

Mothers, we salute you: Sheikh Mohammed

This issue coincides with the 6th anniversary of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai; may Allah protect him; taking over as Ruler of Dubai. We hereby extend our hearty greetings to His Highness and to all in Dubai on this significant event for a leader who has devoted his time and energy in serving his people and country.

Thanks to his vision, Dubai has become a unique masterpiece, with landmark buildings and infrastructure that has resulted in our emirate becoming a leading tourist and business hub. Renowned as a pioneering catalyst for progress, Sheikh Mohammed has supported the youth as the pillars of the future, by backing their enterprises and urging his teams to support their aspirations and face global challenges.

Without ego, we remember the prominent launch of the Dubai eGovernment initiative in the year 2000, as Sheikh Mohammed launched the first Arab eGovernment to ease the lives of people through provision of online services. Since then, the eGovernment initiative has matured through innovation, creativity and transparency to play a key role in creating a knowledge-based economy.

Our leader continues to inspire us with his use of technology to stay close to his people and uses all available means of communication and interaction including popular social media tools. This does not stop his surprise field visits to get a first person account of the manner in which his people are living and working, while he continues to keep an open majlis to interact with the public in the presence of officials so that necessary decisions are taken instantly in line with the needs of individuals and society.

It is no wonder that Sheikh Mohammed was awarded the title of the Social Media Personality of the Year for 2011 by the 1st Digital Government Media Forum held in Dubai. He deserved this honour for his constant electronic communication with citizens and residents through Facebook and Twitter. In July 2009, Sheikh Mohammed surprised everybody when he created a new channel for communication by using Facebook thereby creating an easy democratic electronic channel to hear from people and get their viewpoints and opinions regarding various issues. We were not surprised to hear that His Highness was included in the list of top ten most influential leaders on the Internet for 2011 as per Digital Policy Council, the research and public advocacy arm of Digital Daya, a US-based independent research consultancy.



Marking the day he took over as Ruler of Dubai, Sheikh Mohammed thanked all those who greeted him and tweeted: "I don't wish to be celebrated personally. Instead, each year, a deserving group in our society shall be recognized. Last year, we celebrated the orphans. This year, we shall celebrate mothers, the force behind all our successes."

That is Sheikh Mohammed; always reflecting his light on forgotten categories for us to honour and respect, especially in our busy lives, or we may have forgotten them.

The years in which Sheikh Mohammed has ruled Dubai have demonstrated his prudent electronic leadership, his vision and formidable ability to motivate the youth to achieve their dreams, drawing even more people to Dubai. On this occasion, we wish all success and prosperity to His Highness, to all our partners and to all people in the UAE.

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The vision of Dubai eGovernment is to ease the lives of people and businesses interacting with the government and contribute to establishing Dubai as a leading economic hub.

Dubai eGovernment's mission is to achieve a virtual government through the provision of high-quality customer focused eServices for individuals, businesses and government departments and to promote eServices adoption through customer management.

Dubai eGovernment promotes eServices through www.dubai.ae - the unified official portal for Dubai Government that provides all residents and businesses of the emirate with more than 2000 electronic services.

e4all is the official magazine of Dubai eGovernment, and helps in creating awareness of eServices to all segments of society and spreading an electronic culture for the well-being of all.

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HCT delegation is familiarized with Dubai eGovernment's achievements

Students learn more about Dubai eGovernment's shared eServices

Dubai eGovernment Department recently received a student delegation from Higher Colleges of Technology (HCT) - Fujairah, led by Dr. Najmi Junaid and Carol Lister from the Business Faculty. The delegation was welcomed by Sumaia Hammad, Dubai eGovernment's Director of Communication & Business Development; Hessa Ballooshi, eServices Section Manager; and Abdulaziz Al Tunaiji, Events and Community Outreach Manager. The visit enabled the HCT delegation to be familiarized with the Department's experience in providing shared eServices for Dubai's local departments to provide the public with the best possible services in line with Dubai eGovernment's "Customer First" strategy. The delegation was also familiarized with the Department's methodologies, applications and development-oriented initiatives.

During the visit, the delegation was acquainted with Dubai eGovernment's accomplishments on the optimal use of information technology for providing government services through various electronic channels to ease the life of citizens, residents, businesses and visitors. The students were also introduced to the Department's strategies to strengthen its lead as an integrated model for supporting "e-Transformation" in Dubai, in line with the vision of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Abdulaziz Al Tunaiji explained Dubai eGovernment's vision, mission and scope of work, followed by a



film showing the Department's process of development since its inception in 2000, highlighting its success stories especially those related to governmental integration. Later, Hessa Al Ballooshi made a presentation on the Department's shared eServices including ePay, mDubai, eSurvey, AskDubai, eHost, mPay, e-Complain and e-Suggest.

Expressing her pleasure with the visit, which has allowed HCT students to learn more about Dubai eGovernment's leading experience, Sumaia Hammad, Director of Communication & Business Development at Dubai eGovernment Department underlined the Department's keenness on establishing solid strategic partnerships with academic institutions. Hammad said, "We are pleased to communicate with HCT students for exchanging ideas and visions in line with our keenness on promoting knowledge exchange channels and enabling the academic community to benefit from our expertise in developing education initiatives, technological and scientific research, in a manner that serves

our common objectives of promoting Dubai's position within the knowledge-based economy. We look forward to organizing similar activities with other members of the academic community that play a significant role in developing the youth and empowering them to contribute to the digital transformation of the UAE."

Meanwhile, Dr. Najmi Junaid said: "We at HCT aim to provide the best programs that meet the needs of the local labour market, enabling our students to keep abreast with the latest updates and best local and international practices that support the comprehensive development of the UAE. Our visit to Dubai eGovernment is a significant step forward to expand the knowledge of the students by familiarizing them with its leading experience. We are therefore delighted to have met a number of Dubai eGovernment officials to discuss their accomplishments. We also hope to carry on such meetings in future so as to exchange best practices and ideas that serve our common aspirations."

Dubai Airports use virtual assistants to enhance customer experience



With the continual growth of international passenger numbers at Dubai, the airport has embraced futuristic technology to enhance the 'customer experience' with virtual assistants. Dubai Airports has brought on board four bilingual 'virtual assistants' at Dubai International to communicate important travel information to the 50 million plus passengers that pass through the airport each year.

The state-of-the-art digital signage solutions use the very latest in rear-projected audio visual technology to create the illusion of a real person, conveying helpful security and brand messages. It makes Dubai International the first airport in the region to use this technology.

6th anniversary of accession as Ruler of Dubai Mohammed Bin Rashid Al Maktoum.. the ultimate model in eLeadership

When we talk to the world about the Arab nation, it is Dubai that springs first to our mind; and when we talk about Dubai, it is its leader and pioneer HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, who takes centre-stage, carrying high the flag of this city that has dwarfed many wonders of the world, and these represent just a small part of this extraordinary leader's vision and ambition.

On the sixth anniversary of his accession as Ruler of Dubai, we will focus on Sheikh Mohammed's eLeadership qualities, which are just a part of the many facets of his prudent leadership that have been the catalyst for the progress and prosperity achieved by Dubai and the UAE.

Importance of eLeadership

eLeadership is a fundamental constituent of administrative and economic progress. This is because adoption of eTransformation in the government sector and the consequential comprehensive restructuring of the procedures and mechanisms that govern the government's relationship with society, trade and the other aspects of life is an instrument that deeply affects the standing of the state, causes an internal revolution against routine and bureaucracy, enhances transparency and efficiency and minimizes corruption and favouritism.

Key electronic milestones

HH Sheikh Mohammed Bin Rashid Al Maktoum has a magnificent record of eLeadership achievements which intensified after he took over as Ruler of Dubai. The most important among them are:



- **Launch of first Arab eGovernment:**

HH Sheikh Mohammed Bin Rashid Al Maktoum blazed a new trail by launching the first Arab eGovernment in 2000. He personally shouldered the responsibility of tracking this project, thereby ensuring its implementation and success in a record period of 18 months. Subsequently, Sheikh Mohammed launched the official portal of Dubai Government, which

featured 14 eServices. He also continued his support and follow-up of the eTransformation initiative, as a result of which eTransformation has exceeded 90% in many government departments.

- **Launch of technology, media and knowledge free zones:**

By virtue of his far-sighted vision, HH Sheikh Mohammed was able to turn Dubai from an arid desert with no great



resources for development into a valley of technology and knowledge, in which the world's major companies competed in technological, media, academic, cinematic and medical fields, among others.

Through a series of free zones that provided international companies with a great investment climate, Dubai's valleys are now full of specialised clustered zones, including Dubai Internet City, Dubai Media City, Knowledge Village, Dubai Academic City and Dubai Healthcare City.

All these projects positioned Dubai as a regional hub of the new knowledge-based economy.

- **ePay's Role:**

ePay is the backbone of eTransformation enabling online settlement of government bills, fees and fines. The key driver behind this was Sheikh Mohammed's determination to make a success of Dubai Government's ePay portal. He issued instructions that the additional charges on credit cards should be borne by the government. This encouraged customers to use the portal for their transactions and helped the portal achieve record transactions of AED 3 billion in the first half of 2011.

- **Setting up Dubai School of Government**

In partnership with Harvard Kennedy School, HH Sheikh Mohammed Bin Rashid Al Maktoum established Dubai School of Government (DSG) as a regional hub for spreading administrative knowledge and experience in public sector institutions. DSG represented the UAE in the initiative on good governance for the member countries of the Organization for Economic Co-operation and Development as an example of simplified government procedures on which the eGovernment initiative is based.

- **Setting up Tejari:**

The directives of HH Sheikh Mohammed Bin Rashid Al Maktoum played a major role in the launch of Tejari, the first portal in the Arab world for eCommerce and procurement. The success of the portal encouraged many private sector companies to join the portal, bringing innovation in the area of procurement leading to substantial savings.

- **Launching My Gov portal:**

The initiative of "My Gov" was launched to ease the communication with Government of the UAE through the portal www.mygov.ae. This gateway is integrated with direct email accounts for the staff of the federal government entities and aimed at developing the government services and to enhance their operational efficiency as one of the main aspects in the strategy of 2011-2013. Aiming to improve the quality of life of UAE nationals and residents on its territory, according to UAE Vision 2021.

Electronic doors

As the young Sheikh Mohammed was used to seeing the open doors in the courts of his grandfather and father, he applied the same method to rule the emirate. He opened the doors of his court to all people and when he felt that the traditional court was not enough to receive people and listen to their needs, he launched an array of online communication channels, thus becoming an epitome of a leader who communicates and consults with his people on major issues and decisions.

Sheikh Mohammed's bouquet of electronic communication features a large number of websites and social networking websites, the most important of which are:

- **Sheikh Mohammed's personal website: sheikhmohammed.ae**

This personal website is a condensed version of HH Sheikh Mohammed Bin Rashid's vision at the political and personal levels. There, users can experience the leader's concerns over building the emirate as an international leader, making a mark in the world of literature, poetry and wisdom. They can also experience the fierce competition on the tracks of international endurance and equestrian races, in a warm family

atmosphere, where the leader is seen as a father of all nationals who he loves in the same way he loves his children and who express loyalty to him in the same way they do to their fathers.

The website features a library of his poems, photos and videos, in addition to a comprehensive media centre on the UAE, Dubai and Sheikh Mohammed's activities. You can directly communicate with HH Sheikh Mohammed without any intermediary.

- **Prime Minister's website: uaepr.ae**

If anyone wants to visit HH Sheikh Mohammed Bin Rashid in his office, this website is the ideal route. The website features the news of the federal government and the Cabinet. Visitors can get acquainted with Sheikh Mohammed's adroit skills in managing the affairs of the federal, decentralized government, which is unique across the Arab world, achieving at the same time the highest degree of development and prosperity for all UAE nationals.

Through the website you can contact HH Sheikh Mohammed Bin Rashid Al Maktoum online without any obstacle.

- **Sheikh Mohammed's personal page on Facebook: facebook.com/HHSheikhMohammed**

This page is a global barometer of Sheikh Mohammed's popularity and people's love for him. The number of fans from all over the world on this page has exceeded 360,000. The page was the subject of many press interviews through which HH Sheikh Mohammed communicated with the mass media and shared with the public his ideas and decisions on the emirate.

- **Sheikh Mohammed's account on Twitter: twitter.com/HHSHKMOHD**

Those interested in knowing HH Sheikh Mohammed's activities can sign up to the social networking website Twitter and track the contributions of this unique leader who surprises all with his great interest and seriousness in dealing with online communication channels and social networking websites. Those who watch HH Sheikh Mohammed's news feel as if they are his personal friends, listening to his news and reading the ideas that come to his mind. ●

Government's online presence on YouTube Media channel yet another innovative social networking tool for departments to interact with the public

Dubai Government has invested immensely in providing the right electronic infrastructure to enhance government efficiency. These huge investments cannot accomplish the objectives intended from them unless the public adopt these services. There is therefore the necessity to organize awareness campaigns to encourage the public to adopt such approaches to government interaction.

Since social communication channels can serve best in this field, the public sector should invest heavily in

such a medium. These social communication websites, in fact, have made the internet a more interactive space where exchange of information becomes the norm. This enabling force of these social sites has literally changed the face of the world as they empower individuals and businesses.

In earlier articles, e4all analyzed the government presence on Twitter and Facebook. In this issue, we look at the government presence on the most popular video-sharing website - YouTube.

TOGETHER to ease your life



0:00 /

YouTube.. historical glimpse

YouTube was established in 2005 by three former PayPal employees who supposedly wanted to broadcast a video clip of a dinner they had with some friends.

The website was launched from a car garage in 2005 and became a venture-funded startup with an \$11.5 million investment from Sequoia Capital. The first video clip was broadcast on YouTube on 23 April 2005 under the title "Me at the zoo" with one of the founders, Jawed Karim.

YouTube uses Adobe Flash and HTML5 to convert any uploaded video, which can then be shared or commented about by thousands or millions of people. While YouTube is primarily used by individuals for video-sharing and uploading, there are also big media companies which have worked out partnership agreements to provide video and media content.

The trial launch of the website in May 2005 was followed by an official launch in November 2005 and managed very quickly to gain overriding viewing and popularity among internet users. In July 2006, the company said 65000 video clips were being uploaded on a daily basis to be watched by hundreds of millions of people worldwide.

In October 2006, Google acquired YouTube in a \$1.65b deal, and in 2010, the number of video clips viewed on YouTube reached 14 billion video clips. In terms of website popularity, Alexa ranks it third after Google and Facebook.

Users can upload clips which are less than 15 minutes in duration. They are also allowed to set up their personal

channels that include all the video clips they uploaded. Users can also comment on others' videos either by writing or by sending related video clips. They can follow their favorite channels and "like" any video clips. This means that YouTube enables regular individuals to become media broadcast stations.

Users spend, on average about 15 minutes watching videos online. Comedy and entertainment take the lion's share. A video clip of a little boy biting his elder brother's finger entitled "Charlie Bit me" hit a viewing record of more than 350 million views worldwide.

YouTube can play a great role in marketing different departments who use it in uploading their corporate news and activities. It is different from Facebook and Twitter since its popularity is based on the video content and not the identity of the owner.

Research approach

In this research, we compared departments' presence on YouTube as on 10th December, 2011. In case some details have changed after that, e4all can reflect this in a future issue.

Out of 33 government departments there are only 3 which have their own channels on YouTube as shown in the table below which shows name of department, number of visitors, and number of total views of all videos posted on the channel whether through direct viewing or playing the clip from other websites.

Department	Total views	Number of clips	Channel's link
halmaktoum's Channel	195,531	45	YouTube.com/halmaktoum
Awqaf and Minors Affairs Foundation	613	1	YouTube.com/user/DubaiAMAF
Community Development Authority	2,223	22	YouTube.com/user/CDAdubaigov
Dubai Civil Defence	2,232	3	YouTube.com/dcd997
Dubai Culture	46	2	YouTube.com/user/dubaiculturedxb
Dewa-unlisted	10890	3	YouTube.com/user/dewawebvideo
Dubai Health Authority	9,578	4	YouTube.com/user/dubaihealthauthority
DMI – unlisted	1,577,492	1,202	YouTube.com/user/dubaimediaincube
Dubai Police	12,138	11	YouTube.com/user/dubaipolicehq
Dubai Public Prosecution	32,243	152	YouTube.com/user/DXBPP100
Dubai Trade – unlisted	4,206	23	YouTube.com/user/dxbtrade
Dubai Land	250	14	YouTube.com/user/DubaiCommunity
RTA	246,213	164	YouTube.com/rtadubaigov
DSC	11,778	12	YouTube.com/user/DubaiStatistics

Leadership by example

Following the steps of the father, the personal YouTube page of HH Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince and Chairman of the Executive Council is highly charismatic and involves many characteristics of leadership. Sheikh Hamdan has focused on social networking websites in order to communicate with a great audience that stretches beyond the boundaries of Dubai and the UAE.

The channel was launched in February 2010 and the video clips of poem recitation and poetry festivals managed to attract thousands of viewers every day. The daily average of viewership, as we calculated, is increasing by a thousand views which is a big number if compared to government content's average viewership broadcasted by other entities.

DMI..leading the media

Dubai Media Incorporated leads other government departments in the number of uploaded clips and percentage of viewership. This is normal because of the massive production potentials that DMI enjoys. It owns one of the most powerful channels in the Arab World and produces the best television and entertainment programs.

DMI's content on YouTube helps promote the civilized image of the UAE worldwide. However, it is dedicated for media purposes and does not include any eServices, except in the course of a news report.

RTA

The media ambience in RTA is lively thanks to the media momentum created by RTA's dedicated teams who seek to promote the authority's latest projects and initiatives.

RTA through its own channel on YouTube, which was launched in December 2008, has attracted more than 250,000 viewers to its 160 clips that raises awareness of safety on the road and disseminates the public transport culture.

RTA's YouTube channel integrates with social networking websites such as Facebook, in an attempt to reach for more comprehensive communication.

Dubai Police

Dubai Police's channel on YouTube was received with great public enthusiasm because of its high quality clips despite the short period of six months that passed since its launch. The clips raise awareness on safety and security, and invites good morals and avoidance of misconduct and delinquency. There are more than 2000 people who view Dubai police's channel every month.



Miscellaneous search

The second part of our assessment process was through YouTube's search engine which is the main tool used by users in searching for video content. When we searched for "Dubai eServices" we saw a number of videos, including one from Dubai Municipality on eIntegration. It includes the moment when His Highness Sheikh Mohammed bin Rashid Al Maktoum UAE Vice President, Prime Minister and Ruler of Dubai launching the e-portal of Dubai Government in 2001.

We also watched a number of clips on Dubai Trade Portal and its services and impact in facilitating businesses in Dubai.

Here are links to these clips that we hope will be received with admiration from the readers of **e4all**:

- [YouTube.com/watch?v=t_wetvVBXPU](https://www.youtube.com/watch?v=t_wetvVBXPU)
- [YouTube.com/watch?v=7GmuryCqR2c](https://www.youtube.com/watch?v=7GmuryCqR2c)
- [YouTube.com/watch?v=g09GIPgyp3U](https://www.youtube.com/watch?v=g09GIPgyp3U)
- [YouTube.com/watch?v=aA4qWs3zSVM](https://www.youtube.com/watch?v=aA4qWs3zSVM)

Conclusion

Video sharing has become extremely popular thanks to YouTube. Users seem to prefer viewing videos rather than read long textual content on a website. This should encourage government entities to pay special attention to video content in order to promote government services.

Over-reliance on news and promotion of senior officials should also be minimized. Online content teams should also realize the nature of the successful content and how to deliver the key messages of the government to users. ●



Abu Dhabi CityGuard on duty 24/7

CityGuard is a mobile application offered for free to all Abu Dhabi residents, be it UAE nationals, working expatriates, or visitors to the Emirate. CityGuard allows the public to report incidents and submit complaints related to the Abu Dhabi Emirate directly to the government. With its slogan "Your City, Your Community, Your App", CityGuard aims to increase civic participation and collaboration between the public and the government in order to improve the Emirate at all levels.

How does CityGuard work?

Through Abu Dhabi CityGuard, the customer can instantly report any incidents around the Emirate by taking a photo, movie or audio of the reported incident and use an embedded interactive map to locate the exact geographic position of the incident.

The application automatically creates a case with the Abu Dhabi Government Contact Centre which promptly assigns the case to the appropriate government entity for resolution. From open to closed, the case can be monitored by the customer within Abu Dhabi CityGuard or online on abudhabi.ae or by contacting the Abu Dhabi Government Contact Centre on (800 555).

The customer can call the Abu Dhabi Government Contact Centre (800 555) to report any technical issue that is encountered during the usage of CityGuard, or to provide any feedback regarding the application, its features and potential enhancements.

Why use CityGuard?

The aim of the app is to improve government services and the city image with the help of the public. Therefore, several

incident types such as public safety, consumer protection and environmental issues have been identified. Participating government entities are the three Municipalities of the Abu Dhabi Emirate, Abu Dhabi Police, Department of Transport, Abu Dhabi Food Control Authority and Health Authority - Abu Dhabi amongst others.

CityGuard is another cornerstone in the Abu Dhabi Government's drive to engage with its customers across multiple channels in order to maximize their feedback and collaboration in the service delivery enhancement process.



Sharjah Government Portal

eTransformation in the UAE will be more integral when Sharjah Government portal, which is the central and official portal of Sharjah Government, joins the group of government portals provided by the UAE local governments. This distinguished portal www.sharjah.ae deserves

to be actually browsed for its huge information and extremely simple design. Perhaps, the most important link for a surfer to be familiar with Sharjah services is the "Government Services Directory", which gives a detailed outline of all the services provided by the emirate.

The letter(e) set beside some services shows the services that have been converted into online ones.

We wish Sharjah eGovernment all progress and success in serving the public.



RAK eGovernment Mobile Portal

The RAK eGovernment has recently launched its mobile portal, which is designed to be compatible with all types of mobile phones, be they ordinary or smart. The service can be accessed through the link <http://rak.ae/web/mobile/home>.

The portal provides the most important eServices and information related to Ras Al Khaimah including:

- Lodge a Complaint
- Track a Complaint
- Pay Etisalat Bill
- Etisalat Unregistered User
- New Services
- Latest News

The portal is available in Arabic and English and its pages can be uploaded at a high speed without the fear that this will consume a large amount of the costly data package via the mobile phone because the portal team took this into consideration.

Dubai Municipality's government service guide helps users access services more quickly

Government services are at the heart of the vision and mission of any government department in the UAE. The way these services are identified and accessed is crucial in forming the relationship between the government and the public.

Around the world, government services remain bureaucratic and complex, resulting in middle-men and parasites thriving and making money from the public in order to obtain needed government services.

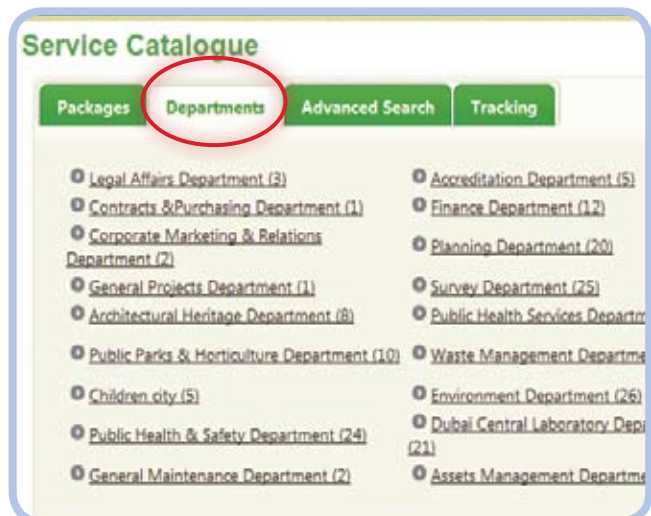
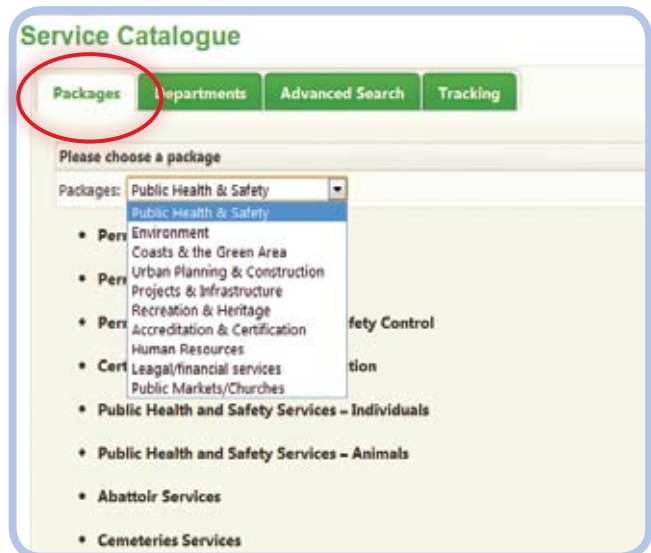
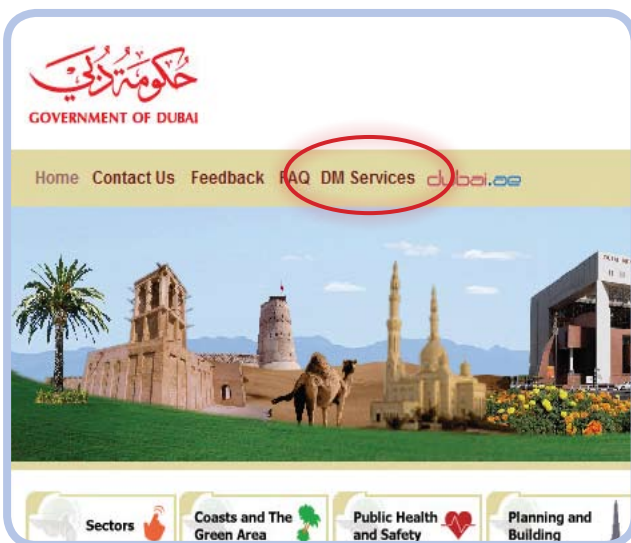
Since its launch, the eGovernment initiative has put facilitation of transactions on top of its priorities. It has simplified access to information pertaining to different services to help clients do their transactions easily and conveniently without any mistakes or complications that would cause a lot of time, effort and money.

Government websites can provide such critical information through a comprehensive, guide to all services, whether the conventional or the online ones. This guide is the most important component that should be there in any website to prove its credibility and feasibility as a channel created in the first place to serve clients. Without this guide, any website will be no more than a brochure that identifies the government department and its roles.

Government service guide of Dubai Municipality

e4all will study the government websites to see how organized they are in terms of service guides. In this issue, we selected the government service guide of Dubai Municipality (DM).

We say it with confidence that it is precise and well categorized compared to many other government's guides assessed in this field. Unlike many government websites which display their services side menus or at the bottom, DM's website displays its services on the main tab, and this is the perfect spot to be seen by the viewer's eye.



DM has put all its services under one link whereas many other departments put their services under two separate links; one for conventional services and the other for online ones. We believe that the DM did that because most conventional services have online options. It must be noted that DM's online services make the lion's share of Dubai Government online services; with approximately 500 out of 2000 eServices.

Guide structure

The guide has been designed as if it were an independent website by itself. The services have been categorized into ten integrated bouquets. Each is divided into subgroups or is divided according to the departments and sections that deliver the services. The inexperienced user can access the service they want according to their needs, which is good. This categorization is necessary for the user to access the needed service from among the huge pile of services available.

Search and follow up

The guide can be used to search for services provided by DM. There are two levels of the search engine: the basic, which is based on the name of service, and the advanced, which has other categories and fields. All services that include the key word appear regardless of the department or category they belong to.

The service's reference number can also be used to know the status of different transactions and follow up with them without a need for physical attendance.

Marvellous card

A card which was innovated by DM's service team deserves to be called the "marvellous card". It is given to users when they select certain services and includes the following fields:

- 1) Name of service: names of services are very clear-cut where users can easily pick them up.
- 2) Department that delivers the service: name of department and section are displayed in the card.

3) Frequently asked question: this is considered the most important addition to the card which was not seen in other departments. It takes lots of time and effort to review clients' complaints and problems, and to identify their main concerns and questions when applying to a government service. This indicates that those who worked on the card are highly professional and motivated team members; they are fully aware of the nature of eServices.

4) Minor services: they are subordinate services or ones that are related to the service mentioned in the card. It is good to have it because it cohesively integrates and unites services.

5) Documents: The ones needed to apply for a certain service.

6) Service description: the guide gives a detailed description of the service. The language of this description is accurate and easy to understand by the public unlike many other cards which use difficult details and tough language.

7) Service enquiry: the card displays contact details of the department in charge of the service such as the call center, telephone and fax numbers, email, etc.

8) Billing details: which include a chart of fees, if there are any, and methods of payment.

9) Procedures and needed documents: It shows procedures that should be done by the client in a highly illustrative chart.

10) Service assessment: this is the last part of DM's service card. It gives the client the right to have their say about the service. With this, DM can watch out for any points of weakness and try its best to fix them.

eServices

DM's eServices have the same card, but there is a difference which is that the card here has a green button named "start the service" which takes the user directly to registration where they can do it online.

Distinctive model

These are the distinctive practices of Dubai Municipality in its service guide which we hope other departments benchmark against. In our next issues, we explore other government guide models so that their innovative ideas will benefit and enlighten others. ●

Service form

Service Catalogue
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2 Public Parks & Horticulture Department
Parks and Recreation Section

3 FAQ **4** Sub Services **5** Attachments

6 **Services**

Service Name : Request for Dubai Public Parks Membership Card

Service Description : This service enables the customer to obtain/renew parks membership card for Almamzar, Zabeel, AlKhor, AlSafa, Jumelrah Beach, Meshrif parks. This service is provided by Public Parks & Horticulture Department. Notes - Membership is valid for six months to one year as requested. - Family membership (two adults and kids less than 6 years) for kids older than 6, extra charges are requested. - Membership card doesn't cover the charges of recreational activities within the park. - Membership card should only be used by card owner where DM have the right to withdraw the card if misused. - Parks timings from Sun-Wed from 08:00 am- 11:00 pm, and on Thurs-Fri from 08:00 am- 11:30 pm

7 **Inquiry Service**

Contact : call center

Phone : 800900

Fax : 04-3358843

Email : info@dm.gov.ae

Working Hours : 07:30am - 02:30pm

8 **Fees Details**

Payment Methods :

- Cash Payment (تحويل نقدي)

Fee Category	Service Fees
Singular Membership fees (for 18 years old and above)	320 Dhs/year
Family Membership with kids (husband & wife & kids below 6 years old)	640 Dhs/year
Issuance of lost or damaged membership card	50 Dhs

9 **Customer Procedures and Documents**

Procedures	Documents Required	Location
Apply for the service	-Service application form -Requester photo -Companion(s) photo -Request Passport copy -Companion(s) Passport copy	DM- Public Parks and Agriculture Department- Ground floor- Service Counter
Pay requested fees	Payment voucher	DM- Public Parks and Agriculture Department- Ground floor- Cashier
Receive Membership Card(s)	Payment Receipt	DM- Public Parks and Agriculture Department- Ground floor- Service Counter

10 **Rating**

Rate this Service

★☆☆☆☆

Run Service

Provision of eServices from a customer perspective on Dubai Culture's website www.dubaiculture.ae

The “Customer First” vision is one the main pillars in Dubai eGovernment's pursuit of excellence. It involves classifying eServices and online channels according to the customer's needs, and not according to administrative structure or the routine of government entities.

At *e4all*, we continuously scan the components of government services and communication channels with the public to reach for the best practices in this field and record any innovative ideas provided by the government departments. This culture will hopefully be spread among the public and various government departments can benefit from accumulated experiences.

“Customer First” vision on Dubai Culture and Arts Authority's website

Dubai Culture and Arts Authority was launched in 2008 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai. It is one of the integral departments of the Dubai Strategic Plan 2015 and supports building an Arab cosmopolitan dynamic city that serves as a hub for culture in the region and the world.

This means that it is difficult to assess the authority's website www.dubaiculture.ae against the same criteria used to assess other departments' websites like Dubai Municipality and Dubai Police because the vision and mission of the authority is different in essence and should be assessed in a different way.

Strategic objectives:

The Dubai Strategic Plan 2015 was launched to materialize the vision of Dubai and involved a commitment to enrich the cultural environment in the emirate through the strategic objectives set out by the authority. These include:

1. Raising awareness towards culture and arts by creating a communicative interactive process with the public to foster the cultural cause through cultural, artistic events and initiatives.
2. Enhancement of cultural sector's governance and updating the cultural establishments' administrative structure.
3. Discovery and development of local talents by supporting Emirati artists and intellectuals, and developing heritage and arts approaches and curricula as well as establishing educational establishments pertaining to arts, culture, and heritage. This will help embrace and develop local talents and develop partnerships with regional and international cultural establishments to nurture cultural exchange with the world.
4. Launching cultural activities and developing needed infrastructure for that purpose. This is carried out through setting up an annual plan to activate heritage and arts events and provide for opportunities to help the public attend and take part in these events.



Website's structure

It is a simple structure that contains the banner and the list of options as well as prominent space for information and news. Therefore the user can find information easily and clearly. Clearly, the second generation web 2.0 principles have been applied with less focus on secondary menus and sub-menus. However, we could not find eServices on the website and wondered if there was scope for this to be addressed.

Priority for customers

It is worth mentioning that the main homepage, besides its rich colours and innovative design, gives priority in the main space to the news for cultural events in Dubai, leaving the authority's corporate and official news at a lower section closer to the footer. This is a good step as it shows the priority of the website is designed from a customer's perspective.

Customer category

However, we could not easily find out who is the targeted segment of customers on the website. The website team should state this for better value to customers, as mentioned in the new Dubai government website's excellence model issued by Dubai eGovernment.

While thoroughly analyzing the authority's website we also found many interactive services where users can participate in events and contents. However, these are harder to find and we hope the Authority can position all such events in one section for easier access.

To sum up...

The leadership in Dubai had strategic objectives in launching the authority. And so it happened, that the authority has played a pivotal role in the

arts and culture movement in the emirate. However; the website can be improved, based on Dubai government website's standards in order to play a greater role. It is also recommended that outdated content should be removed or archived, since there are some events and news from 2010 still visible. ●

The importance of the Payroll System as part of the Government Resources Planning Systems

Dubai eGovernment represents an excellent model and a unique experience among the regional eGovernments. It is built on five pillars, these being Direct Public Services; Core & Channel Enabling Services; Government Resources Planning (GRP) Systems; Collaboration, Connectivity & Infrastructure Enabling Services; and Policy & Advisory Services.

We continue our analytical study of the Government Resources Planning (GRP) systems, which represent an excellent model and a unique experience at the level of regional eGovernments. In this issue, Ms Hana Shamlan, Payroll Systems Section Manager, Dubai eGovernment, will give us a general idea about the payroll system.

Payroll System

Working on the payroll of thousands of employees at Dubai government is a very critical and precise task. For this purpose, a special payroll system has been launched in all departments. The system was provided with all required operations to ensure speed and efficiency that translates the active labour laws and rules in Dubai into an electronic system, with the highest levels of security and protection for the financial and personal information of all government employees.

The payroll system is connected to the "Time and Labour System" that collects data for employee attendance and departure from attendance monitor systems in Dubai departments. The payroll system then generates simple and readable reports every month ensuring more effective decision-making. Such time-consuming functions no longer need to be done by departments, since they are now available in one place thanks to an effective payroll system.

Functions

The payroll system is used for paying the salaries of approximately 60,000 employees which are centrally calculated. These employees work for 30 government departments participating in the GRP systems and include personnel in the military,

civilians and members of the judicial corps.

The payroll system offers the facility of automatically calculating retroactive pay. For example, if an allowance is entered back-dated, then the system calculates the difference between what was actually paid and what should have been paid automatically.

The payroll system offers around 100 reports for checking the monthly payroll and for the internal auditing at the government department. It is integrated with the central finance systems that operate the General Ledger and the system of payables, receivables and fixed assets. It is also integrated with the time and labour management system provided by the GRP Systems.

The payroll system also provides fast and automatic upload for allowances and bonuses/ deductions and is hence regarded as a basis for a paperless government through the automatic integration especially in terms of the integration between the financial systems and the time and labour management system.

Expert users

As many as 80 employees in 30 government entities are operating the payroll system. These users have become very well experienced over the 10 years of using the system and the GRP team depends on them for resolving pending issues related to payroll settings. Due to the fact that they are professional, they train the employees in their departments and have formed initial support teams in each government department using the system, thereby alleviating the substantial burden borne by the GRP team. By virtue of such integration between the expert users in government entities and the central GRP team, this team can discharge tasks that are far beyond its size and serve this large number of departments.

On the other hand, a partnership was established between the GRP team and the expert users available in the government departments. They are now contributing to developing the system by their ideas and field experiences in line with the requirements of work in all government entities.

Training

Training and knowledge conveyance are a basis for the successful application of the system, which cannot succeed alone in fulfilling the basic functions that government departments depend on for discharging an essential task as calculation of salaries without any mistake or delay. Based on this, the GRP team organizes training courses on the payroll system for major users and payroll auditors.

Feasibility

Those who had long experience in government departments before the application of the GRP systems would recall the financial and administrative structure through which salaries of government employees were calculated, starting from the manual work of piles of huge accounting records through to the excel files on the accountants' discs and personal computers and finally to the very costly systems purchased from companies that used to develop their systems on a test basis where the consequences of errors would be borne by the government employee, who is used as a model for such tests.

Add to this, the previous payroll systems used to require very expensive machines for operation and protection from breakdowns in addition to a team of employees for monitoring and operating them, while the team of financial auditors used to face considerable difficulties in getting to know these systems and their mechanisms for calculating salaries, which would render the detection of financial and administrative errors a real nightmare.

All this is now past and all the associated financial loss has now come to an end as payment of salaries to government employees has become easy, smooth, centralized and transparent. By this, the eGovernment's vision of introducing electronic systems of high feasibility and economic revenues to the government sector in Dubai has come true.

For more information, please contact Ms Hana Shamlan, Payroll Systems Section Manager, on hana.shamlan@deg.gov.ae. ●

MRHE loans paid in co-operation with DeG

The Mohammed Bin Rashid Housing Establishment (MRHE) has provided a service for online payment of loans on its website www.mrhe.gov.ae which eliminates the need to visit the establishment headquarters to pay instalments.

The service comes as part of the establishment's mission of contributing to achieving the society's stability and development by providing appropriate and facilitated housing solutions, focusing on high quality and cost effectiveness and providing the needed services in co-ordination with the different sections of the society and by virtue of a distinguished leadership and advanced human skills and systems while benefiting from the World's best practices.

The service is of a great value to the establishment's customers as it helps them benefit from the early repayment initiative, which was taken under the directives of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, may Allah save him.

The initiative makes it easy for a borrower to benefit from the housing loan, which he/she obtained and used for completing his/her own housing project promptly, whether the loan is for a ready house or building a house. The MRHE will waive 5 per cent of the loan to motivate the customers who own enough money to settle the remaining amount of the loan after deducting the said percentage.

A borrower can thereby benefit from such cut, which may reach a maximum of AED300,000, redeem his/her house and stop deductions from his/her salary, effective from the date of settlement.



DeG shares experience with RAK Civil Service Department

Dubai eGovernment shared its pioneering experiences in the implementation of electronic systems to automate key governance processes with a visiting delegation from Ras Al Khaimah's Civil Service Department (CSD). During the recent visit, the RAK contingent was able to get a more in-depth look and understanding of Dubai eGovernment's eSuggest and eComplain Systems and the Government Resources Planning System (GRPs), the latter being developed and implemented in association with the General Secretariat of the Dubai Executive Council to help streamline the complaints and suggestions made by employees and customers.

The RAK delegation was given a presentation on GRP systems which includes financial, supply, HR, payroll; project, credit, property & asset management, and self-service systems which demonstrated how such automation processes have helped departments save time and effort; and use resources in the most optimal manner. The delegation was then briefed on the eSuggest and eComplaint System, demonstrating the different stages of development that each submitted suggestion and complaint proposal go through and



the significant role it plays in the development of institutional performance and quality improvement.

Dubai eGovernment's implementation of the GRPs and the eSuggest and eComplain System falls in line with the directive of the Dubai Government to enhancing and improving the level of government performance while at the same time stirring in more economic and social development for the UAE. The move also aims at consolidating Dubai eGovernment's strong commitment towards effectively using IT solutions and resources for the provision of government services via multiple electronic channels.



Governments Apps on smartphones

Smart phones are becoming the new wave of eTransformation for innovative channels to deliver government services to the public remotely. e4all will list the most important applications available on the most popular smart phones in the market to help readers to know more about on- the-go eServices.



Dubai Police Services

Free App



Requirements

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.0 or later.

Description

Dubai Police for iPhone and iPod touch provides news, eServices, and information regarding the Dubai's police department.

Features

- 1) English and Arabic languages
- 2) New and improved user interface
- 3) Theme preferences
- 4) Facebook, Twitter and email integration of Dubai Police News
- 5) Add Call Center number
- 6) Add Community Service
- 7) Add Tarbia Amniya for Arabic
- 8) Add Dubai Police Videos
- 9) Add Notification Service



DMI Player

Free App



Requirements

This app is ideal for use with Wi-Fi connection. Users should know that not All Blackberry service providers allow streaming in the Blackberry packages. Also they should pay attention that additional cost will be applied by the operator if data usage exceeds the limit. This application will consume high traffic and therefore Wi-Fi is recommended.

Description

Dubai Media Incorporated (DMI) is a pioneering media organization focused on innovation, quality and working in line with the strategic objectives of the Government of Dubai. Dubai Media Incorporated has LIVE video streaming for:

- 1) Dubai TV
- 2) Sama Dubai TV
- 3) Noor Dubai TV
- 4) Dubai One TV
- 5) Dubai Racing TV
- 6) Dubai Sports TV





Housing Fees Registration

This service is provided through the portal of Dubai Municipality dm.gov.ae



1

You can find the service on the side panel of the home page of the Municipality portal



2

When you open the application form you can start filling in the fields. Most information can be taken from your DEWA bill.

Complete the form below and click "Submit" to proceed. Fields marked with asterisks (*) are required.

Accommodation Details

Owned/Rented * Rented (for tenants only) Owned (for landlord/owner only)

Property Type * Apartment Villa Labour Camp

Contract Account Number * Please enter your 10 digit DEWA Contract Account Number

Premises Number(s) in DEWA Please enter your 9 digit DEWA Premises Number

No. of bed rooms * Studio

Rent per year *

Mobile No. * Please use the format 300000000

E-mail

Address

3 Make sure all information you entered is correct then submit the form online. The entered information will be displayed in the confirmation page. Print it and keep it for future tracking.

Home > Registration of Accommodation Details
Register Residential Contract

Successfully registered.

Registration Id	:	59949
Registration Date	:	27-12-2011



For more information you can call the toll free number:

8000900



Warmest greetings to His Highness

SHEIKH MOHAMMED BIN RASHID AL MAKTOUM

Vice President and Prime Minister of the UAE and Ruler of
Dubai (may Allah protect him) on the 6th anniversary of his
accession as Ruler of Dubai