



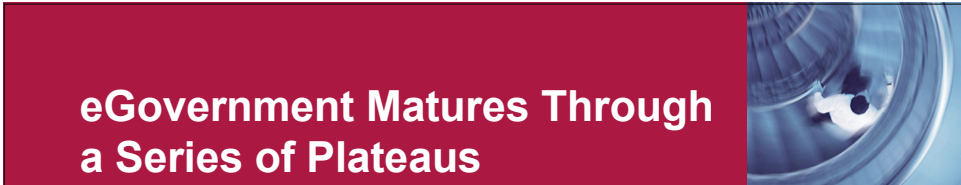
accenture

Innovation delivered.

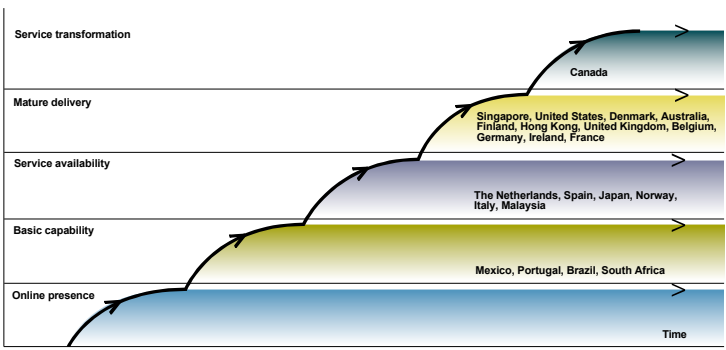
**eGovernment Leadership:
Engaging the Customer**

June 17, 2003

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**eGovernment Matures Through
a Series of Plateaus**

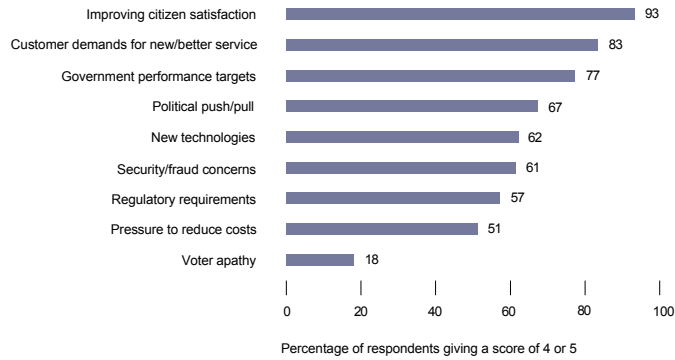


Stage	Associated Countries
Service transformation	Canada
Mature delivery	Singapore, United States, Denmark, Australia, Finland, Hong Kong, United Kingdom, Belgium, Germany, Ireland, France
Service availability	The Netherlands, Spain, Japan, Norway, Italy, Malaysia
Basic capability	Mexico, Portugal, Brazil, South Africa
Online presence	(No specific countries listed)

Time

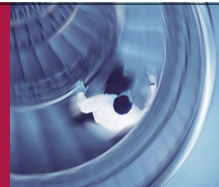
2

Value Drives eGovernment Decisions

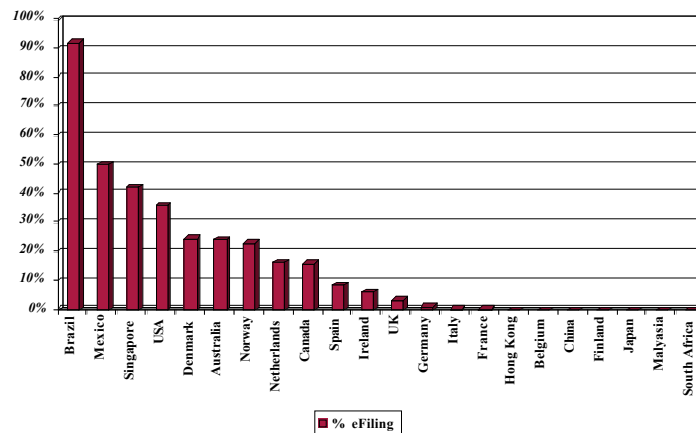


3

Percentage of e-Filings – Individual Income Tax

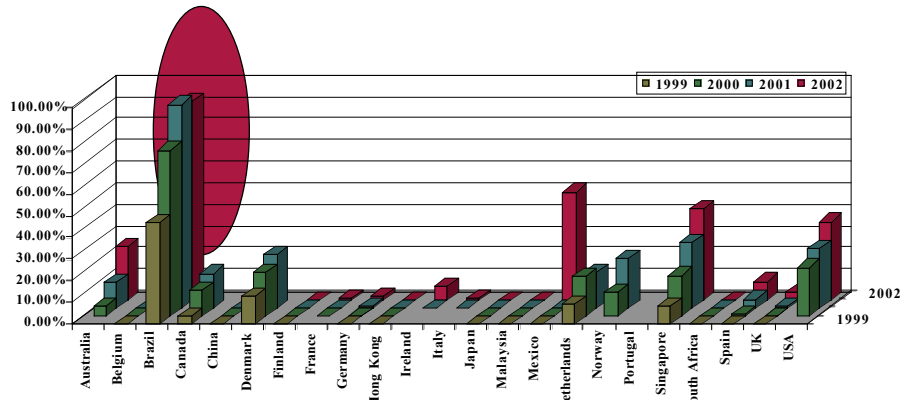


Country % e-Filing - Self-Filed Individual Income Tax
(highest % year per country)



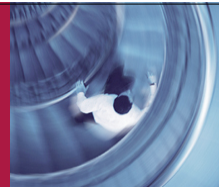
4

Year by Year – Percentage of e-Filed Returns (Individual)

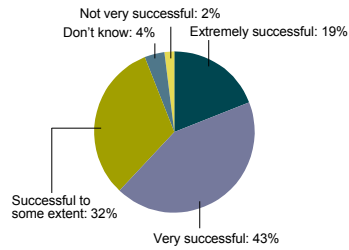


*% of E-Filing Increasing Year Over Year in:
Australia, Canada, Denmark, France, Germany,
Ireland, Norway, Singapore, UK, US*

New eGovernment Performance Metrics Are Needed

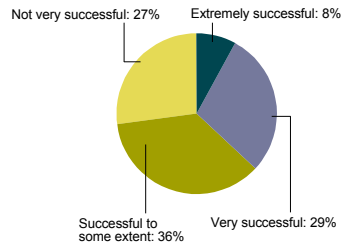


How successful organization has been to date in meeting performance-related targets



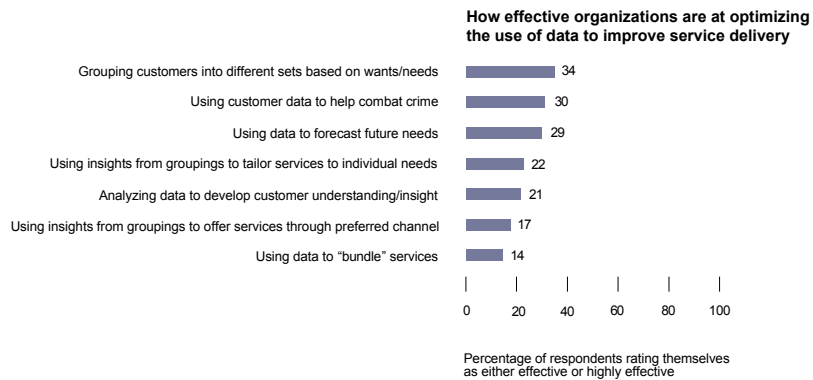
Percentage of respondents

How effective organization has been in meeting key objectives



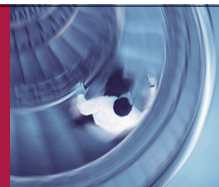
Percentage of respondents

Governments Are Ineffective at Using Data to Improve Service



7

Four Criteria Should Guide eGovernment Investments



Infrastructure

Government to citizen

Government to business

Government to government

eGovernment requires a framework for operations in order to assess value and ensure progress. Analyze four criteria:

- Government to Citizen – Does it reduce bureaucracy for the citizen?
- Government to Business – Does it simplify business processes?
- Government to Government – Will it lead to greater efficiency?
- Infrastructure – Does it make use of, or improve, existing infrastructure?

8

Governments Should Use Marketing to Drive Take-up

