

Development and deployment of Mobile-Enabled Solutions for Government Services



Background

A major emirate in the Middle East had a critical need to offer a mobile based e-government app to improve efficiency and effectiveness of public services, currently provided through their website.



Challenges

- ▶ Need for better reach of relevant information across all user segments: Individuals, Business and Government Chapters
- ▶ Improve efficiency and effectiveness of public services: e-payment of mobile bills, fine payment, enquiry for services etc.



Business Execution Approach

- ▶ Perform market assessment to understand target profile needs
- ▶ Benchmark best practices and understand key trends and services that are highly utilized
- ▶ Prioritize service options to launch and develop execution strategy and roadmap
- ▶ Develop eGovernance mobile applications to provide:
 - Informational services like government functions, citizen-related functions like schools, hospitals, business, news, events, and visitor-related information like permission to stay, how to reach, etc.
 - All payment related transactional services such as utility bills, business licenses, property taxes, etc., by integrating with various government organizations.
 - Flight related information like arrivals, departures, search, etc., and also airport informational services like getting there, parking, cargo facilities, feedback, etc.
- ▶ The mobile app developed is customized to the colloquial language and style. The application is built using HTML5 technologies and native app created using PhoneGap – single source code, multi device support.



Successful Business Results

- ▶ Improved user base and satisfaction due to easy and quick access to transactional services.
- ▶ Aligned the mobile applications to the long-term business strategy and roadmap.
- ▶ High reliability and easy maintenance through multiplatform support and customized framework.

About Trianz

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