



Why Mobile Government? Case studies in Brazil

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Knowledge, Innovation and Best Practices in e-Government

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Why Mobile Government? Case studies in Brazil

Agenda

What M-Gov is?

Why M-Gov should be a priority in Latin America?

Figures

Nature of services

Driving forces

Applications

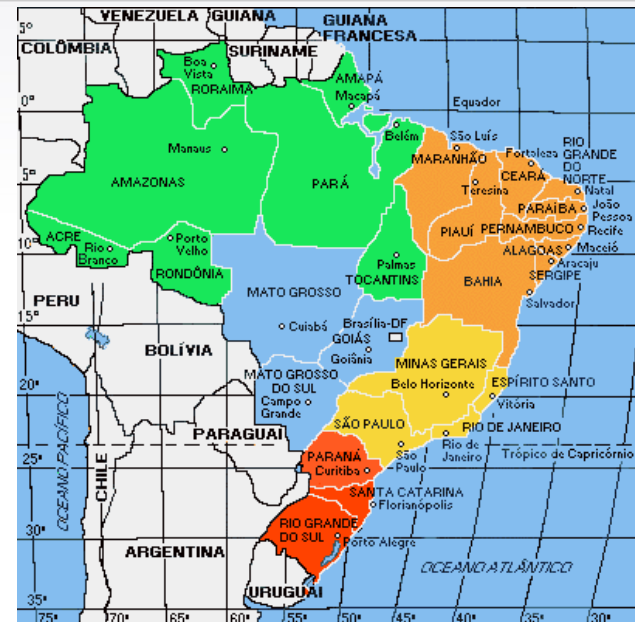
Cases



Canada

Area: 9.970.610 km²

Pop.: 32 millions (2004)



Brasil

Area: 8.514.215 km²

Pop.: 187 millions (2006)

M-GOV
Cidadania Móvel

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What M-Gov is?

Mobile Government or Government with Mobility

Public services delivered in mobile phone and wireless devices

M-Gov comprehends the wireless infrastructure and mobile public service units

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Why M-Gov should be a priority in Brazil?

TV: 98%

Cable TV: 7%

Radio: 89%

Fixed phone: 45%

Mobile: 74% (21% with Internet access)

Desktop: 24%

Notebook: 1%

<http://www.cetic.br/tic/2007/indicadores-cgibr-2007.pdf>

Source: IPSOS – Figures for Brazil

Why M-Gov should be a priority in Brazil?

Cell phone: 74% (~ 140 mi)

calls: 77%

SMS messaging: 51%

pictures/images: 15%

songs and videos: 11%

Internet: 5%

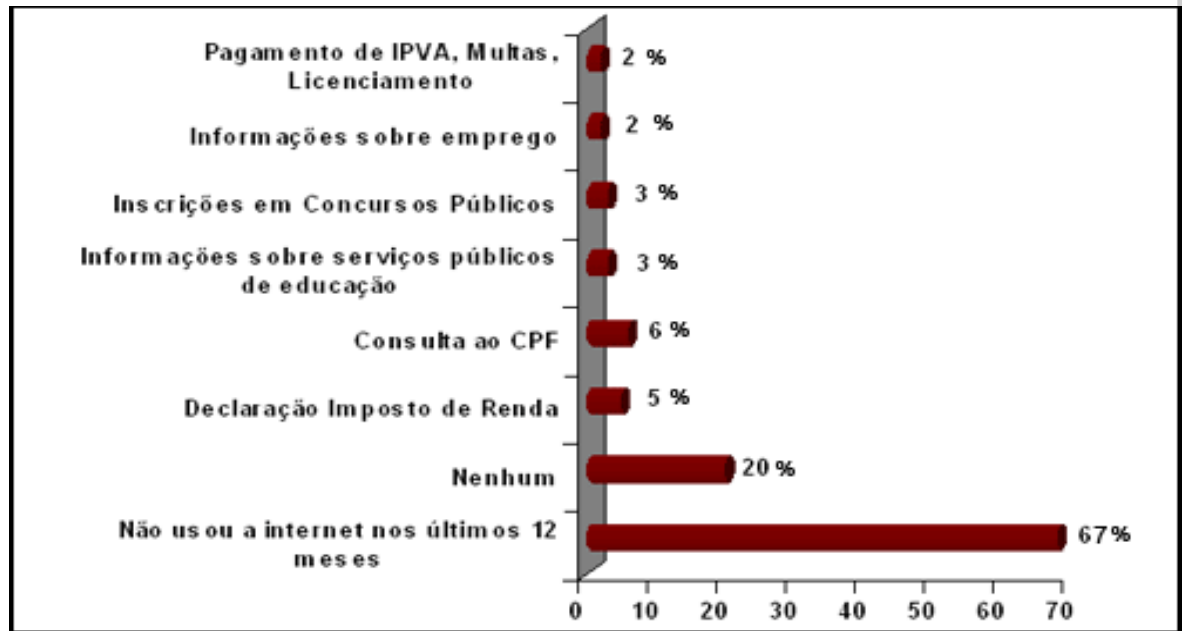
<http://www.cetic.br/tic/2007/indicadores-cgibr-2007.pdf>

Source: IPSOS – Figures for Brazil

Why M-Gov should be a priority in Brazil?

E-gov services ranking of usage in Brasil
Percentage of population

Source: IPSOS



<http://www.nic.br/indicadores/usuarios/rel-gov-01.htm>

Why M-Gov should be a priority in Brazil?

- more than 90 millions of active mobile phone
- ringtone downloads - 30 millions per month
- SMS messages - 900 millions per month
- applications downloads - 2 millions per month
- revenue - R\$ 2,5 billion (2005)
- 89% of coverage

Source: SVA Teletime Guide 2005, figures for Brasil



Canada figures:

- Almost 17 millions (52%)
- text messages: 160 millions per month
- revenue: CAD 9,5 billion (2004)
- 98% of coverage

- Source: CWTA

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Why M-Gov should be a priority in Brazil?

Mobility is in the nature of many governmental actions

- Traffic
- Agriculture
- Police
- Inspectors
- Home health care

Why M-Gov should be a priority in Brazil? Driving forces and differentiating factors

- **Changing patterns**
 - public service wherever people are and whenever people need

“The public service that fits into your pocket”

Driving forces



Demanding for better services

people want services to be more readily available with a high standard. Innovations in a private services pressure for more in government services

Emergence of mobile Internet

the development of 3G mobile technology provides capability for more and better government applications

Improvement in e-government

mobile government is not a replacement to e-gov but complementary to it, providing a new platform to access services

Differentiating factors

Customized services: not shared

Personal computer may be shared among users, mobile devices are single user

Increasing number of users

Mobile devices user exceed the wired internet users and reach a variety of audiences, including people who have no training or experience with computers and the internet

Applications

M-communications: improving communications between government and citizens (G2C, C2G)

M-services: m-transactions and m-payments

M-democracy

M-administration: improving internal public sector organizations (G2E)

Sucess stories

1) ICT applied to the carnival feast in Salvador, Bahia – PRODASAL, Local Government IT Agency

Opportunity: to take part of the street carnival is an unique experience and the real fans take all year long to get ready for – songs, lyrics, appropriate dress, rehearsals

Service: SMS information along the year for subscribers call attention for deadlines and news. Integrated with the web services

Business model: free of charge subscription, local authority pays the carriers

Sucess stories



2) SPID – Piauí Information Service on Mobile Phone – State of Piauí Government IT Agency

Opportunity: increasing number of phone calls and on site requesting information on services provide by utilities (water, electricity, car registration

Service:

- **SMSing car register number you get info on police registers, fines**
- **Water and electricity – push system – monthly bill**

Busines model: users have to download applications and pay for the amount of data traffic

GPRS technology much cheaper than SMS or Wap

Sucess stories



3) Teatro Guaira agenda on mobile phone – CELEPAR, State of Parana IT agency

Opportunity: Teatro Guaira is 4 auditoriums theater, with a daily program for almost 400 thousand audience a year. To call attention of viewers for the cultural agenda of the most important theater in the State

Service: SMS information on cultural agenda sent to subscribers. Next step is ticket sale available on mobile phone

Business model: free of charge subscription, State authority pays for messages sent

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Sucess stories



4) Information Service on Palm PC and smartphone – Caixa, Federal Bank

Opportunity: Caixa Federal Bank is both a regular bank and operates state lotteries and some welfare programs funds.

Service:

- lottery results is available on PDA**
- Welfare program balance available on smartphone and PDA**

Business model: free of charge

Sucess stories



5) Mobile services outsourcing – Correios, Brazilian Post Office

Opportunity: ECT Post Office is the public service with the largest capilarity in the country. It reaches all households, no matter it is in the Amazon Jungle or in a suburb in Metropolitan areas.

Service: taking advantage of it is capilarity, ECT Post office offers mobile outsourcing service for utilities. Each Post man may deliver bills on line and real time

Business model: services paid by utilities companies

Sucess stories



6) Job seeker SMS service – CELEPAR, State of Parana IT Agency

Opportunity: this statewide program serves to facilitate interaction for those seeking employment as well as for companies seeking qualified employees. 95% of unemployed people registered in this State service have mobile phone.

Service: Job seeker has to register his/her skill at the State Agency. When a new position is available and the job description matches, a SMS message is sent. He/she has 24 hours to show up for an interview

Business model: service free of charge. State government pays the carriers for the messaging.

Sucess stories



7) SMS service for agrobusiness – CELEPAR, State of Parana IT Agency

Oportunnity: farmers depend upon prices of goods regulated by commodities market to make business.

Service: A SMS message is sent for each registered farmer with the daily price of the products they grow.

Alert message is also sent for the region with very low temperature forecast.

Business model: service free of charge

Sucess stories



8) Fire Department inspection service – Minas Gerais State Fire Department

Opportunity: Fire Department is in charge of all inspections of buldings safety conditions. Poor integration of information on safety aspects of a building during a rescue operation.

Service: All infomation on safety conditions of a building is stored in a PDA device. Data is transmitted to a central station using a cell phone conected to a PDA via infrared. No form manual filling and no data typing.

9) Push service – Tribunal of Justice, State of Rio de Janeiro

Opportunity: a lot time waste to give information to lawyers with a not closed case at the Tribubal

Service: a message is sent for each registered lawyer evey time his case documents flows in court

Barreers

- **Who pays the bill?**

 - differentiating services of public interest and value added services

- **Business model**

 - the value chain, the market share and the public-private partnership

- **Info security and privacy**

- **Lack of applications**

M-GOV

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