Mobile Access

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 Technologies

• 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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  - Developed in 90’s for Mobile Devices
  - Obsolete
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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
Revolutionary

• This device will Revolutionize the mobile business.
• Primarily Due to Built-In 3G
• Competitors will follow
• More Features?? XXX
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