Seoul E-Government Forum

International Strategies in e-Government for Developing Countries

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Discussion Points

- Exploring the latest trends in communication, commerce, social engagement, mobility and digital media

- Examining the government’s role in moving from a controller to a facilitator of information and services

- Reviewing the major challenges facing governments around the world and how they are resolving them

- Bridging the digital divide for greater international cooperation
Exploring the latest trends in communication, commerce, social engagement, mobility and digital media

The Intersection of Digital Strategy with Social Business and Mobility
SEO - Search Engine Optimization

SEM - Search Engine Marketing
United Nations, 05/09/2012
Exploring the latest trends in communication, commerce, social engagement, mobility and digital media

One of the fastest growing mobile trends this year, hyperlocal advertising and marketing has the potential for businesses to engage with customers at the optimum time and place.

The Public Sector should look at hyperlocal e-information, e-services, and knowledge management:

- Understanding Citizens local needs
- Empowering Citizens to provide local knowledge
- Incorporating Citizens inputs
- Measuring Citizens Satisfaction
Exploring the latest trends in communication, commerce, social engagement, mobility and digital media

The Public Sector can use multiple means of obtaining useful information on the location of citizens and then push its services and marketing out:

- Yellow Pages of mobile phone number
- Facebook
- Community Networks
- Associations
- Registration process through online services
- Triangulation, carrier, Wi-Fi, hot spot
- GPS information (iPhone, Android, BlackBerry, etc.)
Exploring the latest trends in communication, commerce, social engagement, mobility and digital media

Hyperlocal is about creating a community experience for the citizens that is relevant within their issues, whether it is where they work or live, or both.

Hyperlocal campaigns - delivering relevant messages to citizens one a monthly basis rather than every few hours. Building a relationship with the citizens without over-burdening them.
The US General Services Administration (GSA) is leading the Administration’s charge to make government more open, transparent, and effective for the citizens it serves. In our increasingly data-centric and network-based world and workplace, effective and efficient procurement and implementation of information technology will be paramount in making sure that the federal government closes the IT performance gap between it and the private sector.

Cloud computing, data center consolidation, and open government are key initiatives that can and should be pursued with all possible impetus on the part of the federal enterprise to ensure that wasteful, duplicative IT spending is brought to a halt and ultimately eliminated. Information technology is not a core competency for any federal agency, but rather, is a support mechanism to enable day-to-day operations.
Examining the government’s role in moving from a controller to a facilitator of information and services

Data Center Consolidation - GSA expects to reduce its government owned data centers from 15 to 3 by FY2015. This is one of the most aggressive reductions in the federal government. The US is inventorying its data center assets to find opportunities to decommission and move to virtualized servers, consolidate or retire business applications, and migrate to cloud computing solutions. US expects a significant savings once we complete the consolidation efforts.

Cloud Email Implementation - US supports cloud computing initiative across the government, GSA has also moved aggressively to adopt practical and secure cloud-based solutions, such as cloud email. GSA estimates that it will save 50 percent, over the next five years when compared to current staff, infrastructure, and contract support costs. Implementation will be complete in 2012.
Examining the government’s role in moving from a controller to a facilitator of information and services

Open Data Platforms – Government becoming the platform provider that citizens can tap into to obtain the information, data and knowledge that they require. Government also allows the private sector and citizens access to data that could be reused to develop useful applications.

User Developed Mobile Apps – Open Data enables thousands of developer’s to become entrepreneurs by using their imagination to create new services.

Open Data Linked
Reviewing the major challenges facing governments around the world and how they are resolving them

Developing and Implementing an Integrated e-Government Strategy
Providing Citizen-Centric Content and e-services
Cloud Computing
Open Data
Giving Priority to e-Government within the public sector
Measuring Citizen Satisfaction
Implementing the concept of a Chief Information Officer
Developing Mobile Apps
Reaching out to citizens through social network (Facebook, Twitter, etc.)
Developing and Implementing an Integrated e-Government Strategy

- Recruit a Chief Information Officer and give him/her authority
- Ensure cross-departmental communication
- Develop a Communications Plan
- Change Management
- Provide adequate budget to implement strategy
- Include key stakeholders, private sector
- Know your core business
Measuring Citizen Satisfaction

American Customer Satisfaction Index (ACSI) – Foresee Results

Designing a “customer-centric” approach within which there are two critical initiatives:

1. Improve Priority Customer-Facing Services for Mobile Use; and

By emphasizing a more customer-centric environment and measuring citizen satisfaction continuously, government agencies can better measure how well their services are meeting the public’s expectations, pinpoint areas that need improvement, and make improvements to services in response to those measurements.
Key Measurement Indicators

* ForeSee

http://www.UNPAN.org/DPADM/
http://www.unpan.org/dpadm/
# Measuring Citizen Satisfaction – US Government

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Success = Satisfaction
Bridging the digital divide for greater international cooperation

- Regional Integration and Sharing of e-services and data
- Creating an investment environment (both foreign and domestic)
- Open Government
- Reduce the bureaucracy in government
- Installation of Broadband Access
- Transparent Leadership
Thank you for your attention.

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