

# Abu Dhabi Aims for E-Government Excellence with Capgemini's Expertise

**Oracle Siebel Shared Government CRM platform implemented for United Arab Emirates' capital city**



## The Situation

The Abu Dhabi Government of the United Arab Emirates has the goal of becoming one of the top five e-governments in the world. It aspires to achieve its ambitions by improving its service delivery and increasing satisfaction among its population of 1.6 million people, businesses and its own employees.

IT was seen as a key to success, and so in 2005 the Executive Council of the Abu Dhabi Government set up Abu Dhabi Systems & Information Centre (ADSIC) to own the IT agenda of the Emirate, and implement the e-government program. In line with its objectives, in 2009 ADSIC initiated the Shared Government Customer Relationship Management (CRM) program focusing on the collaborative and analytical domains

of customer relations across 60 government entities.

Oracle Siebel CRM was identified as the foundation of the technology platform. And Capgemini was selected as the IT services partner to implement the platform that supports the processes and the functions related to the shared CRM. ADSIC hired Capgemini because of its CRM track record, its leadership in the Public Sector, the quality of its technical solution and price.

## The Solution

The solution empowers the government to understand the needs of the populace, anticipate them, and to engage better with people. It

“The project was a success thanks to the extraordinary efforts of the whole team! This is a great example of how a team should operate: three government entities and two professional vendors from more than five nationalities working together in harmony to achieve what was thought of as impossible with ADSIC timelines has been achieved!”

Khaled Al Mazrouei



**People matter, results count.**

incorporates survey and campaign management, and reporting using Business Intelligence (BI) tools. Customers can request information, log complaints, report incidents, and give feedback, submit suggestions and compliments. Current enhancements include the addition of Executive Dashboards and implementation of location based services.

### The Result

The Shared Government CRM platform, which handles 7,000-8,000 cases per month, is now being utilized by 60 government entities, and customers can reach the contact centers 24 hours a day, seven days a week. It is the first government-wide enterprise system to be hosted in the shared government data center and using the shared government network called ADNET. The solution:

- empowers 60 government departments to collaborate with each other
- enables the government to proactively reach out to citizens via awareness campaigns or deliver services based on demographic profiles of the population
- allows all of Abu Dhabi's citizens to give feedback, report incidents and request information in a convenient way across multiple established channels such as the Abu Dhabi portal, the Abu Dhabi Government Contact Centre, and at the counter of any Abu Dhabi Government Enterprise (ADGE) branch
- gives the city's inhabitants a consistent, hassle-free experience of the government's services by standardizing and integrating customer interactions across all channels including the Web site, telephone, SMS, and ADGE counter.

### How ADSIC and Capgemini Worked Together

Capgemini began collaborating closely with ADSIC in November 2009. In the first phase of the engagement its team of Siebel and BI experts, working at ADSIC's offices, focused on building the foundations of the CRM platform with Oracle Siebel Public Sector Suite Applications. The solution, which also utilizes Oracle Contact Center Anywhere and Oracle Business Intelligence, is easily integrated into government department-specific systems using Service-oriented Architecture (SOA).

The first two releases of the platform went live in July 2010 and October 2010. Capgemini has supported the platform since July 2010. And,

with Arabic language assistance from its systems integrator partner ITQAN when necessary, it has trained ADSIC's employees in the new technology. Capgemini is now enhancing the processes, functional and usability aspects of the system. In the future, more channels will be added to ensure maximum convenience and inclusion of all types of customers in Abu Dhabi.

Thanks to Capgemini's collaborative delivery approach focused on schedule and quality, its ability to engage and work with ADSIC and other stakeholders across multiple government entities, all releases of the CRM system have gone live on time and within budget to date.



### About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get

the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs over 112,000 people worldwide.

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#### In collaboration with



مركز أبوظبي للأنظمة الإلكترونية والمعلومات  
Abu Dhabi Systems & Information Centre

ADSIC is responsible for Abu Dhabi's IT agenda and supervises the implementation of the e-Government program across all government entities. The organization sponsors all relevant initiatives, and proposes policies and

technology standards for the Abu Dhabi government. It also has the remit to issue rules and guidelines regarding the implementation of IT policies and the technical specifications, and communicates them to all the government departments.

For more information, please visit:  
<http://www.abudhabi.ae>