The strategic plan of Dubai Smart Government 2014-2017, which was recently announced during the 4th Forum of Dubai Smart Government in the presence of 120 senior officials from Dubai government entities, came as part of our ongoing endeavours to implement the initiative of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to shift to smart government and speed up and bolster the efforts for Dubai to become the smartest city in the world.

The nature of the stage we are going through and the vision of our leadership for Dubai to become the smartest city in the world within the next three years compels us to rely on creativity, innovation and best experiences derived from federal, local initiatives and worldwide benchmarking processes. We need to follow the scientific approach, and conduct strategic analysis from our public satisfaction surveys to shorten the lead time in the transition to a smart government.

One of the most important pillars on which our strategic plan is built lies in the ‘Dubai Government Towards 2021’ initiative of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council. Our strategic plan has accurately shown the channels through which customers will get government services through smart devices, provided that such services are always aimed at simplifying the transactions of the public.

The strategy consists of 4 strategic themes and 21 strategic objectives aimed at building a smart future on the way to making customers happy by reaching 100 per cent in terms of providing services on smart devices and 60 per cent in terms of using government services on these devices by the end of 2017. The strategy has been formulated in a scientific and systematic manner with the aim of increasing customers’ confidence by reducing their time and cost to stimulate their adoption of smart services using interactive and unified platforms.

We must be mindful of the fact that there is no magic wand to wave or smart button to press to bring about this change. Therefore, planning is vital for 1) ensuring the integration of the government’s efforts to comply with the implementation of this smart transformation-enabling strategy under a connected and integrated government that works jointly to formulate a roadmap for implementing smart services in accordance with the approved policies and 2) opening the door of co-operation with the private sector, which has a lot of experiences and qualifications, enabling them to partner with us to build the smart government of the future.

We must rely on creative work to become number one and maintain our position, enabling Dubai to be in the lead from the economic and social viewpoints and enhance its competitiveness worldwide as a knowledge-based creative, connected and integrated city in the 21st century that focuses on meeting the needs of customers for electronic and smart services through round-the-clock innovative channels wherever they are. This is guaranteed by the strategy of Dubai Smart Government if we work as one team and try not to compete for personal gains, but together to fulfill our leadership’s ambitions.

Director-General,
Dubai Smart Government Department
The vision of Dubai Smart Government is to ease the lives of people and businesses interacting with the government and contribute to establishing Dubai as a leading economic hub.

Dubai Smart Government’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 Smart Government 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 1500 electronic services.

*e4all* is the official magazine of Dubai Smart Government, and helps in creating awareness of eServices to all segments of society and spreading an electronic culture for the well-being of all.
Dubai Smart Government and DMI sign agreement to provide smart shared services

Dubai Smart Government is responsible for enabling the various government agencies to transform into the smart model, as well as for automating their internal operations to be linked to the central systems that run all the basic operations of the Government of Dubai. But in order to fulfill this role, the level of these shared and central services provided by the Dubai Government to clients of governmental departments should be "competent", and can be really relied on to facilitate the core functions of those departments.

To achieve this Dubai government relies on a smart service agreements model with high levels of sustainability and rapid response to the requirements of government agencies acceding to the system of common services, the latest of which was the signing of an agreement between Dubai Smart Government (DSG) and Dubai Media Inc. (DMI) and under which DSG will provide electronic and smart shared services to DMI.

Scope of agreement:

The agreement is aimed at upgrading Dubai government services and ensuring high-quality results and optimal use of government resources in its quest to transform to a smart government.

The agreement is aimed at documenting the mutual understanding of the support to be provided by DSG to DMI including shared services such as Government Information Network (GIN), eComplain, eSuggest, SMS Dubai and eSurvey. It stipulates levels and channels of customer support, training, maintaining data, and the use of DSG’s ICT services and apps to improve or add new support services to DMI.

Commenting on the signing of the agreement, H.E Ahmad bin Humaidan, Director General of DSG said, “This agreement is in line with our strategy and as per the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, which calls for the electronic and smart services of Dubai government entities to be available round the clock.”

Bin Humaidan pointed out that DSG has a sophisticated infrastructure and shared service systems that all government departments and authorities can benefit from; underlining that signing this agreement will open new prospects for future cooperation with DMI for using more of the shared services that DSG provides.

He stressed DSG’s commitment to harness all its potential to support the government’s corporate development strategies with a view to providing an infrastructure that would support transformation to smart government and contribute effectively to Dubai becoming a smart city.

Enabling the launch of new services:

Sami Dhaen Al Qamzi, Deputy Chairman and Managing Director of DMI, said, “Signing the memorandum of understanding with DSG comes as part of DMI’s bid to keep pace with Dubai Government’s strategic objectives.”

Al Qamzi pointed out that the shift to smart government in DMI would incorporate new smart electronic projects to be announced shortly in the field of productivity management and general performance of DMI’s multiple departments.

These projects are aimed at implementing all the phases and making all the necessary steps before the end of 2014, enabling all DMI’s internal services to become smart and adopting the world’s best practices as per the highest quality and excellence criteria, by relying on the latest innovations, scientific studies and implementing the best technological practices and apps.

According to the agreement, DSG will strive, when providing support services, to achieve the key performance indicators (KPIs) and operating objectives as agreed by the two parties through the supervision of the Customer Services Section at the Communication and Business Development Department and its follow-up of the commitment to the agreement with DMI.
Many people describe the management of Dubai government as inspired by equestrian and race arenas, as the style of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, in launching projects and initiatives is similar to his style of participation in races and competition. Sheikh Mohammed has inspired the staff into becoming knights of excellence in the fields of government. The final quest is competing towards smart transformation in governmental sectors and transforming Dubai into one of the smartest cities in the world.

Nevertheless, if all departments are busy competing for that purpose, the Department of Dubai Smart Government (DSG) has a completely different responsibility from that of participating in that race. It is responsible for preparing the competition stage, providing services for the participating knights, and controlling arbitration and determining the first place winner. That task and its main features were recently announced in the “Fourth Forum of the DSG,” during which the components of its Strategic Plan were announced.

The way to the strategy
Before reviewing the strategy of DSG, we will touch upon premises that the Advisory Board for the Dubai Smart Government relied upon its analysis in order to reach its initiatives and major axes. Those premises were the following:

- **Federal and local initiatives**: DSG took into account all Dubai and UAE long term visions and plans including the UAE 2021 Vision, HH Sheikh Hamdan’s ‘Dubai Government Towards 2021 initiative’, the Dubai Strategic Plan 2021 and the Dubai Smart City project. It also took inputs from the Dubai Government Excellence Program and the Dubai Model Centre.

- **Evaluation and analysis of indicators of government performance**: This process included a long review of government databases and general questionnaires of the Dubai Smart Government that measured several aspects of smart transformation. DSG also rated websites and
services and examined all the data to create one model of strategic analysis.

- **International comparison**: In order to provide its unique and distinctive model, the Advisory Board of Dubai Smart Government engaged in studying the most important international models in the field of smart transformation. The comparison included most European Union countries, the United States, Singapore and South Korea, as well as many of the smart cities around the world.

- **Global reports**: International and global reports have represented a major reference for Dubai Smart Government Strategic Plan. Those reports included UN reports on eGovernment, country questionnaires, eGovernment releases from OECD, and the development and reports of doing business that are issued from the World Bank.

**Roadmap for applying Government Services**

It is important to pause here for a moment and focus on the data that has greatly influenced the strategy of DSG. This data is to analyze the rates of implementing government services by customers. The results were graphically outlined to show the most used services by each quarter.

**Vision and mission until 2017**

Once all these policies and benchmark studies were done, DSG’s strategy was to enable Dubai government to shift to a smart government that would occupy an advanced position worldwide. Its mission would be to formulate and implement the policies and initiatives related to the smart and innovative use of ICT to ensure Dubai’s competitiveness and lead. Both the vision and the mission are in line with the policies of HH Sheikh Mohammed, who continuously espouses the vision of Dubai and the UAE government which should be for the happiness of its people.

DSG’s strategy consists of four major themes and 21 strategic objectives aimed at making customers happy and enhancing their confidence in the adoption of smart services. DSG’s strategic plan calls for an increase in the uptake of services via smart devices.

**The role of smart government**

The strategy explains in general the role assigned to the DSG, with its major points summarized in providing smart services to government entities, unifying services, creating a roadmap for evaluating smart services, sharing feedback and ensuring a high adoption rate of smart and shared services. It also includes initiatives such as smart participation, smart adoption, empowerment of smart employees, and also measuring the level of adoption of governmental bodies to all of these electronic applications.

According to the strategy, DSG will work with government entities to formulate a methodology for the open data and will work with the HR departments of government entities to enhance human capital, develop and implement additional mechanisms for customer commitment through social networking and innovative channels and train government entities, share common marketing campaigns while working with its government partners to formulate regulations and legislation that will be finalized with Dubai Government’s Legal Department.

**Role of Government agencies**

The role of government agencies is parallel to the role of DSG, by working together to formulate a roadmap for the implementation of smart services, applying linked services and associated smart applications, applying and evaluating smart services by attending workshops, sharing their feedback and needs to ensure a high adoption of smart and shared services.

Government agencies will also provide a set of its open data, to participate in the formulation of a strategy to strengthen the skills of human capital, formulate a government strategy for the management of common knowledge, provide periodic statements about the database of government, including the use of smart services, and actively participate in marketing campaigns to increase the adoption of smart e-services, as well as participate in the formulation and application of regulations and legislation.

**Performance indicators**

In order for DSG to ensure measuring the results of its strategic plan, performance indicators have been created as a reference to determine the level of what is being done in terms of smart transformation particularly, and the rest of Dubai’s government bodies in charge of providing smart services through smart channels, in general.

These performance indicators include five items, which are measured twice, the first time in 2017, and the second in 2021, and that is the year of access to the ideal vision of the Emirate of Dubai.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2017</th>
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</tr>
<tr>
<td>Customer satisfaction</td>
<td>90%</td>
<td>95%</td>
</tr>
<tr>
<td>Ratio of adopting e-services</td>
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</tr>
<tr>
<td>Adoption of smart services</td>
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**Smart strategic initiative**

The DSG Consultative Council also created seven smart and distinctive strategic initiatives that should be implemented within three years; these being:

1) Smart systems,
2) Smart participation,
3) Smart adoption, empowerment of smart employees,
4) Smart reliable information,
5) Smart data,
6) Smart administration
7) Smart services for the happiness of customers.
What makes a city? According to IBM, three elements are necessary: 1. Infrastructure 2. Operations 3. People

A city is an interconnected system of systems. A dynamic work in progress, with progress as its watchword. A tripod that relies on strong support for and among each of its pillars, to become a smarter city for all. Smart cities drive sustainable economic growth and prosperity for their citizens. Their leaders have the tools to analyze data for better decisions, anticipate problems to resolve them proactively and coordinate resources to operate effectively. Singapore is considered a good example for this practice.

Smart buildings

As the population continues on its growth trajectory, so will the demand for housing and buildings. Making residential buildings smart will improve the quality of life, while for commercial office buildings it can also increase employee productivity, generate energy savings of up to 30%, reduce carbon emissions and meet assessment criteria from certification schemes like the BCA Green Mark. Solutions such as building management systems as well as energy and carbon dashboards can help building owners monitor consumption by the minute, for better management of energy usage, costs, and carbon footprint.

Smart water

As a small island with limited resources of fresh water, Singapore has to be creative to fulfill its drinking water needs. Throughout the country there are ‘catchment areas’, to optimise the use of rainwater. One of those, the Marina Barrage, was built with Dutch technology. One of the sources for drinking water is “NEWater”, reclaimed water produced from treated used water that is further purified using advanced membrane technologies and ultra-violet disinfection. Another technology-based water source is desalinated water. Singapore has one of Asia’s largest seawater reverse-osmosis plants.

Smart education

Singapore needs a highly skilled workforce. So it does not come as a surprise that this small country has four universities. The latest addition, the Singapore University for Technology and Design, was built upon a design of Dutch architect Ben van Berkel. The iN2015 Plan contains a special “iN2015 Education and Learning Plan”. The plan aims to improve its education system through “infocomm” and increase the attractiveness of Singapore’s educational institutions for global talent. One of the flagship programs, EdVantage, aims to strategically deploy “infocomm” to provide a learner-centric, collaborative learning environment within and beyond the classroom thereby enabling a diverse and vibrant schools landscape in the use of “infocomm” technologies.

Smart transportation

As a city state, Singapore is the second most densely populated country in the world. Today, roads take up twelve percent of total land use. The demands on the land transport system are set to increase by sixty percent. Singapore has made public transport the centre piece of the land transport system to keep congestion in check and to help protect the environment. The public transport alternatives include the Mass Rapid Transit (MRT) system, the Light Rail Transit (LRT) system, buses and taxis. Taxis are less expensive than Dutch counterparts and part of the daily public transport system. The Land Transport Authority adopted an Intelligent Transport System (ITS) to improve operational efficiency and road safety of Singapore’s road network. It offers among other things:

- Real Time Traffic Information Systems, Expressway Monitoring Advisory System (EMAS - monitors traffic along expressways, traffic accidents alerts to motorists and rescuers)
- Green Link Determining (GLIDE) System that monitors, adjust and optimizes green time along the main roads in response to changing traffic demand
- Traffic Scans, using taxis as probes on the road network to provide motorists with information on the island-wide traffic conditions
- Parking Guidance System that provides real-time information on parking space availability.

An important factor in managing traffic, Singapore introduced an Electronic Road Pricing (EPR) system, with strategically placed gantries. Drivers pay ERP charges when they pass the gantry at certain times via the In-vehicle Unit (IU). Via this method, driving on certain roads at certain times of high traffic volume is discouraged. The authority is putting in place a more effective system of congestion management. It is envisaged that the next generation of ERP will charge on the basis of distance along congested stretches of roads and express ways. This would be a more equitable and economically viable system than the current point charging system. Motorists are now charged on the basis of the number of gantries they drive through rather than the distance travelled on a congested road.

Singapore is on its way to becoming an iconic smart city
The strategy of the Dubai Smart Government includes the objective of developing smart legislation in order to provide the enabling environment for the transformation into a smart Dubai government. Dubai Courts go beyond merely providing legislation and have a full bouquet of smart services to make Dubai a unique smart justice model in the world.

The “Smart Case File”

Dubai Courts are preparing to launch a “smart case file” service, which allows customers to handle litigation procedures through smart applications, making it easier for litigants by raising the efficiency of the lawsuit management system. The app ensures litigants can follow up on their cases through smartphones or tablets, register and pay fees and electronically provide the prosecutor with their electronic card to get hearing dates and notify all involved.

“Future Judge”

The social networking team at Dubai Courts has launched ‘My awareness is my identity’ for school students in Dubai. The purpose of this campaign is to educate the community on the judiciary’s functions and educate the younger generation on the legal system; while encouraging them to consider legal futures. The team has already visited some schools including the Creative Model School, and Elite Model School; to educate more than 250 students on judiciary functions and the basic laws and rights.

The team promoted a virtual cartoon character called Judge Monsef who actively promoted the campaign on Twitter and Facebook. Dubai Courts have a strong following on social media so this was a good alignment to have an interaction in a fun environment.

Visual communication

Dubai Courts has launched a special visual communication service to help those with special needs especially those with hearing disabilities. A special phone number will be manned by a legal translator who will respond on legal matters and be available on visual based communication channels including Skype, Tango & WeChat.

This is in line with the initiative of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, “My community is a place for all”, which aims to transform Dubai into a city-friendly to people with hearing disabilities. It also achieves the vision of Dubai Smart Government to become “pioneers in the work of courts”.

Achievements

Dubai Courts has achieved significant achievements in the field of smart e-transformation, after the number of cases registered via the “Salfa” e-program have reached more than 12000 during last year and first quarter of 2014, and the number of recorded cases was 4000. It is expected that the coming period will witness important developments in the field of switching to smart services in the Dubai Courts system.
The Public-Private Partnership (PPP) is vital to the development of Dubai Smart City, and is one of the main objectives of Dubai Smart Government. Such a partnership provides many opportunities to the private sector to partner with the smart government and smart city by creating smart applications and technology to ease the lives of the people. E4all searched through the app stores to see what was available from the private sector in this regard.

**Dubai in Apple Appstore**

More than 2,500 results were found while searching for ‘Dubai’ on the Emirati app store while the global version had more than 3000 results. ‘Metro Dubai had about 2,000 results. The results indicate the following:

1) The actual number of applications that deal with governmental, commercial or social services largely exceed the number of governmental services directed to the residents of the Emirate.

2) Some of the applications are developed by commercial companies, while others by individuals.

3) Some the applications charge fees while others are advertisement based.

4) Some apps repeat smart services that are already provided by government agencies, while other apps provide information services and promotional guidelines for commercial purposes.

5) Some of the smart apps provide highly important service to the public; especially those that cover entertainment activities, promotions and help enhance the outstanding life style of the city.

**Risks vs advantages**

This phenomenon, which we have reviewed, contains many advantages, most important of which is the adoption, driven by changing customer habits through their acceptance for smart applications produced by the private sector. However, these apps could use the good name of Dubai to invade privacy, cause fraud and spoof government services. Unlike websites which have a government domain (.gov.ae), users cannot distinguish between official and private apps.

**Towards “Dubai App Store”**

The above mentioned comments and analysis lead to results that are worth being studied and evaluated by the Dubai Smart Government, concerning building a mechanism for partnership with private sector and individuals in order to open a path for them to join the cloud of smart transformation. Sharing government data will drive a large number of developers to benefit from it and turn it into useful and beneficial applications for users, and it can enhance current smart government services.

On the other hand, there are many investment opportunities that can be invented by the private sector through smart applications. For instance, establishing interactive courseware, and providing services in the area of facilitation and implementation of smart applications for some complex transactions.

A larger number of developers and programmers will enrich the presence of services and applications in major department stores, and will open the way for the entry of government applications to new stores instead of confining it to Apple and Google.

Thus, the smart government is encouraged to set standards for those who wish to develop apps for smart government. We must also build a mechanism to examine those applications and ensure their safety from any harmful functions. Also, we should examine the possibility of launching in launching an approved logo, to be agreed on for usage with the permission of the government, to differentiate friendly and approved applications, and to be the center of smart apps store, independent of the current monopolies.
Dubai Customs’ services go live on smart watches

Dubai Customs has announced the launch of its services via smart watches, to keep up with the latest developments in the area of smart services delivery, offering more user-friendly and better accessible services.

Dubai Customs services which are delivered through smart watches include applications progress inquiry service; customs declaration progress inquiry, inspection request inquiry, refund application progress inquiry and registration application progress inquiry.

By launching its new smart watches service, Dubai Customs confirms that it is keen to be the first to adopt and launch initiatives that will make a paradigm shift in the provision of customer services.

RTA issues special Personal Appearance Service

If you don’t have the time to do your car registration, the RTA has a special service called ‘Personal Appearance Service’. You make a one-time visit to any RTA customer service centre, register your personal details and receive a personal identification number (PIN) on your mobile. You can then send a representative with this PIN to do your RTA licensing work, whether it is for one car or multiple cars under your name. Other transactions that can be done with a PIN include export, transfer and number plate sale, though it must be noted that after your representative’s visit, the PIN expires and for further visits, you will need to make another ‘Personal Appearance Service’ to get another PIN.

The new service is considered the first of its kind across the region enabling the processing of business processes and transactions in a smooth manner without obliging the concerned individual to attend in person. Transactions relate to all matters of relevance to vehicles licensing such as vehicle registration, vehicle export, vehicle transfer, vehicle transport, and selling vehicle number plate among others.

The launch of the new initiative conforms to the electronic drive of the RTA; which is an integral part of the vision of the supreme leadership of the UAE; which places much emphasis on switching all electronic transactions & services to the Smart Mode, and benefiting from the self-operated channels highlighted by the mobile phone which make it easy for customers to process their transactions in a smooth and hassle-free manner. The new service is offered in response to the wish of customers and their continual feedback regarding easing the burden of attending personally at service centers to process transactions, and will be of particular benefit to women and aged people.

Launching the strategy of Abu Dhabi Smart government

Abu Dhabi Systems and Information Centre (ADSIC) has announced launching a new strategy for Abu Dhabi Smart Government during the activities of the fifth Abu Dhabi e-Government Forum entitled “Digital Technology Towards a Better Future,” which includes about 1106 services benefiting the citizens and residents of Abu Dhabi through their smart phones. The plan is to expand the number of these services in the coming period. Meanwhile, the Ministry of Interior showed that the number of smart and electronic services, and the communication offered by the Ministry has reached 357 services.

Smart services target the majority of service, education and economic development sectors in Abu Dhabi. These services are also available on the Abu Dhabi eGovernment Portal. ADSIC gives priority to establish teams in government departments to ensure the success of the smart government’s strategy. It also will expand the awareness sessions for citizens and residents who are benefiting from these services.

Information technology is one of the most fundamental pillars for the “Abu Dhabi 2030 Plan,” aimed at building a digital society based on knowledge and a solid economy. The Centre has also laid the foundations to ensure the success of eGovernment strategy based on the vision of employing information technology in governmental services optimally. This will help form integrated government services that can provide global services meeting the needs of the customer and pushing the wheel of transformation toward a knowledge economy.
Dubai Women’s Establishment implements Dubai Smart Government’s GRP systems

Dubai Smart Government (DSG) has announced that Dubai Women’s Establishment (DWE) recently adopted DSG’s Government Resources Planning (GRP) systems to enable the organization to efficiently and effectively run their financial, logistics, and administrative operations in accordance with government laws and regulations. The implementation of the GRP systems raises the bar for eServices in a bid to meet customers’ expectations and needs.

DSG’s GRP Systems Department will fully support and assist the DWE personnel while they familiarize themselves with the new programs including the Payroll and Human Resources System and the Time Attendance System. The GRP systems will result in efficient and seamless operations and processes in DWE.

The importance of this step is in enabling DWE to fully benefit from the government’s technological resources, solid infrastructure and electronic connectivity through the comprehensive Government Information Network. The network allows the exchange of information among government entities, while maintaining their independence. The GRP systems create an integrated infrastructure to help government entities manage their basic resources efficiently, thereby moving the wheel of e-Transformation forward in the emirate. This is in line with the vision and directives of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

The GRP systems effectively help government agencies in Dubai provide an integrated range of services and use their resources efficiently through securing and managing its internal operations, and reach its ultimate objective of reinforcing Dubai’s leading position. All of these efforts are in compliance with Dubai Government’s regulations.

DSG’s Government Resources Planning (GRP) systems are composed of 28 efficient streams that cover finance, human resources, payroll, inventory, project management and assets management, in addition to e-Job and e-Procurement. The GRP systems integrate the networks of Dubai-based government entities into a unified platform to enable decision makers to access data under the highest standards of quality and performance. To date, GRP integrates more than 60 key government systems to help government entities run their operations efficiently, thus enabling them to better serve their customers.

Du joins Dubai Smart Government’s mPay app

Dubai Smart Government has announced that Emirates Integrated Telecommunication Company (du) has joined its mPay app, allowing the public to settle an array of charges of du’s widespread services including subscription to the Internet, mobile and landline and IPTV packages.

This brings to eight the number of entities participating in mPay. Customers can now settle the fees of their transactions with a number of government and private entities from one place, thereby saving time, effort and cost.

“du” customers using Android and iOS devices can download the app for free and register to be able to simultaneously inquire about and pay the fees of post-paid mobile phones, landline phones, the Internet and TV channels provided by du to its subscribers. “du” customers can also make use of the other services provided by the entities participating in the app easily and rapidly.

This mPay app service allows customers to inquire and pay the fees of the participating entities, either through the app available on smart devices (Android and iPhone), or through SMS to 4488 in conjunction with registration through the dedicated website https://mpay.dubai.ae. The fees can also be paid through periodic auto-payment request or at the customer’s discretion. Customers can also use the “multiple accounts” feature to schedule several payments on set dates.

The list of other party’s services joining the application includes a selected number of services such as: Salik and Nol recharge, payment of traffic fines, payment of electricity and water bills and donations to Al Jalila Foundation and Dubai Cares over and above the currently added du services. For inquiries about the service and its updates, please contact AskDubai on 600560000.
In Dubai, five-star services have begun to infiltrate the government sector, adding to its services a touch of creativity and imagination that evoke the story of the Thousand and One Nights, due to what smart technologies have to offer.

Smart Taxi app from RTA
The “Smart Taxi” app provide added value to the services of RTA, especially that transportation via taxi is one of the most important sectors supporting tourism in the Emirate of Dubai, in addition to the growing demand for this service by a large segment of the public in the emirate. This app will be fully integrated with the Booking and Dispatch Centre at the Public Transport Agency. The Centre is manned by staff well trained on dealing with advanced technologies making booking a taxicab a smooth, speedy and accurate exercise.

Shake your smartphone to summon a taxi
Once you have downloaded the app and registered for the service, you can just shake your phone to order a taxi. The app is capable of pinpointing your location and sending a taxi to wherever you are, after confirmation from the driver.

Evaluation of driver’s performance
At the end of the trip, the user is provided with a simple 5-point template to assess the performance of the driver. You can also retrieve previous booking requests. The app covers about 495 taxis in Dubai from the ‘Hala Taxi’ fleet.

Memory for automatic identification
The Smart Taxi App can capture the address automatically and recognizes the location of user, which is useful for new commuters or tourists to Dubai, who may not be familiar with the address or location. The idea of including a memory database has been taken into account, so that the previous history can be recalled and you can see the performance of the driver.

Management of reservations in advance
The Smart Taxi app allows its users to either book directly or book in advance. The app has many sophisticated features that make it simple to use and provides a new way to add to the community service and convenience of Dubai.

Smart phone users can download the application on their phones by typing the words (RTA Smart Taxi) in Apple Store on iPhones, and typing (Dubai Smart Taxi) in the Play Store on Android phones.
The gates to goodness at Ramadan
Smart apps and eServices

Smart services in Dubai provide added value to the religious values of the society. This added value comes from the bouquet of eServices and various smart applications provided by government agencies through different channels, whether it is through websites, via smartphones, or call centres.

In this article, we review a range of religious services that add to the goodness of Ramadan and Eid.

IACAD mobile app
Smartphones have become so common place, that governments have taken for granted that services should be provided on such devices. Users expect Qibla (direction of Mecca) services which can be easily calculated using GPS on a smart device. Smart devices are also now common in mosques to enable easy finding and reading of the Koran. One can use the electronic version to listen to your favourite verses or get translated or interpreted pieces of the verse.

The Department of Islamic Affairs and Charitable Activities (IACAD) has a very comprehensive app which goes beyond the above mentioned features. Services include:

- Nearest Mosque Service: It locates the nearest mosque to the location of the user in Dubai.
- Prayer Times Service: provides prayer timings, with the capability to recall the date of prayer.
- “Astaftena” (Seek our rulings) Service: It provides answers to inquiries about fatwas by a group of scholars.
- “Estasherna” (Consult us) Service: It provides family religious counseling.
- Determining the direction of Qibla feature: To identify the direction of Qibla.

The application also provides a range of information relating to the news department, charities and Quranic centers, as well as religious centres licensed in Dubai.

The department is preparing for a new version of the application able to provide its own information materials, such as audio and video publications, magazines, and all electronic services provided through its website, displaying the Friday Khutba, as well as providing an electronic copy of Sheikh Maktoum’s Koran.

Dubai Smart Government mPay app
Dubai Cares has joined the mPay Portal service and app to stimulate and facilitate financial contributions by donors supporting its humanitarian projects. Accordingly, the service now covers four government entities, including Roads & Transport Authority (RTA), Dubai Police, Dubai Electricity & Water Authority (DEWA) and most recently Dubai Cares.

Also Al Jalila Foundation for Medical Education and Research has joined Dubai Smart Government’s ePay
ePay is used for settling fees of government services in partnership with a number of major banks in the UAE, thereby allowing donors to the foundation to benefit from donation services via the Internet and the other channels provided by the gateway.

### General Authority and Islamic Affairs Mobile App:

The application is your gateway to know and use the services provided by the General Authority of Islamic Affairs and Endowments (GAIAE) in the UAE. It consists of several sections:

- **With the Fatwa service**, you can access Fatwa archive or send a new one. For this purpose, the application offers you a platform through which you can send an SMS or an email.
- **The mosque section** offers information on prayer timings, Qibla direction and the nearest mosque to your location. Haj and Umrah section explains various steps and rituals you may need to know as a pilgrim. You can also send your complaints and suggestions, and be informed about all of the UAE accredited Haj and Umrah operators.
- Other sections include Friday Khutba, the content of which you can read, listen to or download at your convenience. Additionally, the application has a collection of stored and downloadable publications by the GAIAE, an update of the GAIAE's news and information as well as that of endowments.

### Zakat Fund Mobile App:

Zakat Fund offers its services on smart phones through three packages: The First Package is for users; the Second is for Zakat Donors and the Third Package is for deserving people. The app deals with al-Fitr Zakat within the seasonal projects launched by the Fund each year for the delivery of Zakat to those who need it most.

### Khayer mobile app:

It enables good people, at any time and from any place, to safely donate money for a wide range of aspects of charity work such as the care of orphans, charity to the poor, and helping students, relief work, Zakat, and the building of mosques, printing the Koran, and many other aspects of donation.

### SMS donations app

This application displays a list of charitable organizations in the UAE, which accept donations via SMS, and it's done by touching a button to send donations via text message to the number approved by the charity. The application includes 16 approved in the UAE, through which we can donate and pay Zakat charity during seasons such as Ramadan. The application provides an easy way to pay Zakat and flexible way to choose one of the charities listed, namely:

- General Authority for Islamic Affairs and Endowments, Red Crescent Society, the General Secretariat of Awqaf - Sharjah, Sharjah Charity Association, Patient's Friends Committee, Ihsan Charitable Society, Rahma Charity Association, the Zakat Fund, Beit Al Khair Society, UAE Barq Khair, Big Heart for Syrian Children of Syrian refugees, Sharjah Social Empowerment Foundation, Awqaf and Minors Affairs Foundation, Dubai Charity Association, Dar Al Ber Society and Dubai Cares. Note that this application only works in the UAE.

### Eid Al Fitr in Dubai

During the happy and joyful moments celebrated in Eid, Muslims do not forget the poor and those in need, and they think about them by donating “Eid gifts” through charitable organizations in Dubai approved to receive donations of Eid gifts. For more information, one can check The Department of Islamic Affairs and Charitable Activities webpage: www.iacad.gov.ae.

Dubai Smart Government is providing an SMS service for inquiring about prayer timings as well as the timings of Iftar and Imsak only during the Holy Month of Ramadan in co-operation with Islamic Affairs and Charitable Activities Department. Send the code P to 4468 to get the timings. For further information, please call AskDubai on 600560000.

Paying your Zakat

In addition to the mobile application, Zakat fund provides a service for Fatwa and Zakat calculation through its IVR system where you can call the toll-free number 80083333, ask a question and get an answer within minutes from the Fund's mufti during office hours or alternatively register a fatwa request and get a reference number.
HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, recently wrote an article titled ‘The Emigration of Minds’. It has been widely cited, reprinted and translated into many languages. In this article, HH Sheikh Mohammed examines the global phenomenon of brain drain that affected developing nations and the surprising new results from a LinkedIn study.

The study by LinkedIn, the world’s largest online professional network and recruitment platform, measured the net international movement of talent among its members. Its research covered 20 countries and found that the UAE was one of the winners in attracting talent from all over the world. For attracting talent, the UAE was placed higher than emerging economies such as Brazil, India, South Africa and Saudi Arabia; and could be compared to Singapore, Switzerland and Germany in this regard. Spain, Britain, the United States, Italy and Ireland are the largest exporters of talent, according to the study. The study showed that there was a reversing trend of brain drain from advanced countries to developing countries.

Facilitate the lives of the people
This is the principle which was announced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, when he launched first the eGovernment initiative, and then the smart government. Sheikh Mohammed realized that the best talents around the world are looking to live and work in countries where it is easy and convenient to deal with government. In his article, Sheikh Mohammed considers this mission his sacred task with the administration carrying a responsibility to go beyond satisfaction towards happiness of the people.

Ease of doing business in Dubai
One of the most important results of smart transformation in the UAE is issued in a report on the ease of doing business in the country. This means attracting investment capital in the region, and thus providing more job opportunities, trade, influx of entrepreneurs, and entrepreneurs who wish to achieve their dreams. In fact, with the high flexibility in the legal system to license companies in more than 20 free zones around the UAE, the country has become a paradise to start a business.

Protecting human dignity
Programs such as the system of unified complaints for the smart government, the mystery shopper program for achieving customer satisfaction, and the various excellent performance programs, represent a safe haven that preserves human dignity, ensures the right to live, and provides an opportunity to search for careers and ambitions, so that UAE become the land of rich earnings and dignified living.

### Countries ranked based on the attraction of talents

<table>
<thead>
<tr>
<th>Country</th>
<th>% Movement</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirates</td>
<td>+1.3%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>+1%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>+0.9%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>+0.9%</td>
</tr>
<tr>
<td>Singapore</td>
<td>+0.5%</td>
</tr>
<tr>
<td>South Africa</td>
<td>+0.5%</td>
</tr>
<tr>
<td>India</td>
<td>+0.5%</td>
</tr>
<tr>
<td>Germany</td>
<td>+0.4%</td>
</tr>
<tr>
<td>Australia</td>
<td>+0.3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>+0.2%</td>
</tr>
<tr>
<td>Canada</td>
<td>+0.2%</td>
</tr>
<tr>
<td>Mexico</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Sweden</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>0%</td>
</tr>
<tr>
<td>Ireland</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Italy</td>
<td>-0.1%</td>
</tr>
<tr>
<td>United States</td>
<td>-0.1%</td>
</tr>
<tr>
<td>France</td>
<td>-0.2%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Spain</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

### Top professionals moving to UAE
1. Management
2. Engineering
3. Sales
4. Accounting
5. Skills linked to lifestyle

### Top countries moving professionals to UAE
1. India
2. UK
3. Pakistan
4. USA
5. Saudi Arabia
HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai has launched the official UAE Government YouTube channel (www.youtube.com/uaegov) and Sheikh Mohammed affirmed that the federal government is determined to make its services available to all through all channels.

The channel clearly describes and explains government services for users, as part of the wise leadership’s efforts to employ state-of-the-art communication technologies for government work and modern means of communication for the benefit of the country and all its inhabitants. It will become an official source of news on the federal government. It includes several main sections, namely: “Department of government services,” which reviews the most important services provided by the various ministries and government bodies for citizens and residents, while providing video clips, illustrating procedures of government services using several techniques such as “infographics”.

These sections are easy and clear, and allows the various segments of the public to use them. The sections and visual materials will also reduce the need for issuing or printing of guidelines currently in circulation. There is also the Department of “innovative sections” which will go behind the scenes of governmental work during various projects implemented on the ground; giving the public the ability to follow-up work by distinguished Government teams. Additionally, there is the “Department of initiatives and awareness campaigns,” which focuses on the dissemination and promotion of awareness campaigns launched by the ministries and federal agencies, and it helps provide care and services citizens and residents. Finally, there is the “Department of achievements and success stories,” which shows clips and film materials for the purpose of raising public awareness about the successful progress.

Snapshots from the biography of Dubai on Instagram
The first biography of a city through the eyes of its people

#MyDubai
Dubai Police app
By Dubai Police General HQ

You can get the application from the app stores of Google & Apple

1. The main page showcases all the features of the app. It can also be activated through sound, by touching the microphone icon and saying the name of the service.

2. If traffic services are selected, the screen displays most important traffic services including payment of fines, payment of booking fees and «We are all police» service.

3. On selection of mobile services, the screen displays commonly used mobile services as well as profiles services such as ‘Get a good conduct certificate’ or ‘updates on roads’ or vacancies.

4. An outstanding service on the app is the ‘Request Help’ service for emergencies. Pushing the button sends the GPS coordinates directly to the police rescue team for rapid assistance by the police patrols.

For more information about this service, you can call:

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