

## Mobile Access

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*Providing Government Services in a Mobile World*



# Mobile Technology – What is It?

- Portable Technology
  - » Hand Held Devices
    - PDA
    - Mobile Phone - iPhone, Blackberry
    - iPod
  - » Small Computing Devices
    - iPad
    - Notebook
    - Netbook

# Mobile Technology – What is It?

- **Delivery Network**
  - » WiFi
  - » Mobile Carrier – CDMA, GPRS, 3G

# Offering a Mobile Service

- Evaluate the Benefits
- Types and Examples of Service Offerings

## Carefully Evaluate Benefits

- **Benefits to Customer**
  - » Immediate Access to Information
  - » Service Availability, Payment Capability
  - » Who Will Adopt
  - » Business Case
- **Benefit to You**
  - » More Avenues to Customers
  - » Better Customer Perception of Your Organisations
  - » Offering a great public service

# Types and Examples Of Service Offerings



- **Customer Facing**
  - » Director Search
  - » Company Search
  - » Secured Asset Search
  - » Payment
- **Internal Users**
  - » Insolvency Case Management

# Technology Components

- Service Component
- Delivery and User Interface Component

- Service Component Technology
  - ➡ Standard Web Page Interaction
  - ➡ XML and Standards – e.g. SOAP, SMS
  - ➡ Restful Services – SOAP on a rope
  - ➡ Ajax

# UI and Delivery Component Technologies



- ➡ WAP
- ➡ SMS
- ➡ Browser on Device - HTTP
- ➡ Custom Applications – e.g. iPhone App

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➡ WAP

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# UI and Delivery Component Technologies



## ➡ WAP

- ⊕ Developed in 90's for Mobile Devices
- ⊕ Obsolete

## ➡ SMS

## ➡ Browser on Device - HTTP

## ➡ Custom Applications – e.g. iPhone App

# UI and Delivery Component Technologies



## WAP

- ⊕ Developed in 90's for Mobile Devices
- ⊕ Obsolete
- ⊕ Talked about Here to Demonstrate Uncertainty

# UI and Delivery Component Technologies



## ➡ SMS

- ⊕ Aged and Proven
- ⊕ Available on All Handsets
- ⊕ Heavily Adopted
- ⊕ Deliver Not Guaranteed to Be Timely

# UI and Delivery Component Technologies



## ➡ Browser on Device – HTTP

- ⊕ Available on Nearly Every Mobile Device
- ⊕ Widely Known Interface
- ⊕ Abundance of Development Skills
- ⊕ Some Pitfalls – See Later

# UI and Delivery Component Technologies



- Custom Applications – e.g. iPhone, App
  - ⊕ Rich Interface
  - ⊕ Seamless
  - ⊕ Always “On” End User
  - ⊕ Well Published “How To”
  - ⊕ Some Pitfalls - Later



# Pitfalls



- Security Issues
- User Interfaces (and even browsers) inconsistent.
- High Maintenance Cost to Your Organization.
- Unfair Advantage

# Recommendations

- Ensure Your Business Case is Sound
- Build Open Services – XML/HTTP Based
  - » Facades
  - » Standard, Documented and Published Interface
- Outsource UI development by Publishing Interface to Service – PLANT THE SEED
- Watch This Space