SMART DUBAI

TOWARDS BECOMING THE HAPPIEST CITY ON EARTH

DR. AISHA BIN BISHR, DIRECTOR GENERAL, SMART DUBAI OFFICE
WESAM LOOTAH, CEO, DUBAI SMART GOVERNMENT ESTABLISHMENT
Our ambition is to touch the life of every individual — to achieve a happier life for all.

UAE Vice President Prime Minister and Ruler of Dubai,
His Highness Sheikh Mohammed bin Rashid Al Maktoum
Continuing a visionary legacy of city innovation for people’s happiness
HISTORICAL CONTEXT

TRADE & LOGISTICS

9TH BUSIEST PORT IN THE WORLD WITH 13.6M TEU PROCESSED IN 2013
HISTORICAL CONTEXT

TRAVEL

THE WORLD’S LARGEST AIRPORT WITH 90 MILLION PASSENGERS PER YEAR
HISTORICAL CONTEXT

TOURISM DESTINATION

WELCOMING 14 MILLION TOURISTS IN 2015
HISTORICAL CONTEXT

BUSINESS HUB

RANKED #1 IN ARAB REGION FOR EASE OF DOING BUSINESS WITH OVER 170,000 LOCAL BUSINESSES
HISTORICAL CONTEXT

INFRASTRUCTURE

AWARD WINNING INFRASTRUCTURE, ROADS & PUBLIC TRANSPORTATION
QUALITY OF LIFE

RANKED #1 IN MIDDLE EAST & AFRICA AS PREFERRED PLACE TO LIVE & WORK
HISTORICAL CONTEXT

EXPO 2020 HOST CITY

WELCOMING 25 MILLION VISITORS
Dubai’s commitment to government excellence & digital city transformation
Smart Dubai is enabling & unifying Dubai’s citywide smart transformation
Technology only builds solutions. Great solutions drive happiness.

Our visionary leader Sheikh Mohammed Bin Rashid Al Maktoum equates technology to a building block towards extraordinary quality of life—not the end goal. Sustained resident & visitor happiness is the purpose of the journey.
Our vision is to make Dubai the happiest city on Earth

Our mission is to create happiness, by embracing technology innovation—making Dubai the most efficient, seamless, safe and impactful experience for residents & visitors.
1 RANKED

4 PILLARS

6 DIMENSIONS

100 INITIATIVES

1000 SMART SERVICES
SMART DUBAI PILLARS

**EFFICIENT**
Optimised use of city resources

**SEAMLESS**
Integrated daily life services

**SAFE**
Anticipate risks & protect people and information

**IMPACTFUL**
Enriched life & business experiences for all
<table>
<thead>
<tr>
<th><strong>ECONOMY</strong></th>
<th><strong>GOVERNANCE</strong></th>
<th><strong>ENVIRONMENT</strong></th>
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<tbody>
<tr>
<td>Innovative economic conditions fuelling entrepreneurship &amp; global competitiveness</td>
<td>Innovative, transparent government services with public, private &amp; civil engagement</td>
<td>Innovative resource, pollution &amp; asset management for sustainability</td>
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<tr>
<td><strong>LIVING</strong></td>
<td><strong>MOBILITY</strong></td>
<td><strong>PEOPLE</strong></td>
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<tr>
<td>Exceptional quality of life, accessible education, culturally vibrant lifestyle</td>
<td>Seamless, efficient transport of people &amp; movement of ideas enabled by innovative infrastructure</td>
<td>Culture of continual learning, innovating &amp; participating in an inclusive society</td>
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<td>Dubai Roads &amp; Transport Authority</td>
<td>DEWA</td>
<td>The Executive Council</td>
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<td>Dubai Silicon Oasis Authority</td>
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<td>Dubai Tourism</td>
<td>Dubai Police</td>
<td>Dubai Health Authority</td>
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<td>Dubai Municipality</td>
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<td>Dubai Smart Gov</td>
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<td>Department of Economic Development</td>
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<td>Supreme Council of Energy</td>
<td>Dubai Chamber</td>
<td>Dubai Airports</td>
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<td>말레이 동아시아 연합</td>
<td>General Of Civil Defence - Dubai</td>
<td>Dubai Trade</td>
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<td>Community Development Authority</td>
<td>Emirates</td>
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Evaluate global research, select exemplary cities, extract and rank best practices — to identify opportunities for Dubai

<table>
<thead>
<tr>
<th>TOP 10 CITIES</th>
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<tbody>
<tr>
<td>New York City</td>
<td>Vienna</td>
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<tr>
<td>London</td>
<td>Zurich</td>
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<tr>
<td>Toronto</td>
<td>Hong Kong</td>
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<tr>
<td>Vancouver</td>
<td>Stockholm</td>
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<tr>
<td>Tokyo</td>
<td>Singapore</td>
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</table>
A new global index first piloted by Smart Dubai in partnership with the ITU to evaluate and measure smart city transformations.
Smart Dubai is implementing the Smart Dubai Platform, the new digital backbone powering Dubai’s smart city transformation.

Collaboratively designed from the ground-up to benefit everyone.

Uniting city services, big data, cloud, IoT and digital identity across all dimensions.

Enabling impact from Strategic Partners & government entities across all pillars

Benefiting the private sector from open and shared city data.
The Smart Dubai Platform is composed of four layers wrapped in a security function.
All partners can directly benefit from key enabling tools available through the Smart Dubai Platform.

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<th>Tools</th>
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<tr>
<td>Dashboard and Analytics Tools</td>
</tr>
<tr>
<td>Digital ID Services (DubaiID)</td>
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<tr>
<td>Digital Payment Gateway (DubaiPay)</td>
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<tr>
<td>Platform as a Service (PAAS)</td>
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<tr>
<td>Real-Time / In Memory App Environment</td>
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<tr>
<td>Geo-Location Data Support</td>
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<tr>
<td>Open &amp; Shared City Data Catalogue</td>
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<tr>
<td>IoT Management &amp; Data Aggregation</td>
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The most ambitious and comprehensive data initiative, encompassing open and shared data for the public and private sector

**Dubai Data**

The World’s Most Comprehensive and Ambitious Data Initiative

“Our aim is not to have the most data, but to unleash the greatest value from data, creating new opportunities and improved experiences for all.”

His Highness Sheikh Mohammed bin Rashid Al Maktoum
On the announcement of the Dubai Data Law October 17th, 2015

- **Integrated city traffic and event calendar data** can anticipate and redirect heavy traffic flows. So I can arrive on time and enjoy the concert with my friends!

  **Tourist**

- **Sharing data between departments** allows me to make better informed, critical decisions faster to improve quality of life for everyone.

  **City Planner**

- **“City data helps me plan my family’s experiences, from school to healthcare to our energy consumption, so we can spend more time together.”**

  **Resident**

- **“Data helps me identify new ways to serve our customers better, by improving our existing services and opening new business opportunities.”**

  **Business Owner**
The Dubai Data Law will unlock benefits from data for everyone

**SIX OBJECTIVES**

1. Manage data based on a clear strategy and specific guidelines, aligned with international best practices
2. Increase efficiency of services provided by federal and local government entities to users
3. Encourage creativity and a culture of innovation and supporting entrepreneurship
4. Promote transparency and establish governance rules regarding data publication and sharing
5. Support decision making at federal and local government entities
6. Safeguard privacy and confidentiality and create a balance between the publication and sharing of data
The Dubai Data Law paves the way for a new culture of data sharing and excellence in Dubai.
The first government customer experience lab, dedicated to putting the customer at the centre of everything we do.

Customer-Centred Design is the creation of interfaces and related services that provide an effective, efficient and satisfying customer experience, based on customer input and feedback.
CUSTOMER EXPERIENCE LAB / DUBAINOW

CONCEPT

PROTOTYPE
CUSTOMER EXPERIENCE LAB / ACCESSIBLE KIOSK

CONCEPT

PROTOTYPE
We believe today is no longer good enough — People want services in the moment. Now.

Achieving the mandate of His Highness Sheikh Hamdan bin Mohammed, we have delivered the first true government service hub, uniting over 50 government services in a single customer touchpoint across all channels.
Single sign-on digital identification system for Dubai, enabling seamless and safe access to citywide services for all.

1 Registration
14 Government entities
640 Digital services
1 REGISTRATION
1 IDENTITY
ALL SERVICES
A city-wide happiness meter at virtual and real-life customer service touchpoint powering the Happiness Meter Index (HMI)

**TOUCHPOINTS**

- Government websites
- Government service centres
- Downloadable mobile apps

2 million votes in less than 1 year.
Happiness Meters are now active at 83 government service centres across Dubai.

Powering a live customer happiness map at service touchpoints citywide.
The Happiness Meter Dashboard delivers a citywide view of customer happiness - the HMI

Supporting decision makers from all participating entities.