

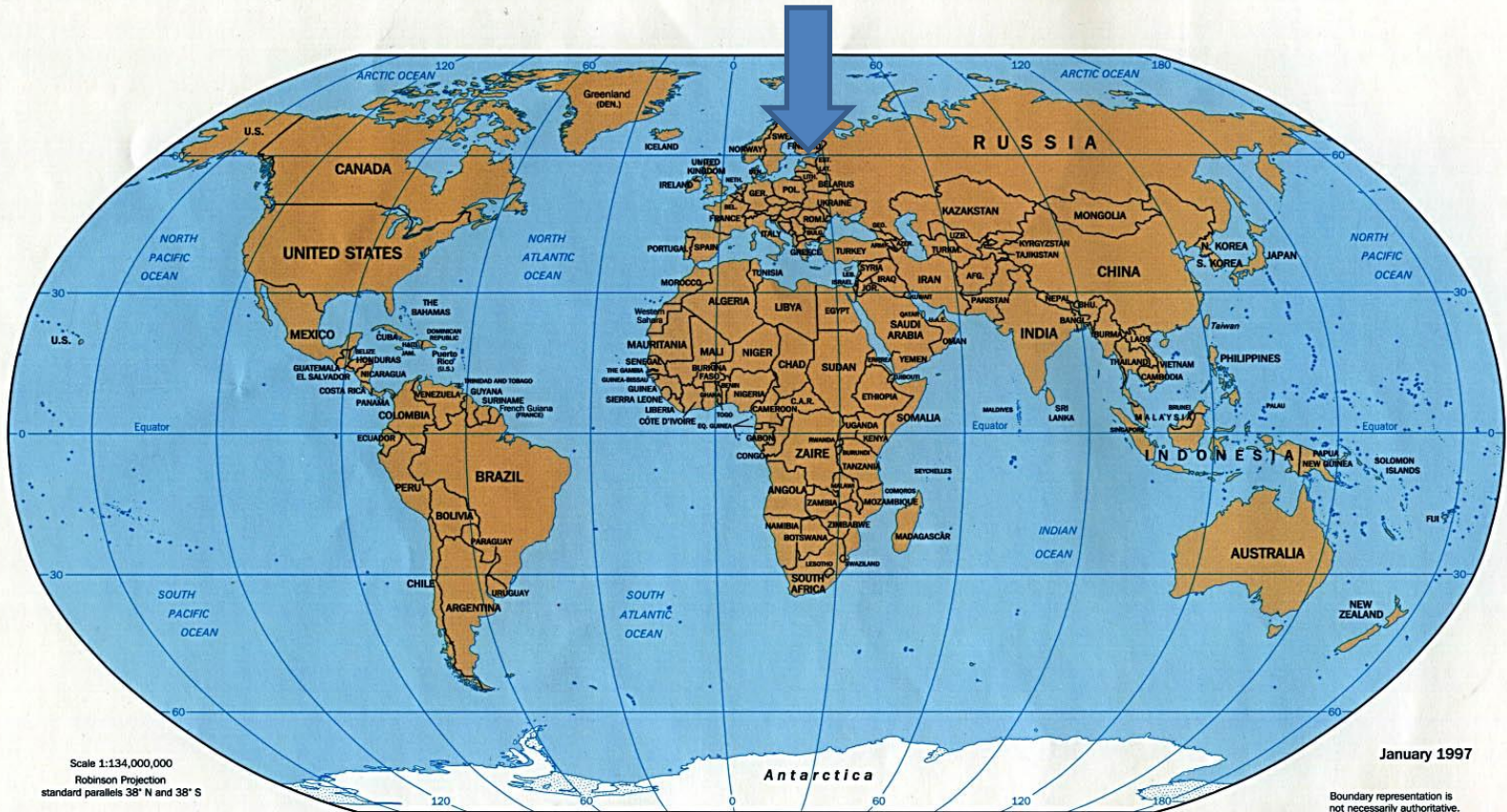
eGovernment Initiatives in Estonia

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Estonia?



Scale 1:134,000,000
Robinson Projection
standard parallels 38° N and 38° S

January 1997

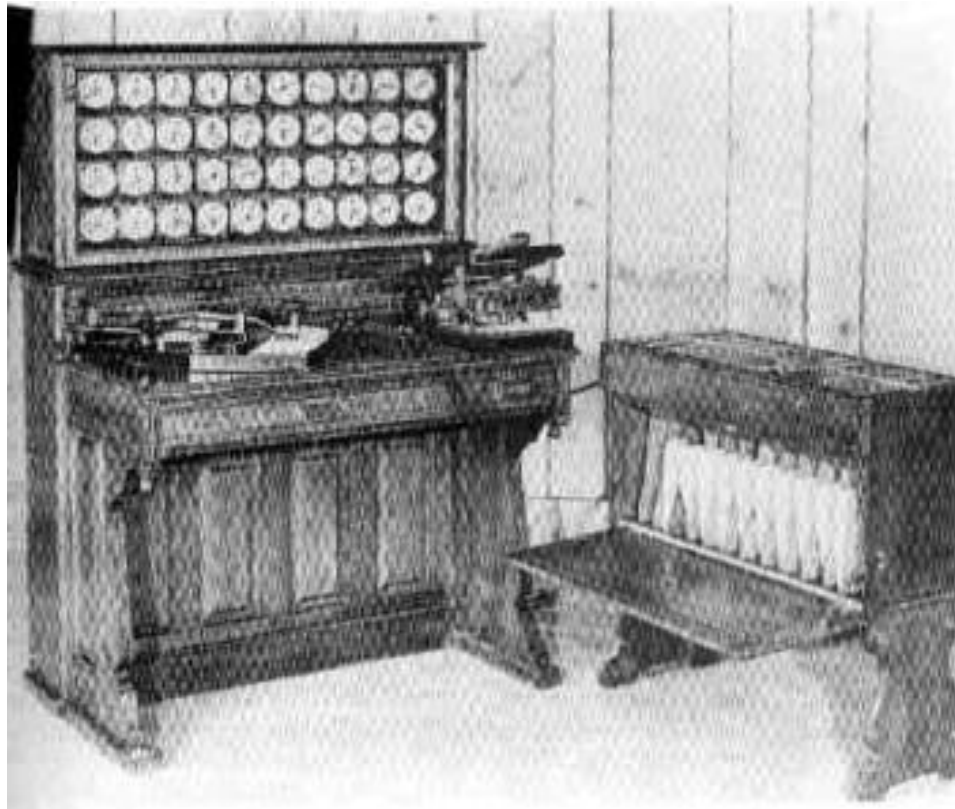
Boundary representation is
not necessarily authoritative.

802543 (R00352) 1-97

- Population: 1.35 million
- Area: 17 462 square mi (45 227 square km)
- Language: Estonian
- National currency: the kroon, EEK (100 senti = 1 kroon)
- Monetary system: modified currency board
- Currency peg: 1 USD = appx. 12.4 EEK (1 EUR = 15.65 EEK fixed)
- Currency peg and currency board fixed by law since June 1992 (originally to the German Mark)
- Tax system: 21% flat income tax, reinvested corporate profit is tax free; 18% VAT
- 1.04 million active digital eID cards as of March 1'st, 2009.

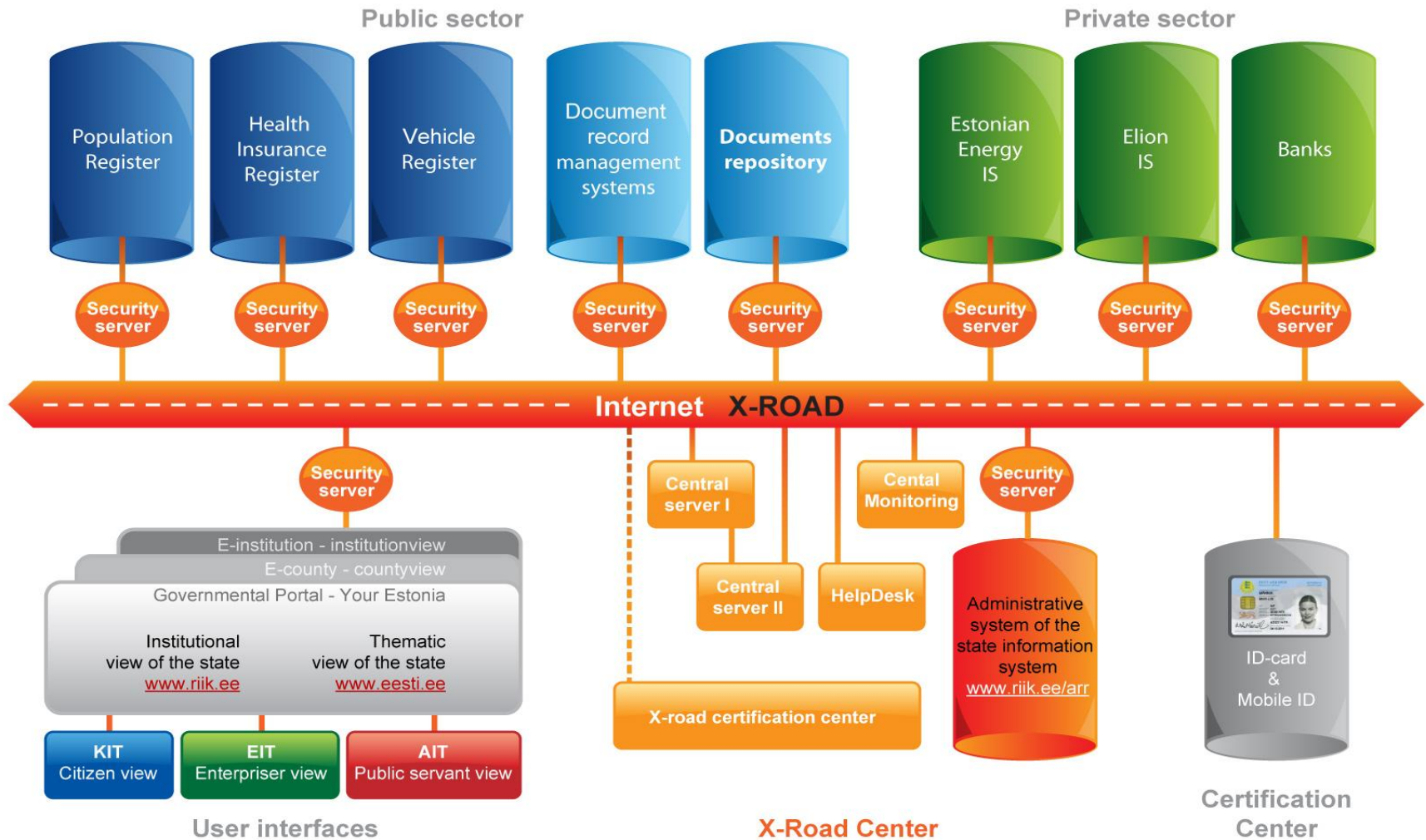
Origins of eGovernment

- Herman Hollerith 1890 US census machine



- Year 1880 US census took 8 years to process
- Year 1890 census needed 6 more categories
- Herman Hollerith proposed the solution, were punch-cards were used
- Census data processing took 1 year.
- 1896, the company named International Tabulating Machines was formed
- 1924 it became International Business Machines ..

Estonian information system



Privacy issues matrix

Controlling	To be Controlled					
	Head of country	Enforcement Agencies	Politicians	Public Servants	Companies	Citizens
Head of country	Red	Red	Red	Light Blue	Light Blue	Light Blue
Enforcement agencies	Red	Red	Red	Red	Red	Red
Politicians	Red	Red	Red	Red	Red	Light Blue
Public Servants	Light Blue	Light Blue	Light Blue	Red	Red	Red
Companies	Light Blue	Light Blue	Light Red	Light Red	Light Red	Red
Citizens	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue

- Central coordination of access policies
- Access policy is very liberal, but totally transparent
- All access to persons data leaves full audit trail
- Person can monitor its own audit log 24/7 online

- There are 90+ centers in 30 nations.
- MIC can be operated jointly by Microsoft and government, universities, or industry organizations and focus on three areas: building skills and intellectual capital through training; creating industry partnerships; and fostering innovation.
- MIC programs offerings are grouped into three areas, all of which are key to the growth of software economies: Skills and Intellectual Capital, Industry Partnerships, and Innovation:
- A Microsoft Innovation Center may have a specific focus in one of the following areas: ISV Development, Software Solutions and Government Solutions, Collaborative Research.

- Challenges on making successful eGov products:
 - Orientation towards non-commercial platforms by developers
 - Developing Solutions, rather than Products
 - Result is not scalable by any means
 - Questionable positioning on global market
 - Unclear business models
 - Very long development cycles
 - Always busy with competing on next public tender
 - Not enough specialists

- It is always about people inside organization. Someone has to be interested about you.
- Become part of the system – be a Partner, BizSpark startup or whatever – but be something in their radar
- Understand how the sales structure of the big company thinks – it is always long-term vs. short-term battle, and often short-term wins, especially on tough times.
- Try to complement to the business model, preferably being a case study, best practice, proof of concept or something else.
- Try to win a business deal together – it's your best way in!
- Does your system scale?

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