

General Tips & Recommendations



Information Technology Authority
2012





Preparation is the key

- › Preparation requires dedication, time, and efforts
- › Establishing a dedicated team for the application is **always** a good idea
- › Prepare and collect necessary materials for the application (e.g., business case, design, specification, requirements, etc)



Understand the Evaluation Criteria

- › Evaluation criteria are usually expressed in general terms
- › Understand the meaning of each evaluation criterion and what it takes to fully achieve it
- › Try to show that you **fully** satisfy each evaluation criterion
 - Eg., Technical Support: online support (email-based, forum, etc), live-support, hotline, etc
 - Eg., Privacy policy: terms of use, privacy policy, Copyright/IP policy, etc
- › **Don't** be tricked by “Yes” and “No” questions



Make A Solid Application

- › Remember winning is all about **impressing the juries**
- › Should be Concise, Precise, Consistent, Up-to-Date, Informative, Complete, Accurate , **Correct**, and **Entertaining**
- › Present your problem, solution and impact clearly (i.e., business case)
- › Focus on the **flow**



Make A Solid Application (Cont.)

- › Clearly state the service/project strengths
- › Avoid repetitive sentences (you can repeat statements)
- › Focus on the **content** and highlight **certain keywords**
 - **Content Quantity and Quality**
- › Try to build a case where each individual word adds a value and increases the strengths of your application



Make A Solid Application (Cont.)

- › Provide dummy accounts and screen recordings whenever possible
- › **Independent** evaluation and certification of your service and systems is a plus
- › Content should be reviewed by all parties including top management
- › Make a good impression of your high quality service/project



Focus on Impact

- › Be creative
 - Try to come up with innovative ways to show the impact of your service/project

- › Don't only focus on cost/time reduction
 - Social impact (e.g., social fairness, transparency, better involvement in decision making, etc)
 - Direct/Indirect Economical Impact
 - Environmental Impact (e.g., Carbon Emission Reduction, green computing, etc)
 - Business Process Reengineering
 - Etc



Focus on Impact (Cont.)

- › Think strategically and link the impact to the strategies of your organizations and to the strategies of the whole country

- › Reflect Sustainability and continuity
 - Service sustainability
 - QoS continuity
 - Performance benchmarks
 - Regular internal and external audits

- › Use percentages as much as possible



Support your Claims

- › Don't make a claim without a strong evidence
- › All claims, numbers, figures should be consistent



Make a Good Perception

- › Pay attention to small details such as slide theme, background colour, fonts, pictures, diagrams
- › Use standard naming convention
- › High quality application makes a good impression about how advanced your organization is



Review Your Application Intensively

- › Don't leave it only to technical staff
- › Top Management should also review the application
- › Better reviewed by someone(s) with no or little knowledge about your service/project
- › Inform the jury of any similar projects in the gulf and highlight the main differences

