

Basic e-Government

Your digital readiness kit



Basic



Advanced



Digital



AI-Enabled

Where you are and what it means

You focus on delivering simple but critical government information to the public through your websites. This information is accessible, updated regularly, and available for download.

Examples of this information include your agency's vision and mission, official forms, office hours, contact information, and program eligibility.

You provide a one-way interaction to the public, typically addressing citizens, residents, visitors, immigrants, and businesses. Most of this information is static and often delivered in a format originally designed for paper-based records.

The main difference between this stage and other higher stages is that here, governments only provide information on websites and two-way interaction is not possible.

What's next in your journey?

In the next phase, Advanced e-Government, there is two-way interaction between citizens and government, and transactional services delivery. This phase also starts to feature mobile, social, and other channels to relay information.

Strengthen your digital readiness with these actions

To progress to the next stage, governments should:

Consider how people prefer to interact today.

Expectations have been shaped by private sector consumer experiences, smartphone apps, and social media.

Move beyond a web presence.

Citizens expect a consistent user experience across multiple channels, accessible 24x7 from any device. Extend access to services across the Internet, mobile, social media, text, and other devices to address these expectations.

Consider collaborating with other agencies.

Provide a consistent experience across related government services. Break down agency silos to get a complete view of citizens to provide personalized services that greatly exceed their expectations.

Understand and empathize with how people find information.

People often need to understand the government agency structure to know where to look for information. Analyze their paths to accessing the information and use design thinking methodologies to better understand their needs.

Develop technology infrastructure.

All countries implementing e-Government have struggled to develop a basic infrastructure to take advantage of new technologies and communications tools. Modernize legacy technology to quickly deploy services.

Do you have the right leadership in place?

To be successful, e-Government projects must build trust within agencies, between agencies, across governments, and with businesses, NGOs, and citizens. Strong leadership can help build confidence in programs and inspire innovation.

Do you have a future-ready workforce?

Train and hire workers with the right skills and foster a culture in which they feel empowered to innovate and be agile. Government is going through a major demographic shift, with baby boomers retiring and millennials filling those jobs.

Think big, start small.

Start with short-term projects that yield early results. This helps build trust and provide insights that could highlight areas for larger scale projects.

Resources

Interested in learning more about what digital readiness means?

- 1 “The challenge is not to create from scratch, but to combine existing technologies and data sources to create new solutions.” —Dr. Reinhard Brandl, German Parliament
[Hear how Dr. Brandl created a vision for government](#)
[Read Dr. Brandl’s blog about improving people’s lives](#)
- 2 The Port of Rotterdam opened in the 14th century, handles 130,000 vessels annually—and has set its sights on becoming the world’s smartest port. IBM is working to bring this digital platform of the future to life.
[See the world’s future smartest port](#)
- 3 Across industries, data is crucial to prevention. How and why?
[Read how AI is helping combat the opioid crisis](#)
[Read a Q&A with a health and human services expert](#)
- 4 Was your city one of the top ranked in the 2017 Digital survey?
[Check out the survey](#)
- 5 If you’re ready for a deeper dive, download our 2018 Digital Transformation Solutions Brief and learn how to transform the business of government.
[Download the Solutions Brief](#)
- 6 Sarah lives in a future where her government is able to proactively and personally meet her needs.
[View our infographic](#)
- 7 We explore how governments can gain citizen trust in this new era on our Digital Transformation website.
[Visit our website](#)
- 8 Ready to dive in? We offer a 1-2 day workshop where you can begin your transformation journey. We’ll work with you to identify your vision around prioritized use cases, and define an achievable roadmap.
[About the workshop](#)
- 9 Our IBM Industries blog features news and perspectives from government industry experts.
[Read our blog](#)
- 10 Stay in touch with us on our social media channels.
[LinkedIn](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)