSS Feeds&lt;br&gt;<strong>MASH-UP</strong>&lt;br&gt;Mashups</td>
</tr>
</tbody>
</table>
Advancing Bahrain to new heights
“Advancing Bahrain to New Heights"

Thank you