

Business and Consumer Research in a Converging Digital World

mGovernment in the Public Sector
How does Ireland rank against the EU 15

8th March 2007

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Research, Connect, Answer™

Introducing iReach

- **Established in 2003**
- **Specialists in Telecoms, IT and Media and impact on industry verticals.**
- **B2B and B2C Research and Market Intelligence**

Our Approach

- Through **research**, we provide knowledge unique to the specific needs of each client.
- We **connect** organisations to share best practices and develop peer groups and personal networks.
- We **answer** the needs of each client with cost effective, flexible and unique solutions.

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Memberships and Affiliations



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iReach Annual Surveys

- **iReach Digi-Life Survey**
 - Mobile Phone usage
 - Broadband usage
 - PC Usage
 - Attitudes to technology
 - Adoption of new services

- **iReach Tele-Tech Survey**
 - Government
 - Manufacturing
 - Financial Services
 - Retail & Wholesale
 - Business Services

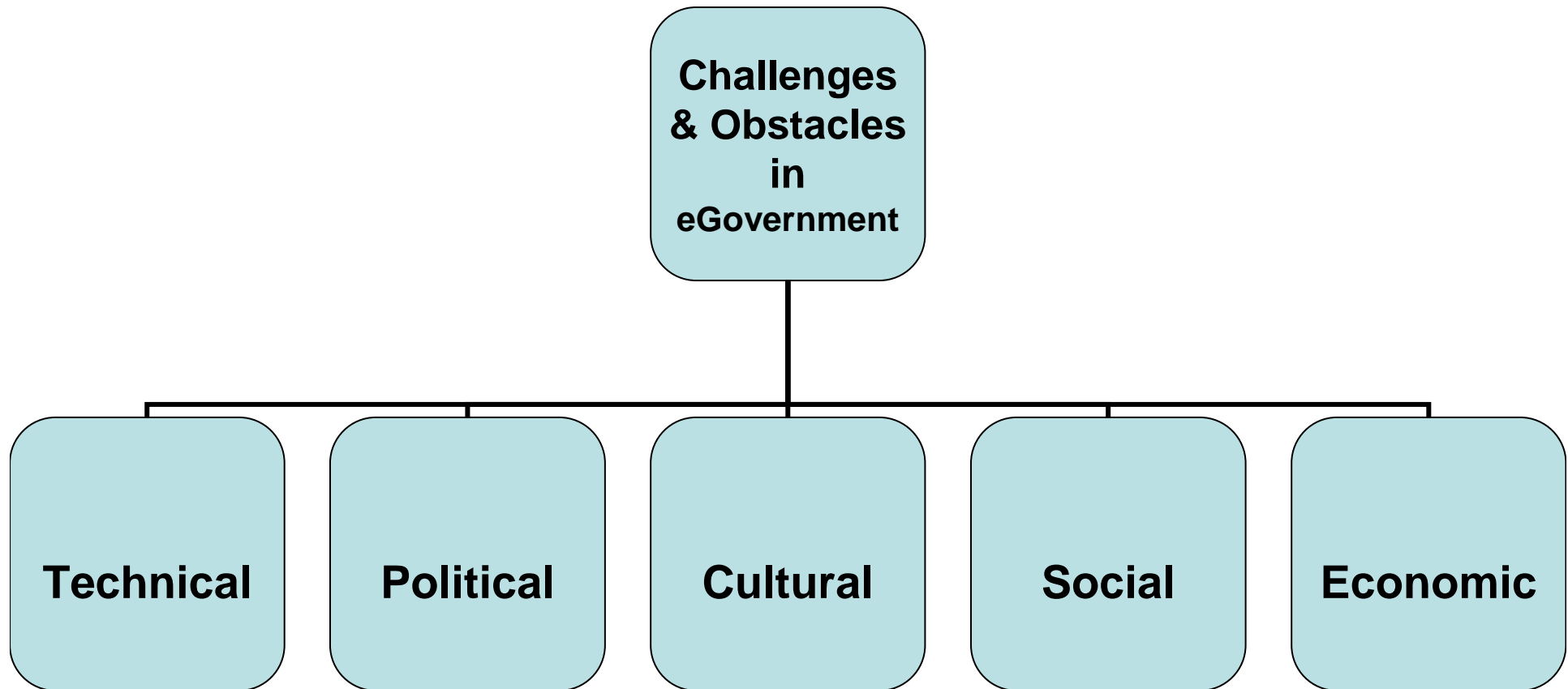
Networking Events

- **Board of IT Excellence**
 - 4 Face to Face and 6 Web based events
 - Research based Peer Group
 - Drive IT Excellence through the market
- **Showcase Events**
 - The Digital Consumer (April)
 - Convergence and Content (June)
 - IT as a Service (November)
- **iReach Analyst Briefings**

eGovernment objectives

- **Increased participation in the information society**
- **World-class public service**
- **More efficient administration**
- **Greater business productivity**
- **Enhanced national security and public safety**
- **Reduce Government and Citizen gap**

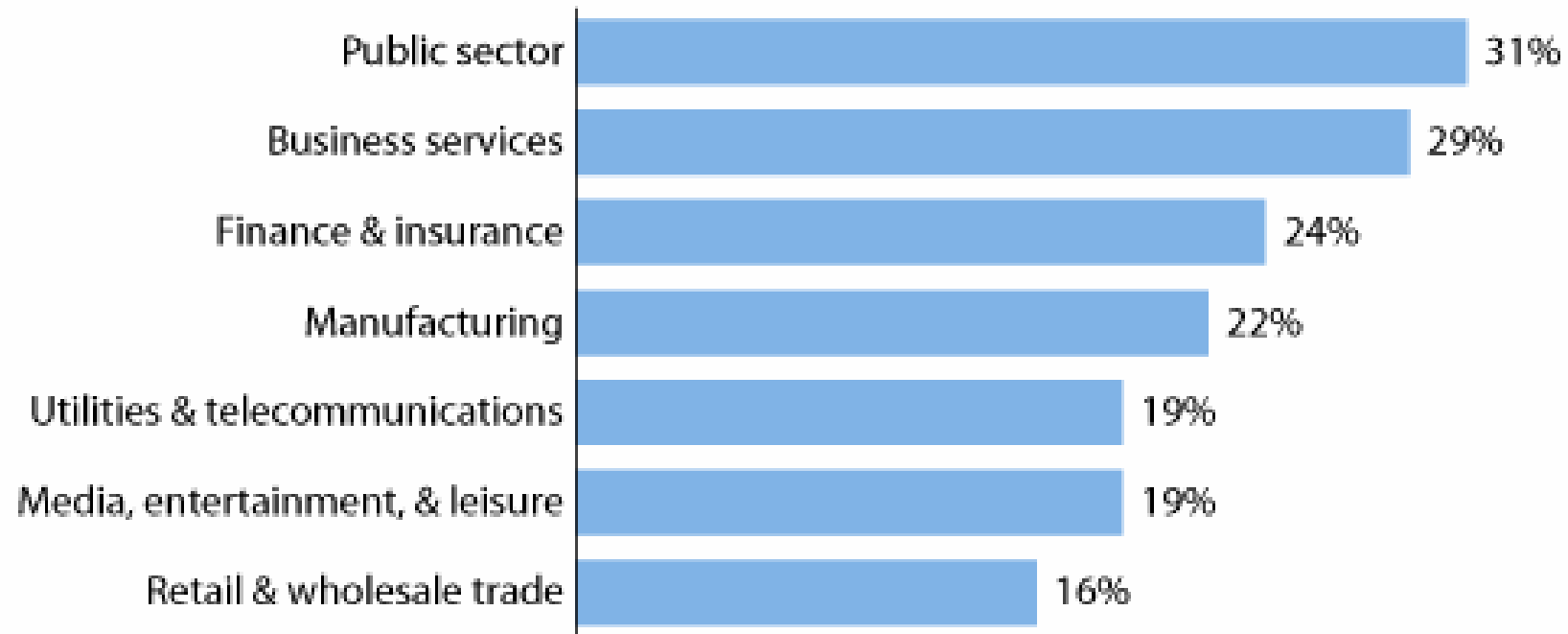
Obstacles to eGovernment



PC Penetration and Broadband

- **Reasons for low penetration**
 - High cost of PC's
 - High cost of Broadband (Internet Access)
 - Lack of Prepaid billing options
 - Data only (limited VoIP)
 - Lack of Speed and Interaction/Personalisation
- **PC's create the Digital Divide**
- **High Mobile Phone penetration**

Mobile Investment by Sector



Report Objectives

- **Compare eGovernment Services**
 - EU 15
 - Interaction and Accessibility
 - Use of mGovernment
- **Where is Ireland placed**
 - What can we Learn
 - What is best/worst in Class
 - EU 15 Ranking

Compare Public Services

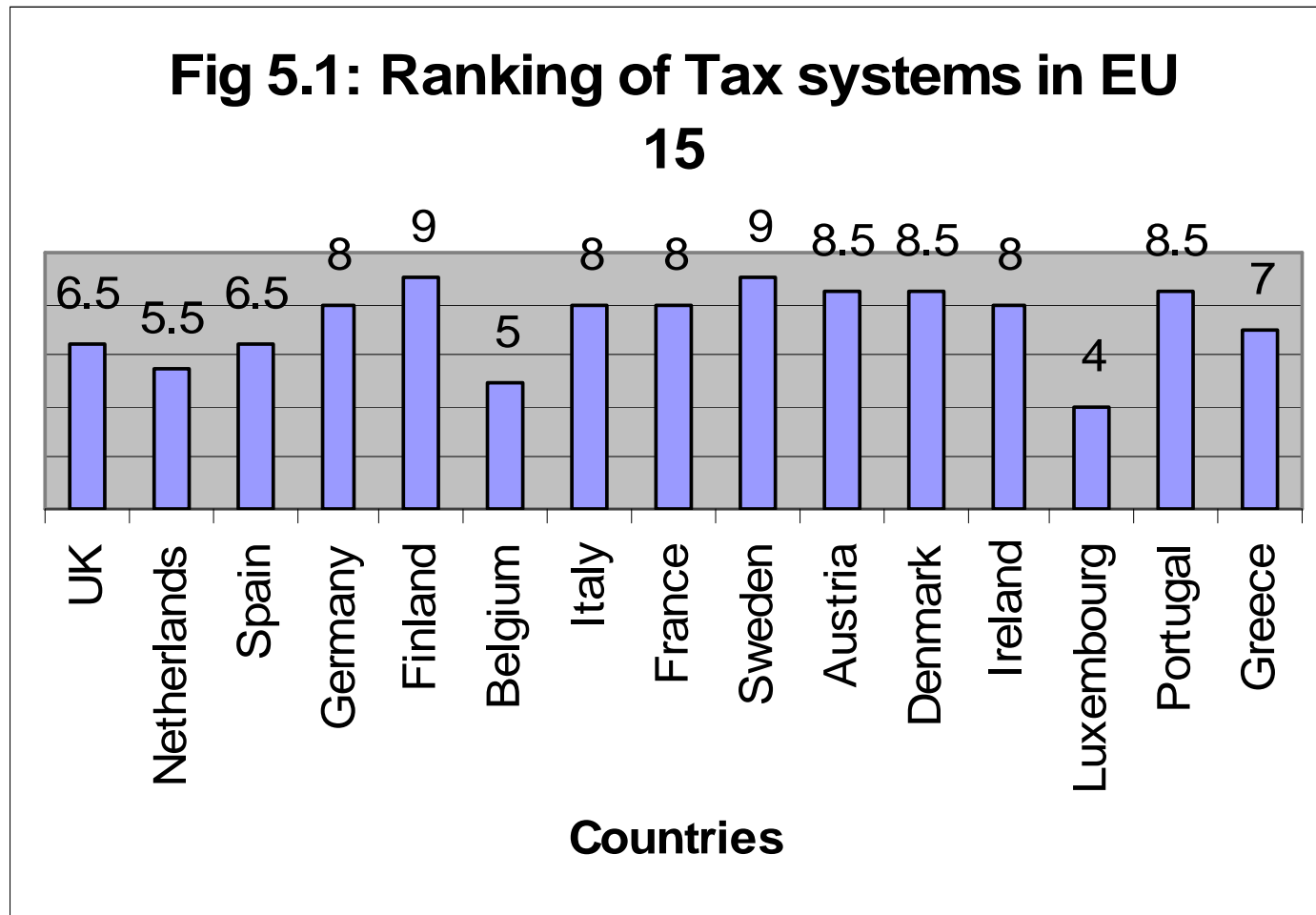
- **Ireland versus EU 15**
- **Most widely used Public Services**
 - Tax System
 - Social Welfare
 - Health Care
 - Education

Methodology

Points Awarded	0 - 2 Points	3 - 5 Points	6 - 10 Points
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eGov P H A S E		Access		Interaction		Engagement
	Citizen's objective	Conduct research	Complete transactions		Receive personalised customer service	
	Depth of relationship	Information shared via the Internet	Point of service automated	Multi-channel relationship	Personalised user experience	Intelligent interactions
Technology		Web		Web Simple SMS		Interactive mobile services

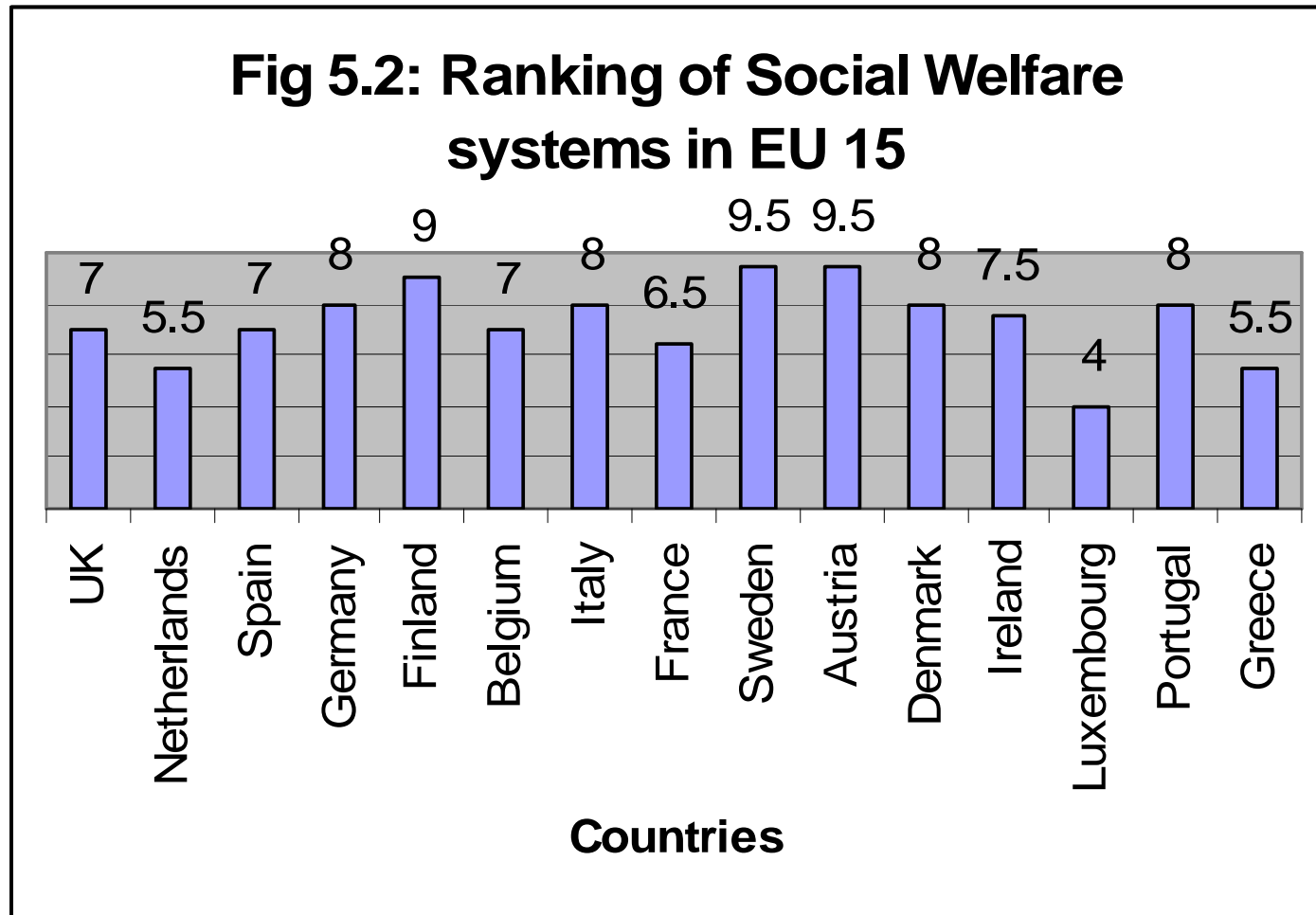
Tax System ranking



Tax - Key recommendation

- **Ireland needs to offer its citizen's more streamlined interactive services**
 - pre completed tax forms
- **Ireland needs to integrate with other public bodies**
 - financial institutions
 - sim-card security systems
 - online revenue payments and transactions via mobile phones.

Social Welfare ranking

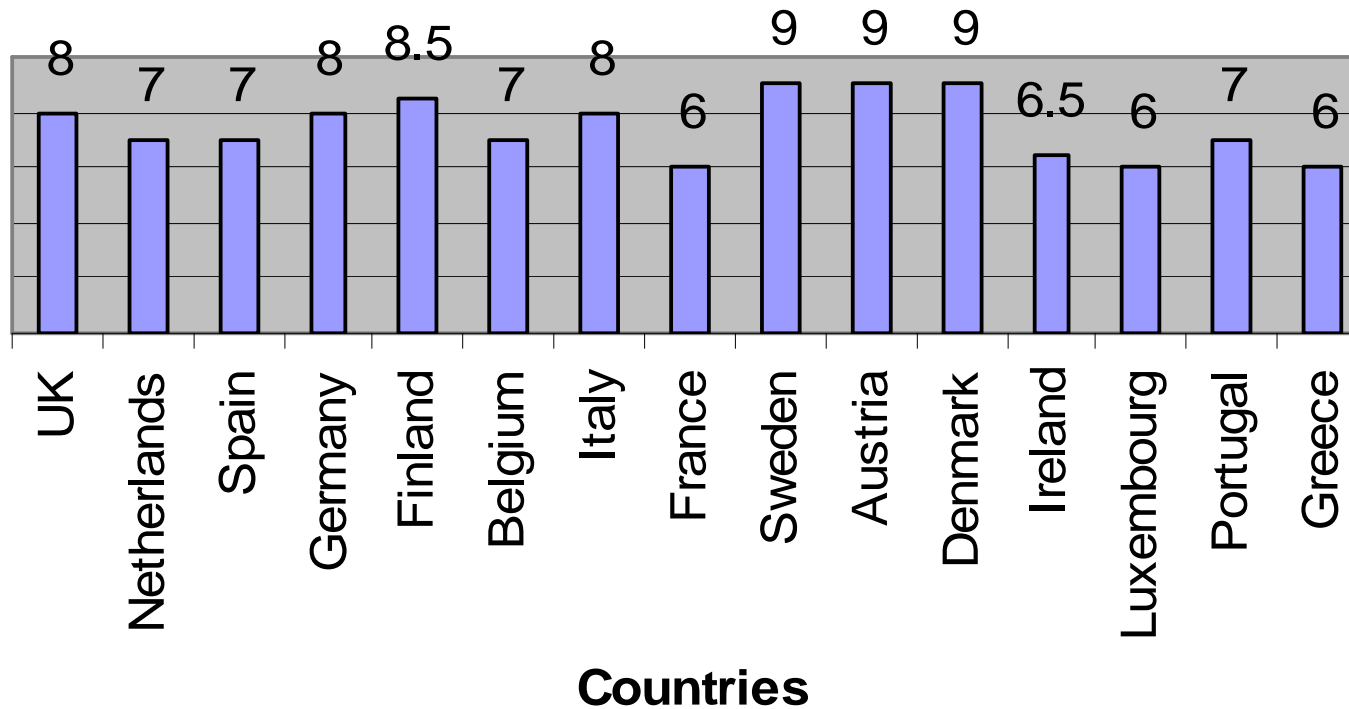


Social Welfare – Key recommendation

- **Ireland should introduce a single card that bundles' all public services**
 - align with desired EU ideals.
- **The Irish government should introduce a pilot scheme**
 - enable secure payments and transactions via mobile phones.

Health Service ranking

Fig 5.3: Ranking of eHealth Systems in EU 15

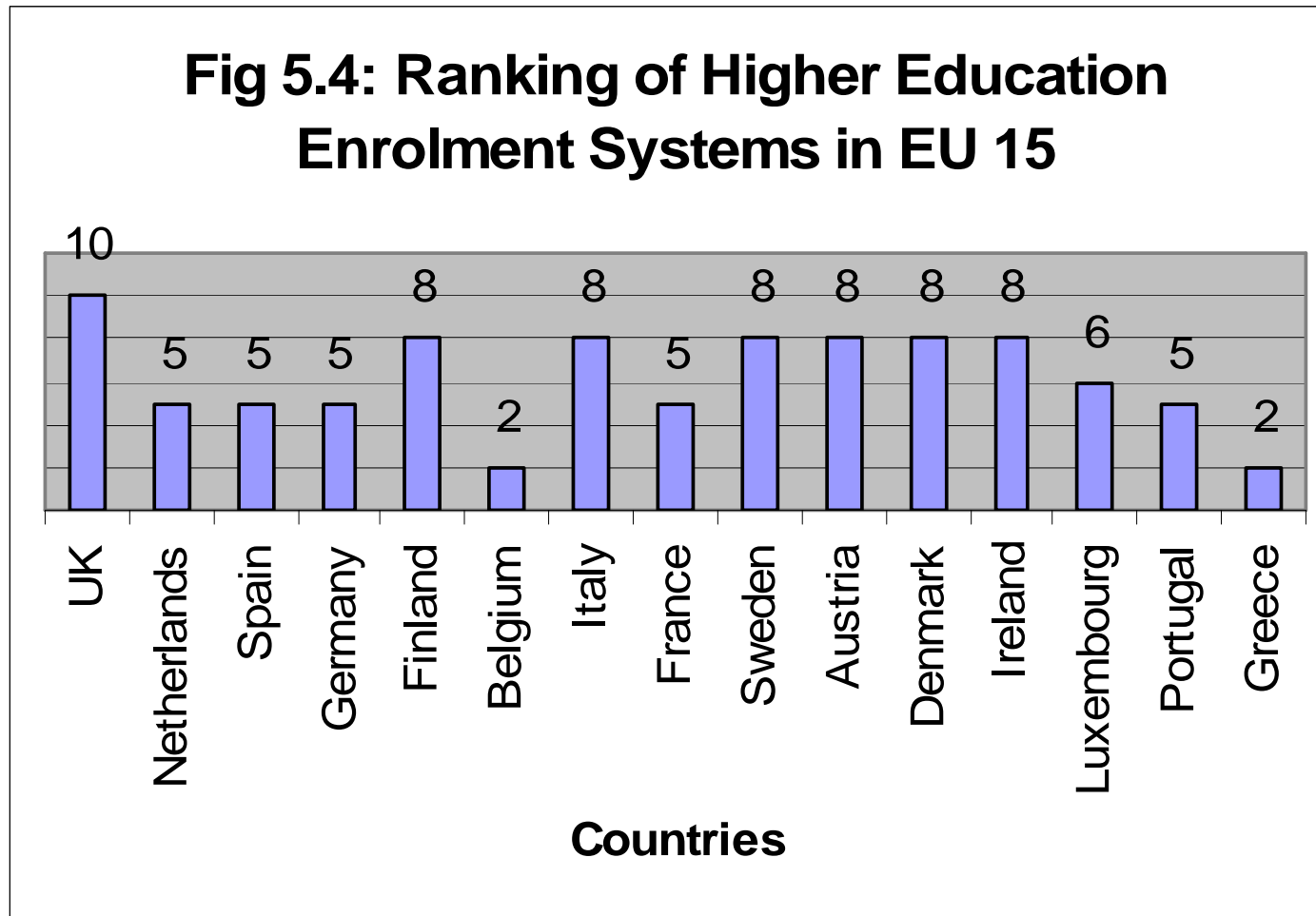


Health System - Key recommendation

- **Ireland trails behind the leading EU 15 for public services.**
 - The Irish healthcare sector requires further integration of healthcare records and patient data.
 - Offers the potential for personalised mobile communications through streamlined integrated patient records.

Education System ranking

Fig 5.4: Ranking of Higher Education Enrolment Systems in EU 15

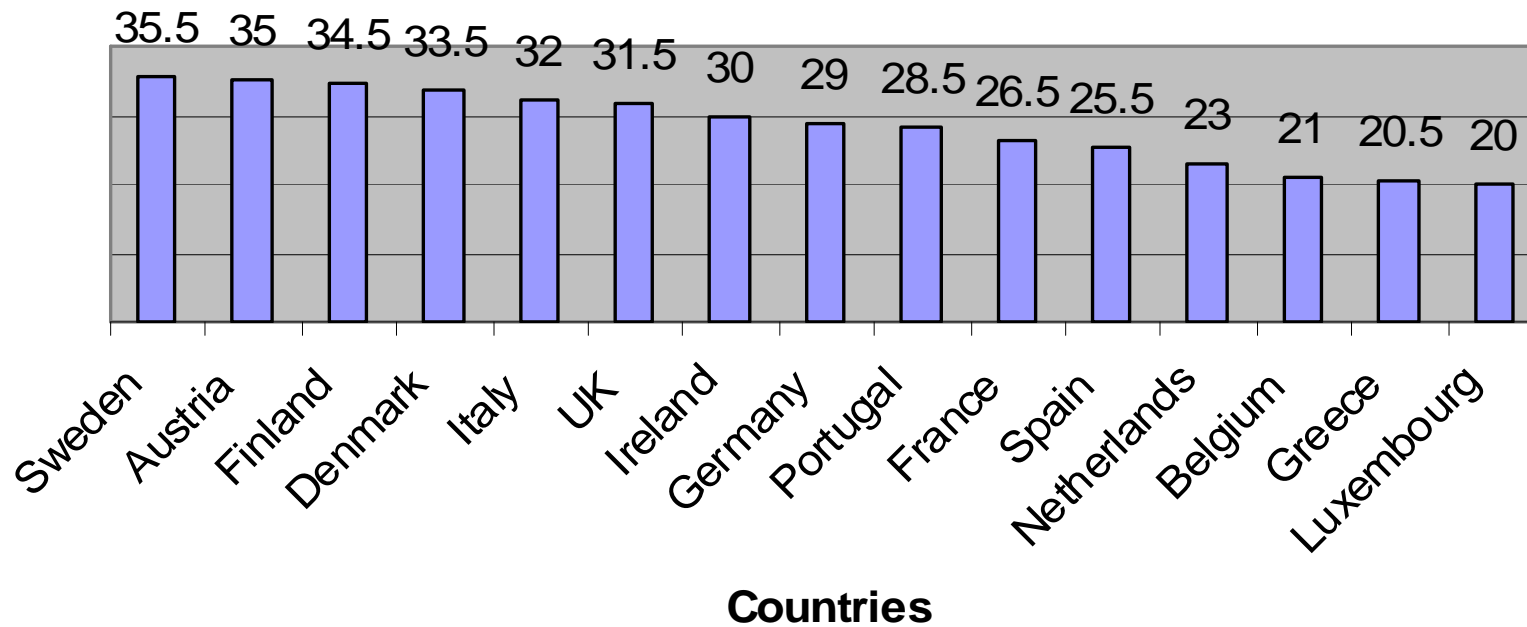


Education System Key recommendation

- **There are currently no mobile phone communications in higher education enrolment in Ireland.**
- **The CAO needs to implement mobile services such as student enrolment**
 - It should also facilitate the sending and receiving of higher education exam results via text message.

Overall

Fig 6.1: Comparison of Public Services across the EU 15



Oisín Byrne
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