

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 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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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

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