



# Sultan Qaboos Award for Excellence in eGovernment

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# Award Objectives

- Encourage local organizations to hasten in enhancing its performance and to facilitate the services by utilizing digital technology.
- Improve the quality of local services and simplify its procedures to a level of quality and efficiency so as to ensure greater confidence and public contribution.
- Acknowledge and reward excellence and innovation in the digital field and in offering e.services.



# Award Objectives

- Promote and activate the country's policy to move to an economy based on information technology to achieve both economic and social benefits for the Omani community under the policy of economic diversification and sustainable development.
- Develop Frameworks and standards to measure progress in the implementation of electronic projects consistent with the highest international standards.



# HM Award 2016 Categories

- Government
- Private Sector
- SMEs



# HM Award 2016 Categories

## Government

- Best Public Service - Government to Employee
- Best Public Service - Government to Citizens
- Best Mobile Service - Government to Employee
- Best Mobile Service - Government to Citizens
- Best Service Supporting Doing Business
- Best Whole of Government Service
- Best e-Participation for Decision-Making
- Best e-Transformation Achievement



# HM Award 2016 Categories

## Private Sector

- Best Private Sector Service
- Best Private Sector Mobile Service

## SME

- Best SME Service





# Best Public Service – Government to Employee

G2E services that either directly or indirectly impact government employees. (provision of human resource management, training and development, facilitates internal communication)



# Best Public Service – Government to citizens

G2C includes information dissemination to basic citizens/residents/visitors services involving simplification of procedures and streamlining of the approval process. (license renewals, ordering of birth/death/marriage certificates and Payment of fines, assistance for such basic services as education, health care, etc.)





# Best Mobile Service – Government to Employee

Recognizing the rapid expansion of the use of mobile and especially smart phones and devices to reach users anytime, anywhere and to increase service reach, take-up and impact. This category will recognize excellence in designing and implementing mobile public services provided by government to employees.



# Best Mobile Service – Government to Citizens

This category will recognize excellence in designing and implementing mobile public services provided by government to citizens.



# Best Service Supporting Doing Business

Innovation in government services and support for businesses and progressive regulatory frameworks can accelerate economic activity, competitiveness and the growth of new jobs and businesses. This category recognizes the services / supports that contribute to transforming the regulatory and operational environment facilitating enhanced ease of doing business in Oman.



# Best Whole of Government Service

This category will recognize excellence in implementing services, which are provided collaboratively by two, or more service providers to external users so that separate providers appear as one whole-of-government entity to the user who is only concerned with the service itself.



# Best e-Participation for Decision-Making

E-participation enables individuals or groups to make meaningful and recognized inputs into public policies or public services. The UN recognizes three aspects: the provision of relevant e-information about how to do it; e-consultation as the process of engagement; and e-decision making when users are able to contribute to decision-making about public policies or public services. This category focuses on e-decision making. Social media are often used in this context, but submissions can also involve, but are not limited to, other electronic media, such via web-sites, kiosks, e-polling and e-petitioning.





# Best eTransformation Achievement

ITA launched an E-Transformation change programme for all Omani government entities in 2012. Baseline KPIs were measured at the beginning of the process enabling a longitudinal assessment comparing this baseline with the most recent measurement. This category recognizes excellence in progress from the baseline, rather than the current best entity based only on the most recent measurement.



# Best Private Sector Service

The private sector can play an important role in designing and delivering public services, either in direct collaboration with the public sector, other actors or independently. This category recognizes excellence in a private sector provided public service, which demonstrate significant impacts on user benefits, societal benefits, and/or service provider efficiency.



# Best Private Sector Mobile Service

Recognizing the rapid expansion of the use of mobile and especially smart phones and devices, there is growing use of the mobile channel by the private sector in providing public service in order to reach users anytime, anywhere and to increase service reach, take-up and impact. This category will recognize excellence in the private sector for designing and implementing mobile public services.



# Best SME Service

SMEs can play an important role in designing and delivering public services, either in direct collaboration with the public sector, other actors or independently. This category recognizes excellence in SME provision of a public service through any ICT channel, including mobile, which demonstrate significant innovation in improving user benefits, societal benefits, and/or service provider efficiency.

# Submission Criteria

- Sector specific criteria
- General criteria

# Evaluation Criteria

- **Service Purpose and Context**
  - Describe the service, highlighting the main features and its value to users
  - Describe the rationale behind the service and its contribution to the eOman strategy as well as to Oman's overall development strategies.

# Evaluation Criteria

- **Service Organization and Implementation**
  - Organization(s) involved in providing the service
  - Project implementation phases and management approach for realizing the service (implementation milestones and service KPIs)
  - Business process re-engineering
  - Awareness / marketing activities





# Evaluation Criteria

- **Technology Design Features**
  - Main service features (access, user friendliness, navigation, etc.)
  - Compliance with international web and/or mobile accessibility standards
  - Privacy and security features of the service (user and supplier)
  - Open data (use / produce).
  - Innovative features of the service

# Evaluation Criteria

- **Service Design Features**

- Channels of delivery
- Inclusion features
- User personas, user behavior, user-centricity and involvement, service journeys, co-creation, prototyping, etc.
- User support facilities (e.g. help desks, special features, etc.)
- Personalization features of the service
- User engagement and feedback / user complaint procedures



# Evaluation Criteria

- **Service Outcomes Feedback**
  - Impact of the service on the target group users : take-up, intensity of use, satisfaction
  - Economic, social, and environmental impacts on users
  - Economic, social, environmental, and governance impacts on service providers
  - Describe the achieved impacts of the service on wider society.



# Evaluation Criteria

- **Service sustainability, future strategy and knowledge transfer**
  - Service sustainability
  - Future plans for the service
  - Describe the knowledge and experience used, Obtained, Transferred, Can be transferred in the creation of the service



# General Tips

- Early preparation with clear plan
- Proper review before submission
- A submission should be relevant to the specific Award category.
- Answers should be precise and specific and should not exceed the maximum allowed length.

# General Tips

- Provide clear evidence to support your claims.
- Don't answer a question with only (yes, no, or not applicable) unless you have clear justification for that which you must document.
- Limit the number of attachments and make sure to include clear references to you attachments in your submission forms





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**Thank you**