Thailand's 3 Year

Digital Government Master Plan

(2016 – 2018)

EGA
e-Government Agency

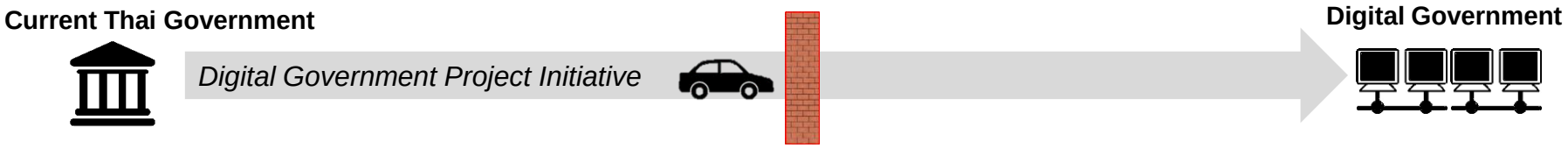
Digital Government Master Plan Project

Electronic Government Agency (EGA)

Today's Meeting Objectives

- **Digital Government Background and Summary Plan**
- **Challenges and Solutions of the 18 Digital Capabilities**
- **Vision and Prioritization of the 18 Digital Capabilities**
- **3 Year Digital Government Master Plan (2016 – 2018)**
- **Going Forward**

A Digital Government Master Plan is required in order to provide clarity in the direction of development across all agencies



5 challenges in developing digital capabilities…

1. Different government agencies **lack a shared vision** in the development of the Digital Government
2. Various systems were developed separately, which results in a **lack of standard** and an **inability for these systems to work together**
3. Budget allocation is not **continuously supported**, leading to **ineffective outcomes**
4. **Lack of personnel with appropriate IT expertise**
5. **Laws** which support the current electronics operations have **not been put to practical use**

which is why it is necessary to develop the Master Plan which consists of…

- Identifying **digital capabilities** which should be **developed by the government**
- Determining the **gap between current digital capabilities** and the **capabilities required** to achieve the To-Be target
- Recommended **measures and project initiatives** required to **achieve the target goal within 3 years**

Study on the main National Strategies and Policies have been carried out to ensure alignment of the Digital Government Master Plan

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General Prayuth Chan-Ocha's cabinet vision (2015-2020)

11 policies under the following vision framework: Security Prosperity Sustainability

National Security Policy (2015 – 2021)

16 policies for the nation's stability, compactness and the people's security

National Economic and Social Development Policy Draft 12th Edition (2017 – 2021)

7 major strategies geared towards becoming a high-income country with high quality of life

Thai Bureaucracy Development Strategy (2013 – 2018)

3 dimensions with 7 factors to develop the Public Sector to excellence and transparency

Information and Communications Technology Policy Framework for 2011 – 2020 (ICT 2020)

7 Strategic goals towards Smart Thailand 2020

Economic and Social Digital Policies (Digital Economy)

5 Strategies to drive integration of communications technology with economic and social activities

Digital Economy & Digital Government

Digital Economy (DE) refers to an economy and society which uses communications technology (or digital technology) to drive the reformation of production processes, business operations, services, education, public health, the government administration including business and social transactions which directly affects the economy's development, quality of life and workforce.

Digital Government* The new design and modification of existing government services using digital information to create new form of government services through Mobile Social Cloud Technology in the internet era with the following characteristics:

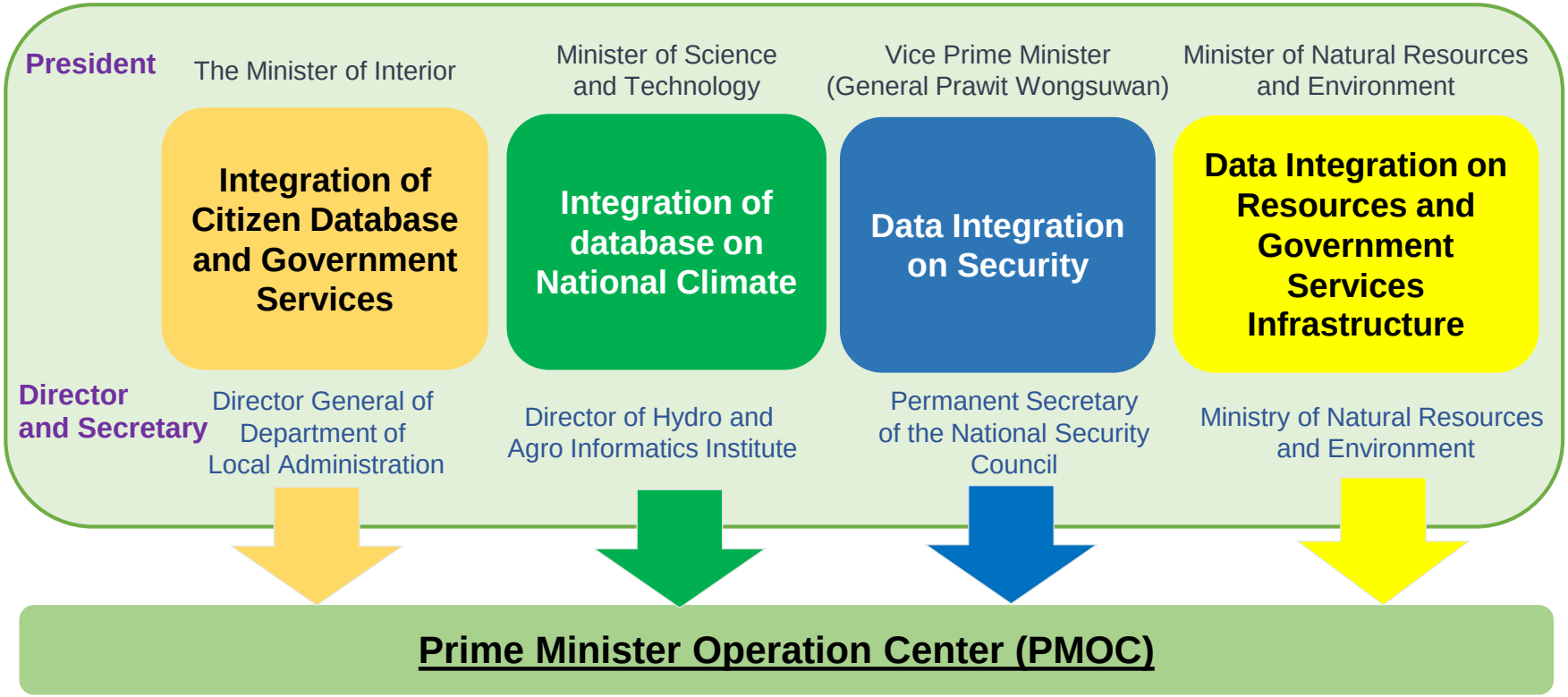
1) **Reintegration:** Integration of various government agencies' work in order to achieve the effective control of public administration
2) **Needs-based holism:** Improving the public sector organization to achieve public services that caters to and is centered around the needs of the citizens
3) **Digitalization:** Fully utilizing the potential in information management systems including prioritizing internet communication which will replace traditional working methods

*** Ref : http://www.digitalthailand.in.th/glossary/glossary2**

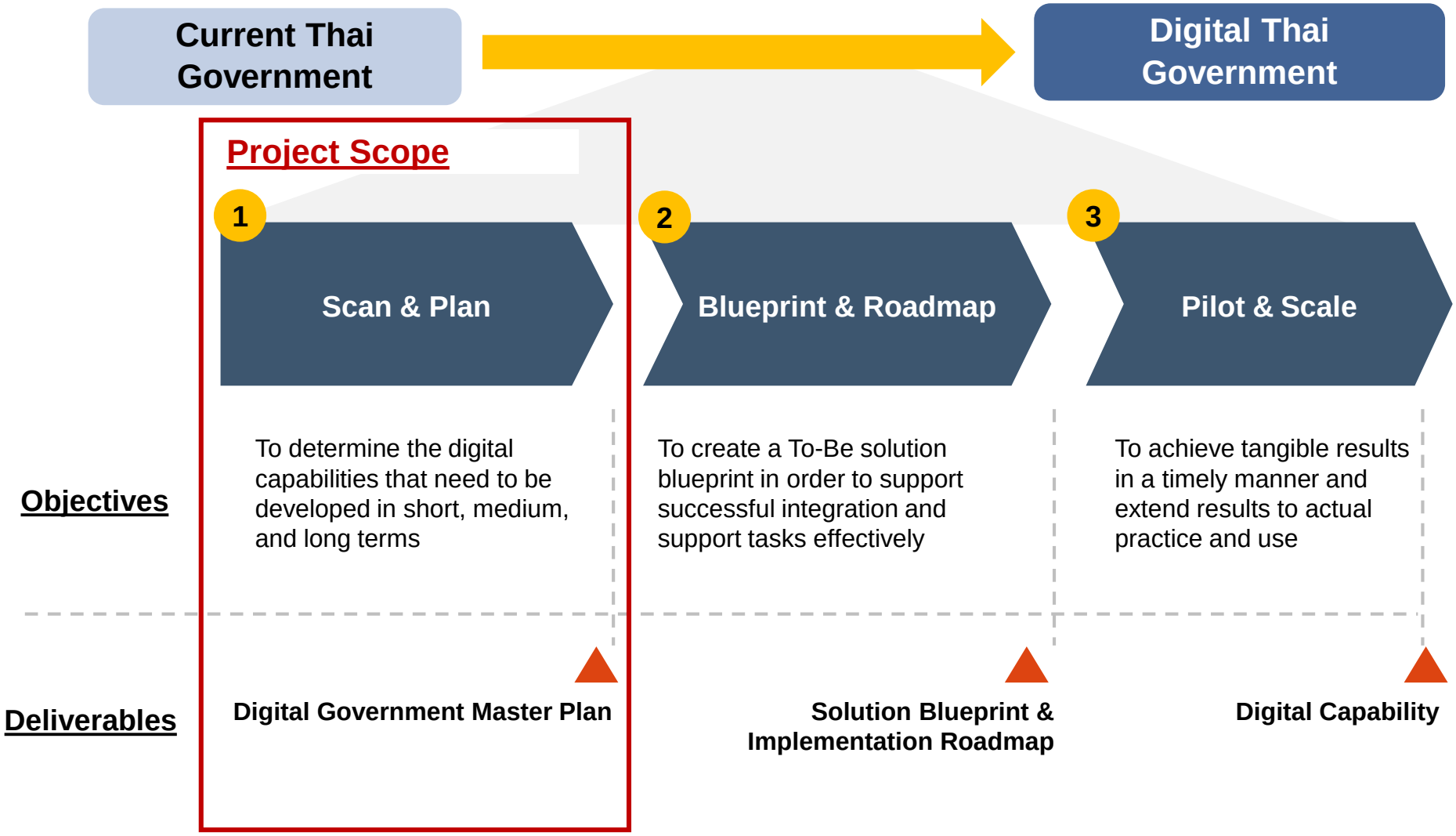
Integration of Government Database Steering Committee Structure

Integration of Government Database Steering Committee

Committee Chairman: Prime Minister General Prayuth Chan-Ocha
Secretary : Songporn Komolsuradej (Permanent Secretary, Ministry of ICT)



The transformation of the current Thai Government to a Digital Government can be divided into 3 phases, the first phase is the development of the Digital Government Master Plan



A total of 26 main Digital Government Capabilities can be determined…

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National Security

- Public Safety
- Crisis Management
- Border Management
- Natural Disaster

Economic and Social Development Services

- Investment
- Tax and Revenue
- Education
- Trade
- Social Development
- Public Health
- SMEs
- Labour
- Utilities
- Tourism
- Agriculture
- Transportation

Government Efficiency

- Procurement
- Asset Management
- Human Resources and Payroll
- Finance and Expenditures

Supporting Capabilities

- Data Integration
- Data Authentication and Verification
- Information
- Feedback
- Technological Infrastructure
- Public Personnel Capabilities

However, the first phase of the project will cover a total of 18 capabilities as follow

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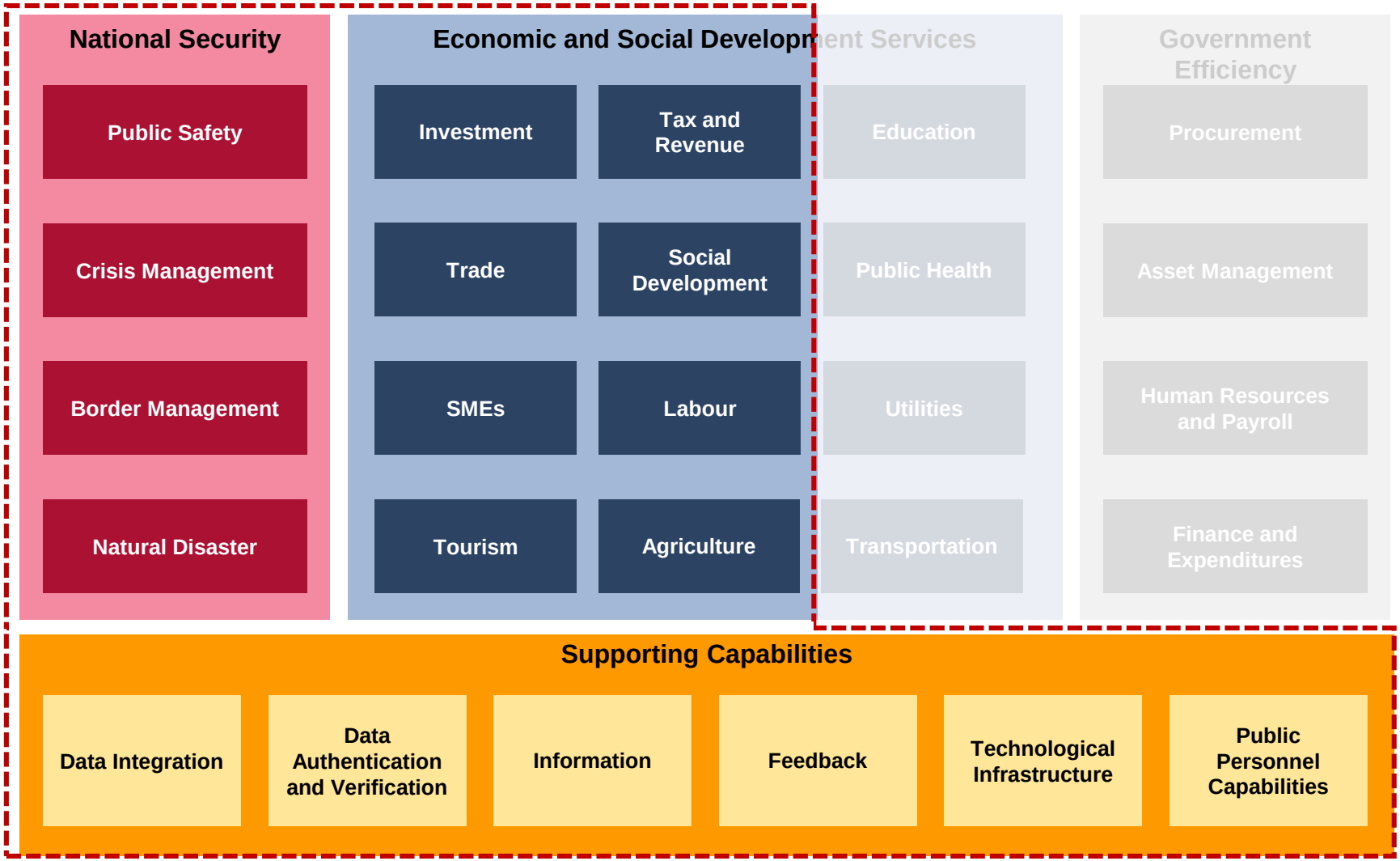
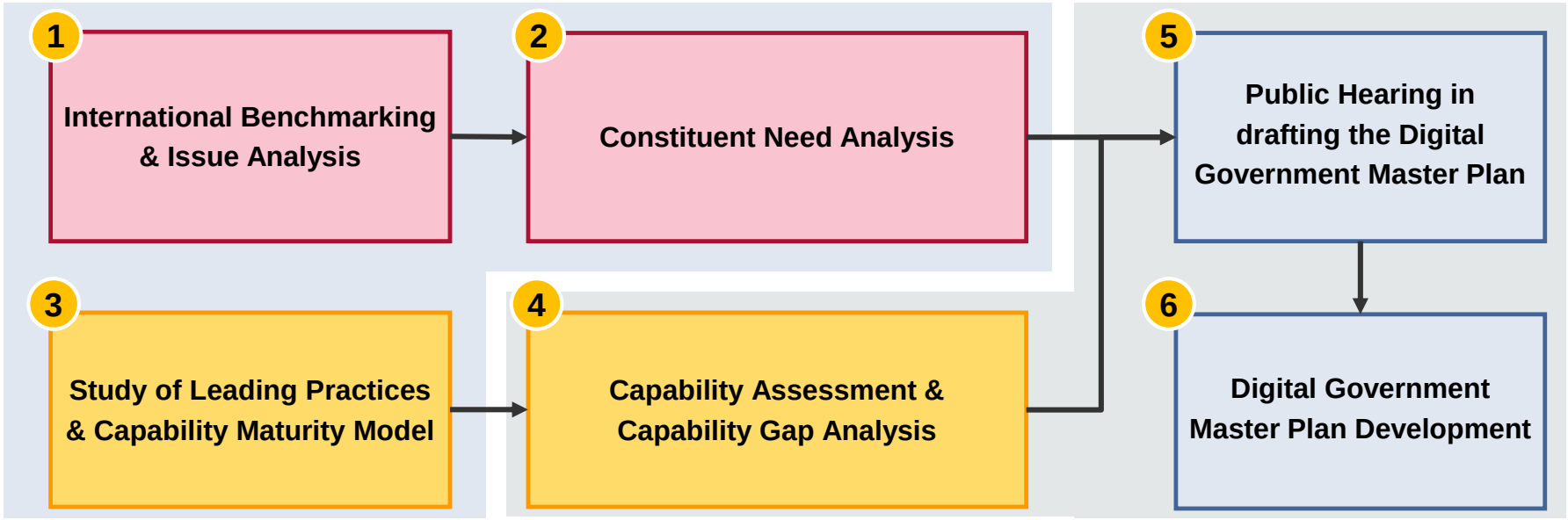
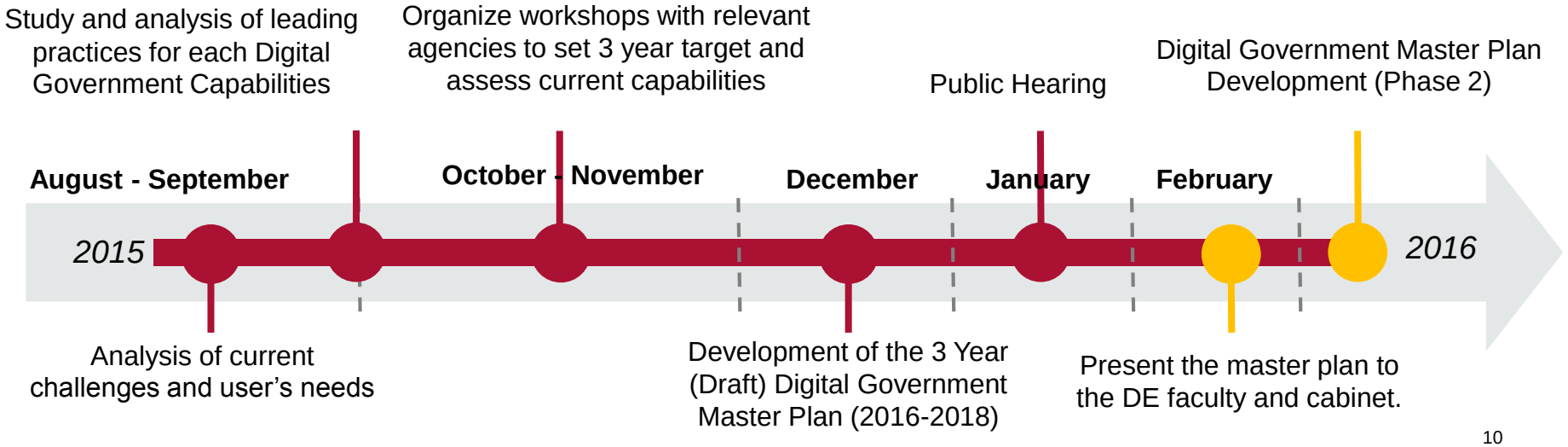
Project Scope



The development of the Digital Government Masterplan can be split into 6 key processes





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Challenges and Solutions Summary of the 18 Digital Capabilities (1/3)

Capabilities	Challenges	Solutions	Benefits
1 **Data Integration**	Information are stored at different agencies with different standards and data management regulations.	To create a centralized system which integrates data between agencies. This includes the development of data security and privacy regulations.	✓ Integrate different agencies' operations and increase the government's work efficiency ✓ Integrate data in order to support policies and regulations
2 **Data Authentication and Verification**	Data Authentication and Verification may require huge amounts of documents and paper works involved. This poses a challenge in maintaining the balance between security and convenience.	Use the national ID card (Smart Card) to authenticate and verify data when receiving services through physical or online locations. Use an online central user account in performing all types of online transactions.	✓ Increase the level of data security ✓ Facilitate services by reducing the amount of documents required by providing staffs with the required information
3 **Information**	Users have diverse needs. There are also many types of information, service channels and involve numerous agencies with different data storage standards.	Create a Central Information portal which focuses on providing citizen-specific information at a one-stop service.	✓ Find and access information quickly and conveniently ✓ Correct, complete and easy to understand information
4 **Feedback**	Citizens have higher expectations regarding complaints solutions by the government. Furthermore, complaints are becoming more complex requiring collaboration between various agencies to solve.	Raise the efficiency of Integrated Complaint Management System so that it is a central system which connects received complaints to the related agencies; to be able to access the needs of citizens in a proactive manner e.g. via social media analytics	✓ Citizens are able to raise all types of complaints through all channels ✓ Government is aware of citizen's needs and proactively takes corrective actions
5 **Technological Infrastructure**	Existing electronic services infrastructure does not cover all services. There is also a lack of integration of electronic services.	The integration of ICT infrastructure for a comprehensive and efficient government services to support a Digital Government.	✓ The integration of ICT infrastructures for government agencies ✓ The support of central work systems in order to provide convenience to the citizens
6 **Public Personnel Capabilities**	Public Personnel are not ready to change and transform into a Digital Government.	Create involvement and encourage participation for Public Personnel. Train personnel to support any changes required in developing a Digital Government.	✓ Personnel are ready for change and to develop a Digital Government ✓ Public Personnel has expertise in digital services and more

Challenges and Solutions Summary of the 18 Digital Capabilities (2/3)

Capabilities	Challenges	Solutions	Benefits
7 Social Development	Information which are required to set policies are scattered, insufficient, and lack integration. The government also lacks the ability to monitor and measure the effectiveness of aid provided.	Integrate data from all agencies in order to determine suitable rights for each individual and able to provide proactive personalized services according to individual needs which are also trackable	✓ Citizens have a better quality of life, they are aware of the rights they are entitled to and receive proactive assistance ✓ Government is able to evaluate the effectiveness of policies effectively
8 Labour	Thailand has labour shortages and thus is increasingly relying on foreign workers every year. Furthermore, Thailand's labour productivity is relatively low compared to other countries.	Integration of the labour market database and all related sectors in order to support job matching, career counseling, training, career development and make the labour market more efficient.	✓ Unemployed workers receive jobs which suits their skills ✓ Employers receive workers who suits their needs ✓ Government plans and develop workforce to meet market needs
9 Agriculture	The Agricultural sector is vital to Thailand both economically and socially. One of the key problems is poor farmers which must be resolved in terms of both increasing the revenue and improving the quality of life	Integration of agriculture data between the relevant authorities for analysis in order to provide qualitative information according to the needs of individual farmers.	✓ Increase the efficiency of the Agriculture sector ✓ Government has sufficient information to support management in the Agriculture sector
10 Tourism	Digitalization has transformed the behaviors and travel experiences of tourists globally. Thus, it is necessary to leverage digital capabilities to support the tourism sector in order to consistently drive Thailand's economy.	Enhance the digital experiences of tourists (Digital Tourism) in order to facilitate tourists in searching for information, planning, buying products and services through online channels.	✓ Elevate travel experiences of tourisms in the digital era ✓ Enhance the competitiveness of enterprises and the country as a whole
11 Investment	Lack of integration between the relevant authorities to request permission to start a business. As a result, entrepreneurs have to contact numerous agencies with duplicate documents which takes time.	A central system which connects investment services across agencies so that investors can apply for any license at a single service point through electronic channels.	✓ Increased convenience in starting a business ✓ Increased competitiveness in investments ✓ Increase efficiency for government personnel
12 Trade	Thailand's competitiveness in Trading Across Borders has fallen significantly as a result of the long processes and lead time required for imports and exports.	A system which integrates the imports and exports services so that users may perform related transactions with both the public and private sectors at a single service point through electronic channels.	✓ Increased convenience in imports and exports ✓ Increased trading competitiveness ✓ Increased efficiency for government personnel

Challenges and Solutions Summary of the 18 Digital Capabilities (3/3)

Capabilities	Challenges	Solutions	Benefits
13 SMEs	Thailand has a huge amount of small and medium-sized enterprises (SME). However, its labour productivity is lower than that of its competitors. SME development is a major challenge and focus for the government.	An integrated system which provides information, knowledge, and advice to SME businesses at a single service point. Also, to provide communications technology so that entrepreneurs are able to run their businesses effectively e.g. software as a service.	✓ Upgrading SME's potential and capacity ✓ Enhancing Thailand's competitiveness as a whole
14 Tax and Revenue	Maintaining a balance between complete and accurate tax collection and convenient services for tax payers. Tax payers have increasing amount of expectations towards government services.	Integration of information between relevant agencies to enhance the automation of tax services. The system is able to analyze data to reduce any leakage or outflow of tax collection.	✓ Tax payers receive the convenience of various tax services ✓ The government is able to process taxes correctly, in a timely manner and reduce leakage.
15 Public Safety	The world's rapid new technology innovations imposes higher expectations of the government to utilize these available technology in maintaining public safety.	Integration of CCTV for surveillance, detection and risk management through the command center. The digital system is used to support investigation and prosecution operations.	✓ Improved stability and safety for the people ✓ Officers are able to work more efficiently and quickly
16 Border Management	Border management has become more complex due to the increase in number of travelers and borders. The government needs to balance safety and security with the convenience of travelers.	Expand the use of fingerprint authentication. The system should be able to handle pre-registered citizens and foreigners for efficient authentication. Also develop advance passenger processing to assess the risk of each passenger in advance.	✓ Increased safety and security at Thailand's borders ✓ Increased convenience in the immigration processes for travelers
17 Natural Disaster	Natural disaster prevention is a highly complex topic due to various factors such as information, related agencies, communication channels and the amount of people who are at risk.	Integration of information from relevant agencies such as demographic, geographic and raw data from various sensors. These data are used to monitor, predict and prepare for natural disasters in advance via data analysis	✓ Reduced duplication in the storage of environmental data ✓ Increased efficiency in risk management and preparations ✓ Mitigate losses from natural disasters
18 Crisis Management	Crisis management refers to the multidimensional problem solving after a disaster. This involves numerous agencies which requires integration in order to help and rehabilitate victims quickly.	Integration of information related agencies so that the command center can utilize them to monitor and manage in times of crisis. These information include geographic, clinical institute, rescue relief information etc.	✓ Reduced redundancy in data storage ✓ Increased efficiency in crisis management ✓ Rescue and rehabilitate victims quickly

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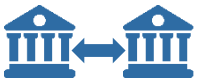
Digital Government Development Vision

"In 3 years time, the Thai Government will be elevated to a Digital Government with government integration, smart operations, citizen-centric services and driven transformation."



Government Integration

Integration between different agencies including information and operations integration in order to

- Provide a single complete view of a citizen
- Use shared services
- Provide integrated government services at a single point

Smart Operations

Utilizing technology and digital equipment in supporting personnel's work tasks

- Connection between equipment
- System which supports the management of Big Data
- Analytic Tools

Driven Transformation

Transforming an organization in aspects such as human resources, work processes, technology and regulations.

Receiving full support from country leaders with determination, vision and sees the importance in utilizing technology to support development

Digital Government

Citizen-centric Services

Elevating the services sector so that there is experience design and provides service based on an individual's needs. This must be balanced between the people's security of life, assets, information and convenience.

Digital Government Development Strategy

4 Strategies in Developing a Digital Government

Strategy 1

Developing the capacity to support government services

- **Data Integration:** Central Data Sharing Platform
- **Data Authentication and Verification:** Biometrics & Single Electronic User Account for Authentication
- **Information:** Customer Centric Information Portal
- **Feedback:** Proactive Integrated Case Management System
- **Technological Service Infrastructure**
- **Public Personnel Capabilities**

Strategy 2

Elevation of Citizen's Quality of Life

- **Social Development:** Integrated & Proactive Social Service
- **Labour:** Integrated Virtual Labour Market

Strategy 3

Enhancing the capacity of the business sector's competitiveness

- **Agriculture:** Connected Farmer with Real Time Analytics
- **Tourism:** Digital Tourism
- **Investment:** Integrated Business Licensing System
- **Trade (Imports & Exports):** Trade Single Window (B2B & B2G)
- **SMEs:** Integrated & Proactive SME Support
- **Tax and Revenue:** Integrated Tax System

Strategy 4

Increasing national security and public safety

- **Public Safety:** Proactive Public Safety
- **Border Management:** Integrated & Automated Border Management
- **Natural Disaster:** Natural Disaster Management Driven by Scenario-Based Simulations
- **Crisis Management:** Integrated Crisis Management Practices

Prioritization of the 18 Digital Government Capabilities to determine the capabilities that will be developed in the short, medium, and long term

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High gap for improvement

Capability Gap Analysis

Low gap for improvement

2nd Priority

Should receive consistent drive to achieve continuous improvement

Consists of the following 1 capability:

1. Digital **Tourism**

1st Priority

Should receive accelerated support to achieve exponential growth

Consists of the following 9 capabilities:

1. **Central Data Sharing Platform**
2. **Technological Service Infrastructure**
3. **Public Personnel Capabilities**
4. Integrated & **Proactive Social Service**
5. Integrated Virtual **Labour** Market
6. Connected **Farmer** with Real Time Analytics
7. Integrated Business Licensing System
8. Integrated & Proactive **SME** Support
9. Integrated **Tax** System

3rd Priority

Should focus on developing basic infrastructures

Consists of the following 5 capabilities:

1. **Trade** Single Window (B2B & B2G)
2. Proactive **Public Safety**
3. Integrated & Automated **Border Management**
4. **Natural Disaster** Management Driven by Scenario-Based Simulations
5. Integrated **Crisis Management** Practices

2nd Priority

Should be established as "Quick Wins" to close gaps and to achieve goals

Consists of the following 3 capabilities:

1. Customer Centric **Information** Portal
2. Biometrics & Single Electronic User Account for **Authentication**
3. Proactive Integrated **Case Management** System

Low Readiness → **Readiness Assessment** → High Readiness

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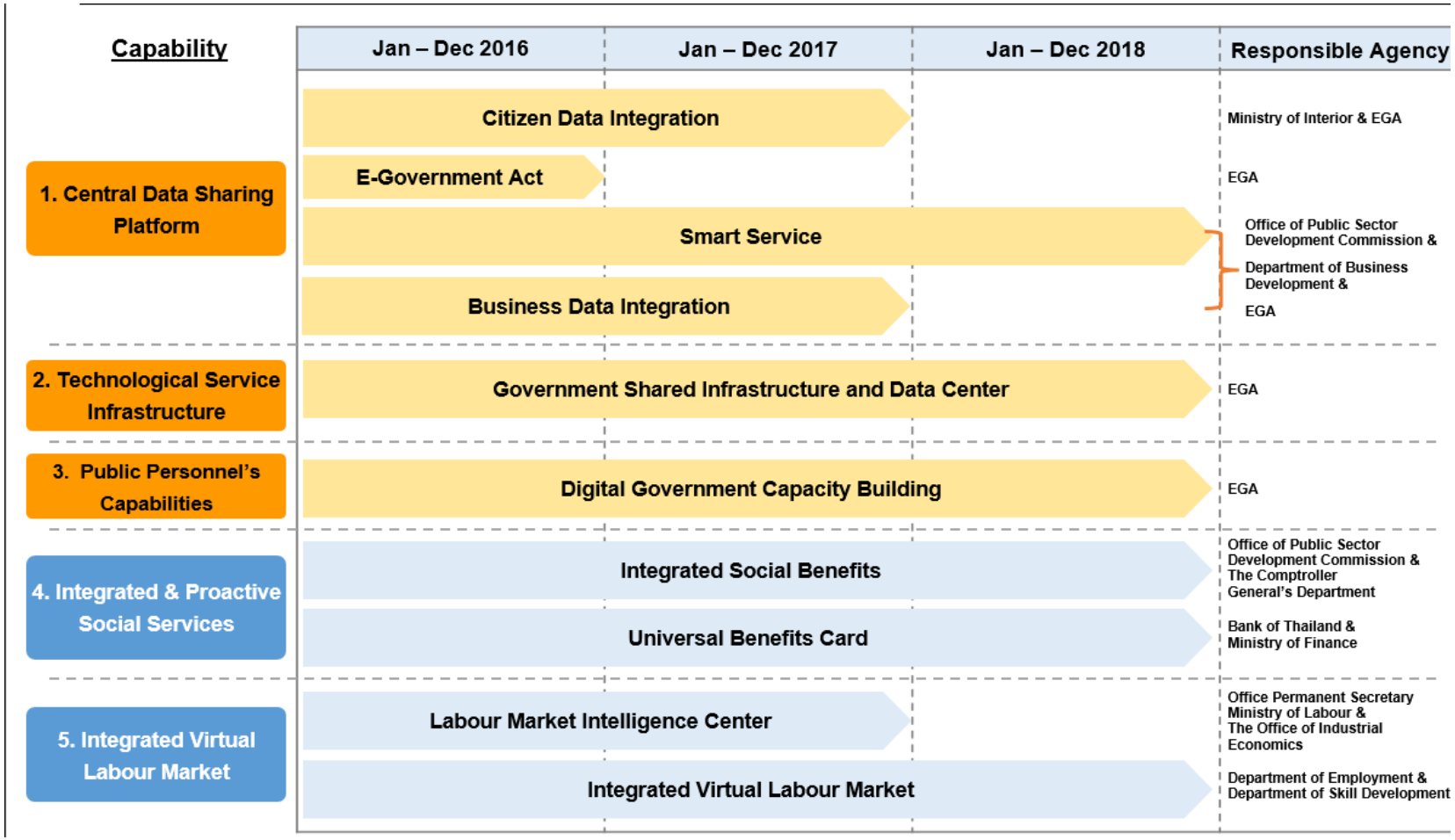
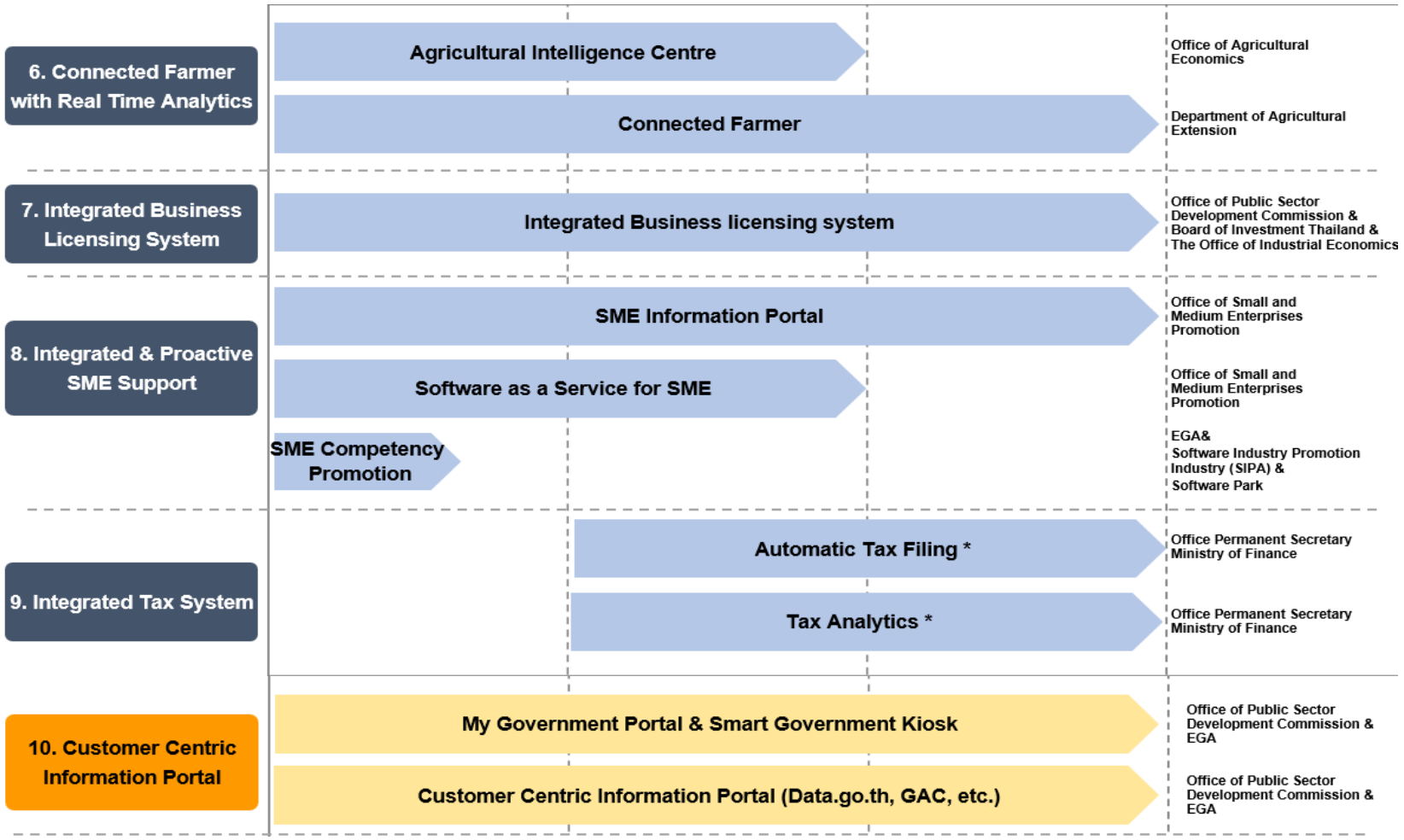
Project Development Plan for 1st Priority Capabilities (1/2)



Project Development Plan for 1st Priority Capabilities (2/2)



Project Development Plan for Next Priority Capabilities

Capability	Details	Responsible Agency
11. Digital Tourism	Electronic Visa	Department of Consular Affairs
12. Biometrics & Single Electronic User Account for Authentication	E-Citizen and E-Business Single Sign-on	EGA
	Smart Card Reader Extension	Office of Public Sector Development Commission & EGA
13. Proactive Integrated Case Management System	Integrated Complaint Management System (1111)	Office of the Permanent Secretary Prime Minister's Office
	Proactive Needs Analysis	Office of the Permanent Secretary Prime Minister's Office
14. Trade Single Window (B2B & B2G)	Regulatory Single Window	Customs Department
15. Proactive Public Safety	Safe City	Royal Thai Police
	Digital Police	Royal Thai Police
16. Integrated & Automated Border Management	Advance Passenger Processing	Immigration Bureau
	Automated Gate Expansion	Immigration Bureau
17. Natural Disaster Management Driven by Scenario-Based Simulations	Natural Disaster Data Integration	Department of Disaster Prevention and Mitigation
18. Integrated Crisis Management Practices	Personalized Warning System	Department of Disaster Prevention and Mitigation
	Intelligence Centre for Crisis Management	Department of Disaster Prevention and Mitigation

3, 6 and 12 months operation plan and outcome (1/2)

3 Months (Within March)	6 Months (Within June)	12 Months (Within December)
E-Government Act		
• Preparation of education and training	• Draft of the E-Gov bill • Public Hearing and bringing the draft e-Gov to the cabinet	
Enhancing public services by linking information (Smart Service)		
Reducing the amount of physical document requests (i.e. copy of house and marriage registration) in receiving government services		
• Standardization of the Technical Solution approach for agencies which are ready	• Transform 5 government services* into Smart Services (pilot phase)	• Transform 87 government services* into Smart Services (pilot phase)
Customer Centric Information Portal (GovChannel)		
1. Via Computers devices through websites (govchannel.co.th, egov.go.th,data.go.th, info.go.th)		
• Egov.go.th currently has 2,574 government services websites • Data.go.th currently has 486 sets of data • Info.go.th portal currently has 10,049 sets of Citizen handbook and 635,439 more in process • Delay Notification system • Feedback management system	• Data.go.th has 550 sets of data • System which analyzes work procedures	• Data.go.th has 600 sets of data
2. Via Communications devices (smartphones, tablets etc.)		
• e-Service: 116 services from 84 agencies • e-Service: Launch of the KasetQRCode (Ver.2) application Launch of the job-search application		• Data collection for the King's birthday celebration 5th Dec 2016 application
3. Via other devices (My Government Portal)		
• Installation of 4 Smart Government Kiosks • e-Service: Allowance Monitoring System, Health Information, Track Water Usage, G-News, G-Chat, Track Gov. Budget usage	• Installation of Smart Government Kiosks in every province • e-Service: Track Electricity Usage, Rights and Benefits check, Reservation/appointment system	

* Depends on Agencies' Readiness

3, 6 and 12 months operation plan and outcome (2/2)

3 Months (Within March)	6 Months (Within June)	12 Months (Within December)
Government Shared Infrastructure		
• 3,500 government agencies under the GIN network • 780 systems on the G-Cloud network • Launch MailGoThai; E-mail system for citizens to communicate with the government	• 3,600 government agencies under the GIN network • 810 systems on the G-Cloud network	• 3,700 government agencies under the GIN network • 850 systems on the G-Cloud network
Government Data and Shared Service Center (Data Center)		
• Assess the constituent needs for shared service center	• Set the standards of the shared service center	• Launch Government shared service center
Digital Government Capacity Building		
• 500 government personnel receives training	• 1,000 government personnel receives training	• 1,500 government personnel receives training
Integrated Business licensing system		
Ease of Doing Business Promotion		
• System to facilitate investors when starting a business		• System to facilitate investors in other areas of the business cycle e.g. operating, growing, and terminating
SME Competency Promotion		
• Government Mobile Application Development Contest, then develop the high potential ones to help improve government service delivery		
Tourism Intelligence Centre		
		• Phase 1: Integrate all existing tourism data from all internal and external agencies
Smart Trip Planner		
		• Phase 1: Smart trip planner application for information-ready destinations in main provinces.
Smart Travel Application		
		• Phase 1: Smart Travel application for information-ready destinations in main provinces.

Digital Government Plan by Economic Reform Committee for new Economics under the National Reform Council

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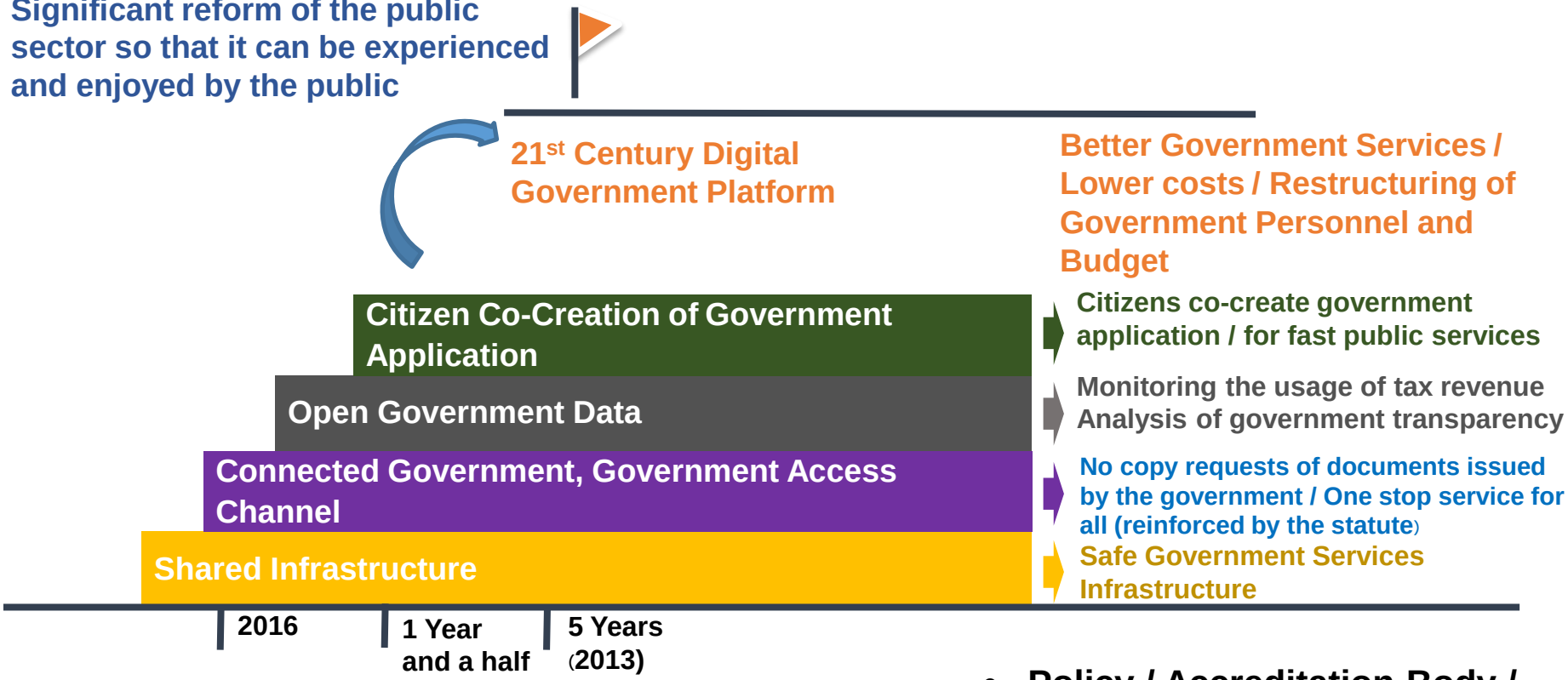
Roadmap for Connected and Open Government (5 Years Plan)

- Recognize and utilize "Speed" and "Accuracy" of digital systems
- Significant reform of the public sector so that it can be experienced and enjoyed by the public

- Corruption Perception Index improves by 10 ranks
- Network Readiness Index improves by 10 ranks
- UN e-Participation Index improves by 10 ranks
- Open Data Index improves by 10 ranks



- Policy / Accreditation Body /
- Certification Body
- Testing / Auditor Body

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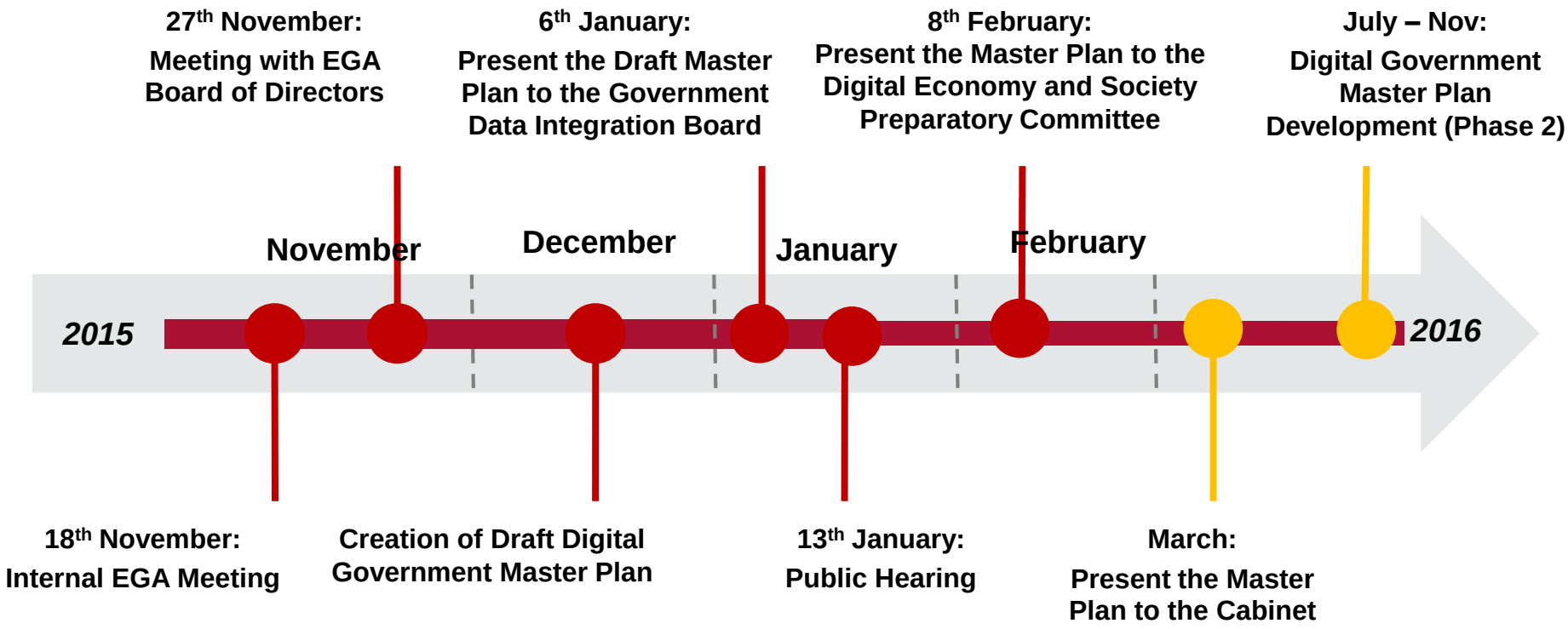
Going Forward