



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



Dubai Creek, 1964



Dubai Airport, 1965



Port Rashid, 1972



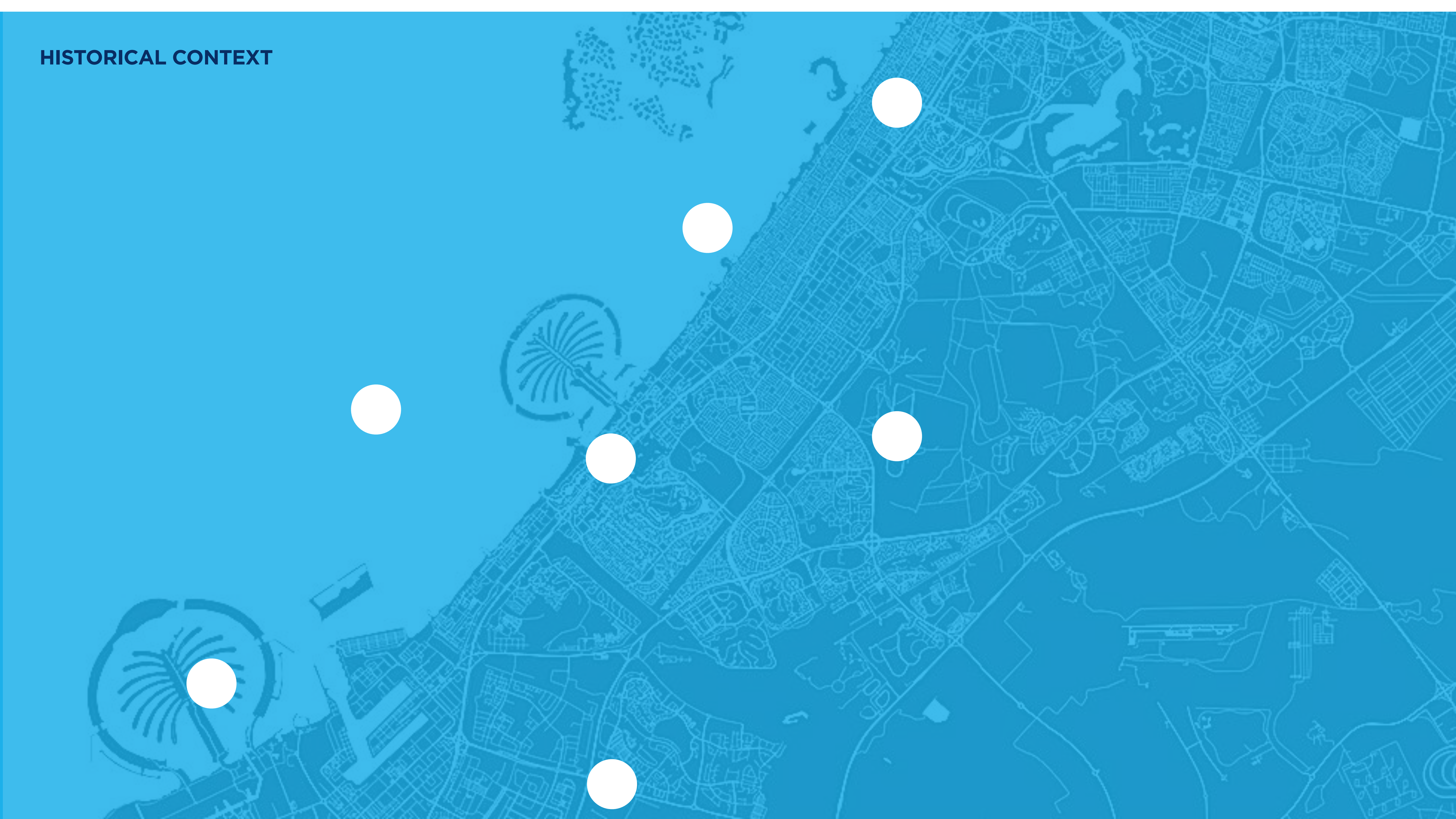
Sheikh Zayed Road, 1981



Emirates Airlines, 1985

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

TRAVEL

THE WORLD'S LARGEST
AIRPORT WITH **90 MILLION**
PASSENGERS PER YEAR





TOURISM DESTINATION

WELCOMING **14 MILLION**
TOURISTS IN 2015

BUSINESS HUB

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





INFRASTRUCTURE

AWARD WINNING
INFRASTRUCTURE, ROADS &
PUBLIC TRANSPORTATION

QUALITY OF LIFE

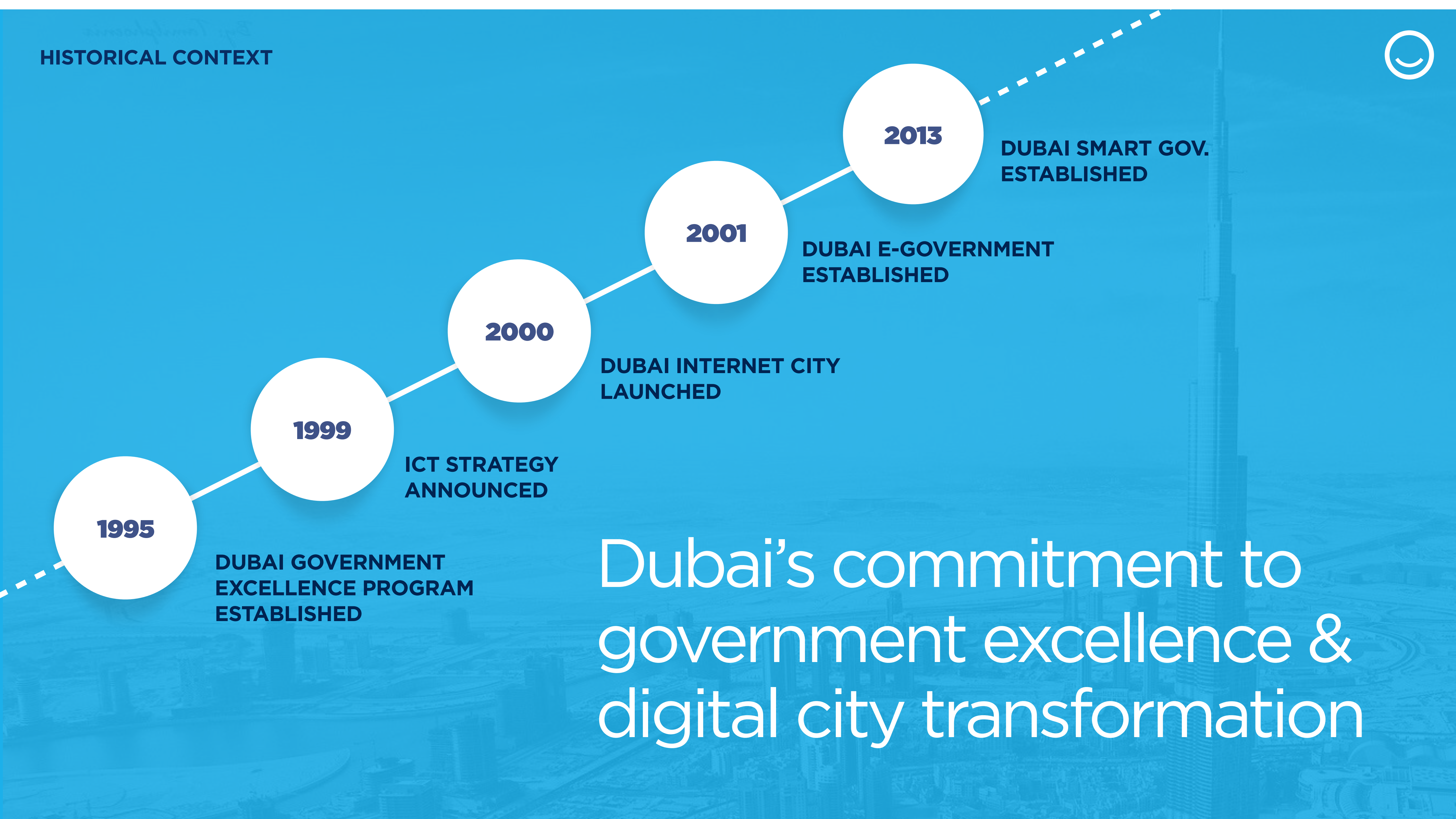
RANKED **#1** IN MIDDLE EAST
& AFRICA AS PREFERRED
PLACE TO LIVE & WORK



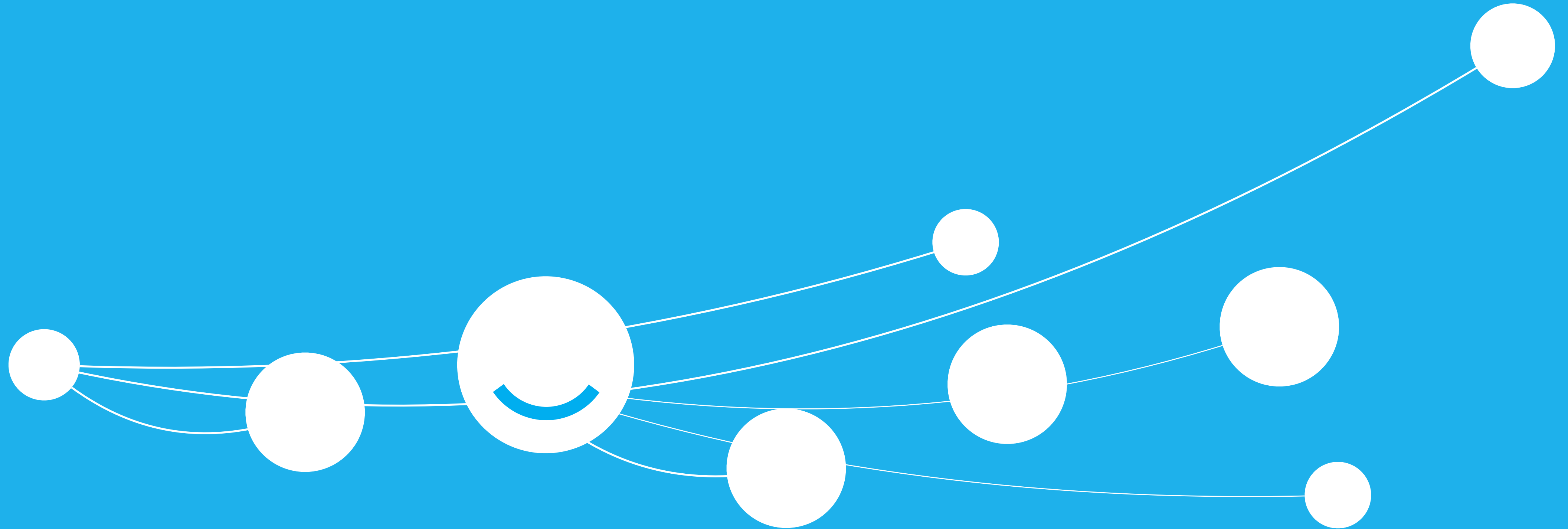
EXPO 2020 HOST CITY

WELCOMING **25 MILLION**
VISITORS





Dubai's commitment to government excellence & digital city transformation

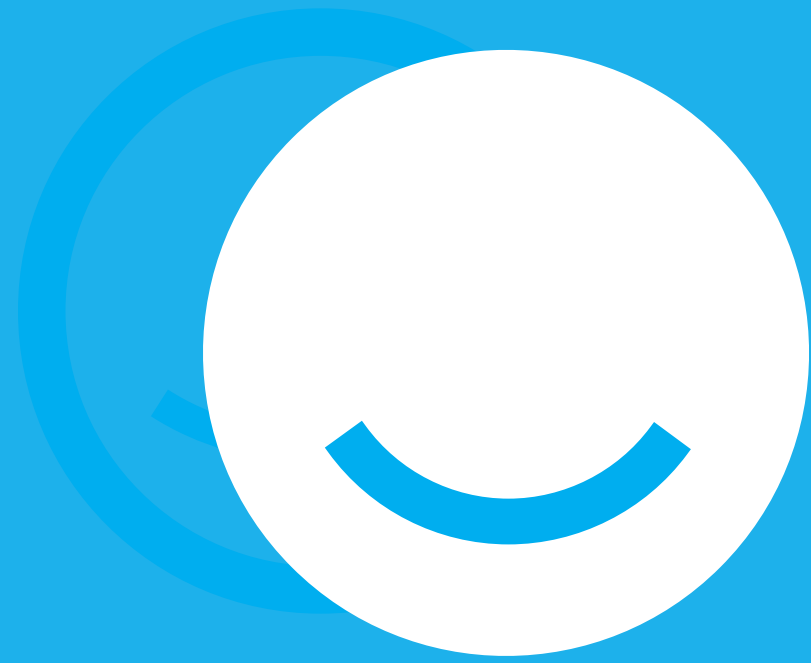


Smart Dubai is enabling & unifying
Dubai's citywide smart transformation



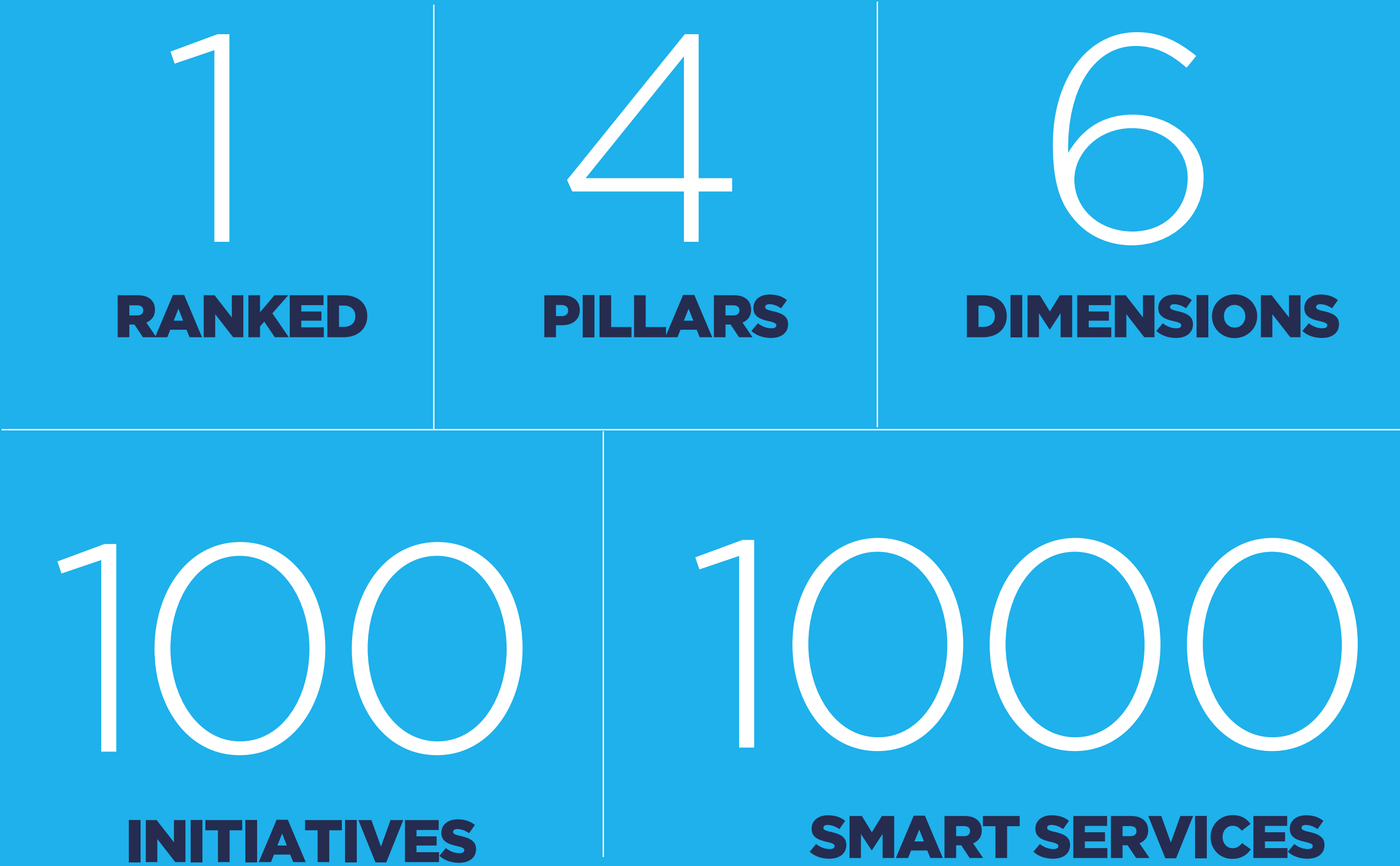
Technology only builds solutions. Great solutions drive happiness.

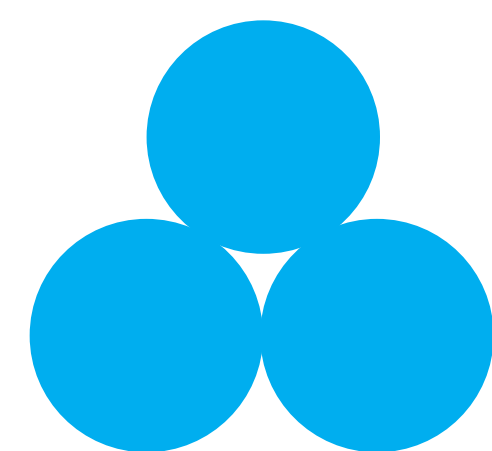
Our visionary leader Sheikh Mohammed Bin Rashid Al Maktoum equates technology to a building block towards extraordinary quality of life—not the end goal. Sustained resident & visitor happiness is the purpose of the journey.



Our vision is to make Dubai the happiest city on Earth

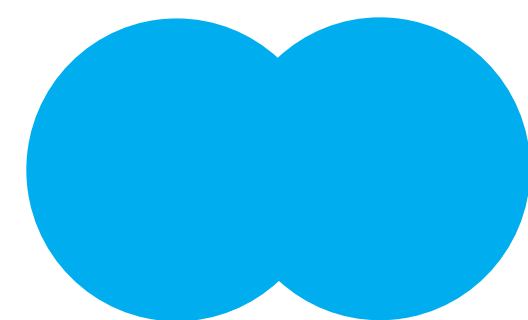
Our mission is to create happiness, by embracing technology innovation—making Dubai the most efficient, seamless, safe and impactful experience for residents & visitors.





EFFICIENT

Optimised use
of city resources



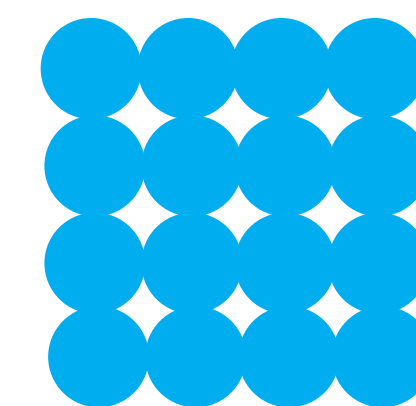
SEAMLESS

Integrated daily
life services



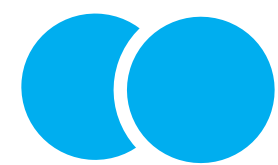
SAFE

Anticipate risks &
protect people
and information



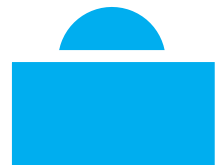
IMPACTFUL

Enriched life &
business
experiences for all



ECONOMY

Innovative economic conditions fuelling entrepreneurship & global competitiveness



GOVERNANCE

Innovative, transparent government services with public, private & civil engagement



ENVIRONMENT

Innovative resource, pollution & asset management for sustainability



LIVING

Exceptional quality of life, accessible education, culturally vibrant lifestyle



MOBILITY

Seamless, efficient transport of people & movement of ideas enabled by innovative infrastructure



PEOPLE

Culture of continual learning, innovating & participating in an inclusive society

FOUNDING PARTNERS

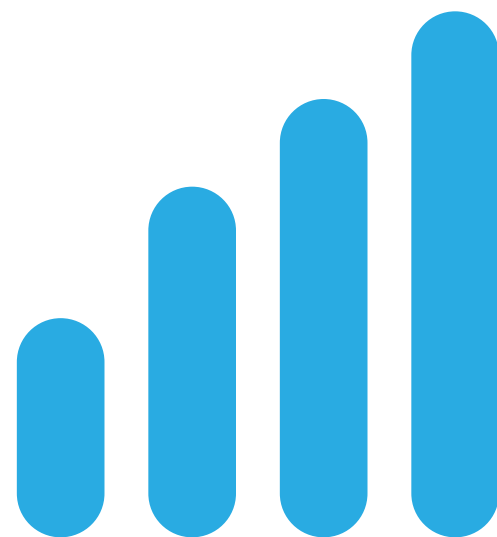


ROADMAP 2.0 PARTNERS





**CURRENT
STATE**



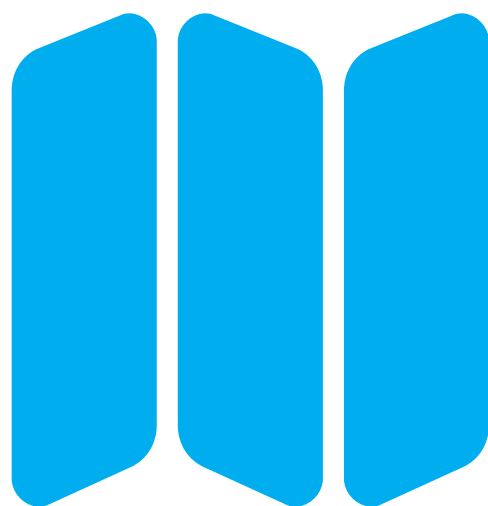
**GLOBAL
BENCHMARK**



BLUEPRINT



**FUTURE
DUBAI**



ROADMAP



**SMARTEST
CITY**



Evaluate global research, select exemplary cities, extract and rank best practices — to identify opportunities for Dubai

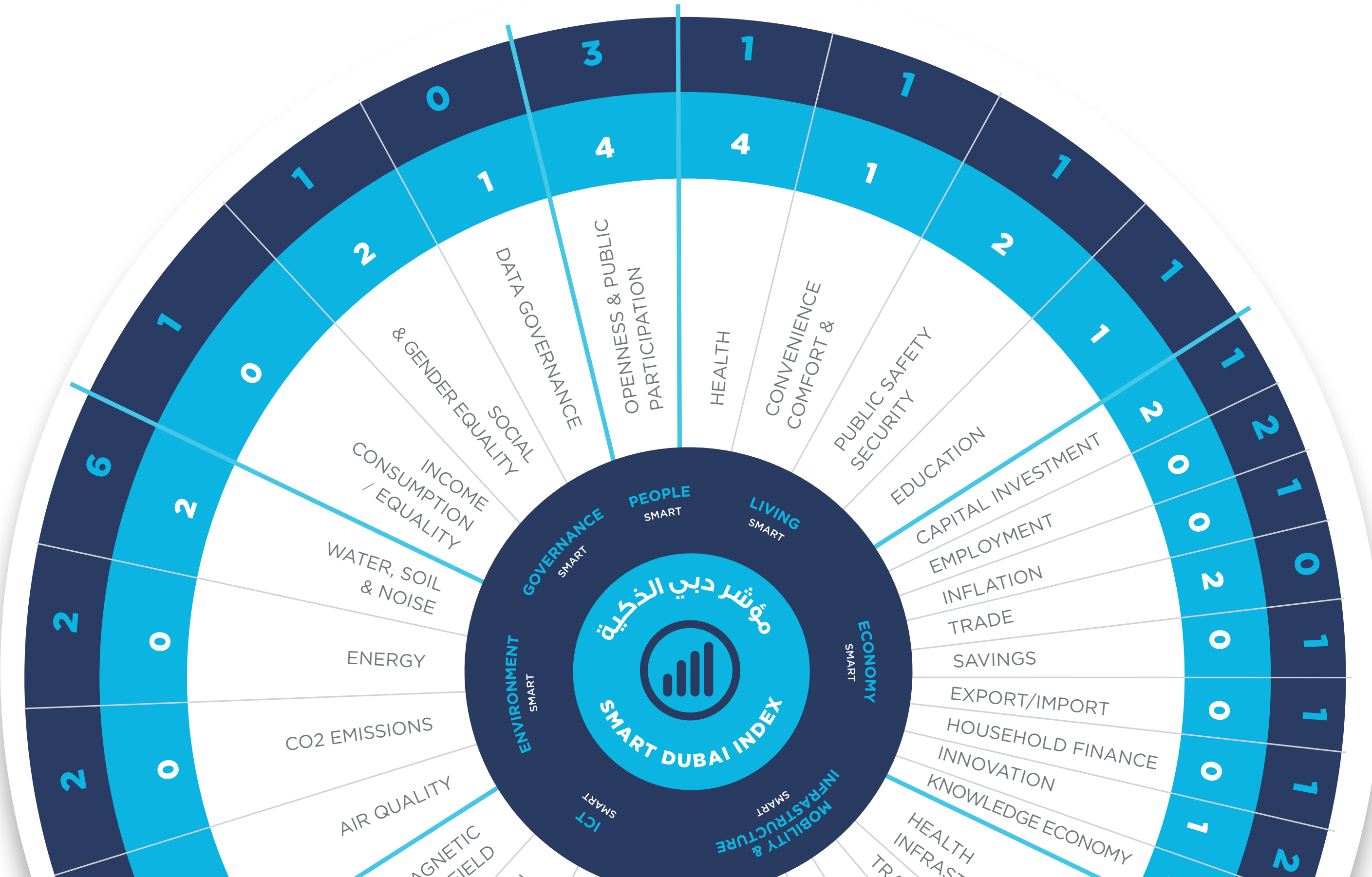
TOP 10 CITIES

New York City	Vienna
London	Zurich
Toronto	Hong Kong
Vancouver	Stockholm
Tokyo	Singapore





A new global index first piloted by Smart Dubai in partnership with the ITU to evaluate and measure smart city transformations



دبي الذكية
SMART DUBAI
HAPPY LIVING حياة أسعد



PILOT
SMART
CITY





HAPPINESS
METER

DUBAI ID

DUBAI NOW

CX LAB

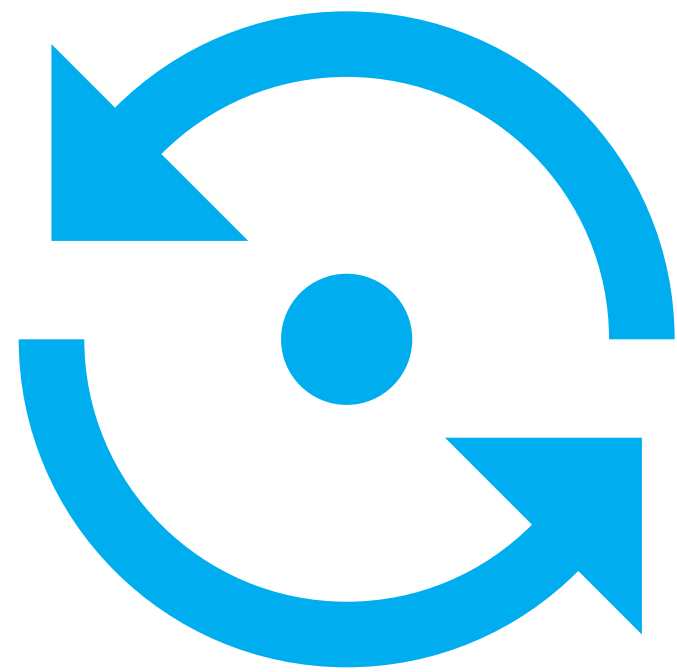
DUBAI DATA

SMART DUBAI
PLATFORM





Smart Dubai is implementing the Smart Dubai Platform, the new digital backbone powering Dubai's smart city transformation.



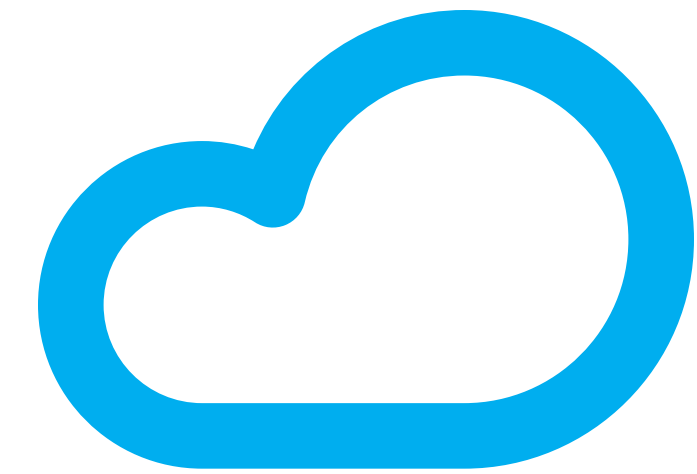
Collaboratively designed from the ground-up to benefit everyone.



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



Enabling impact from Strategic Partners & government entities across all pillars

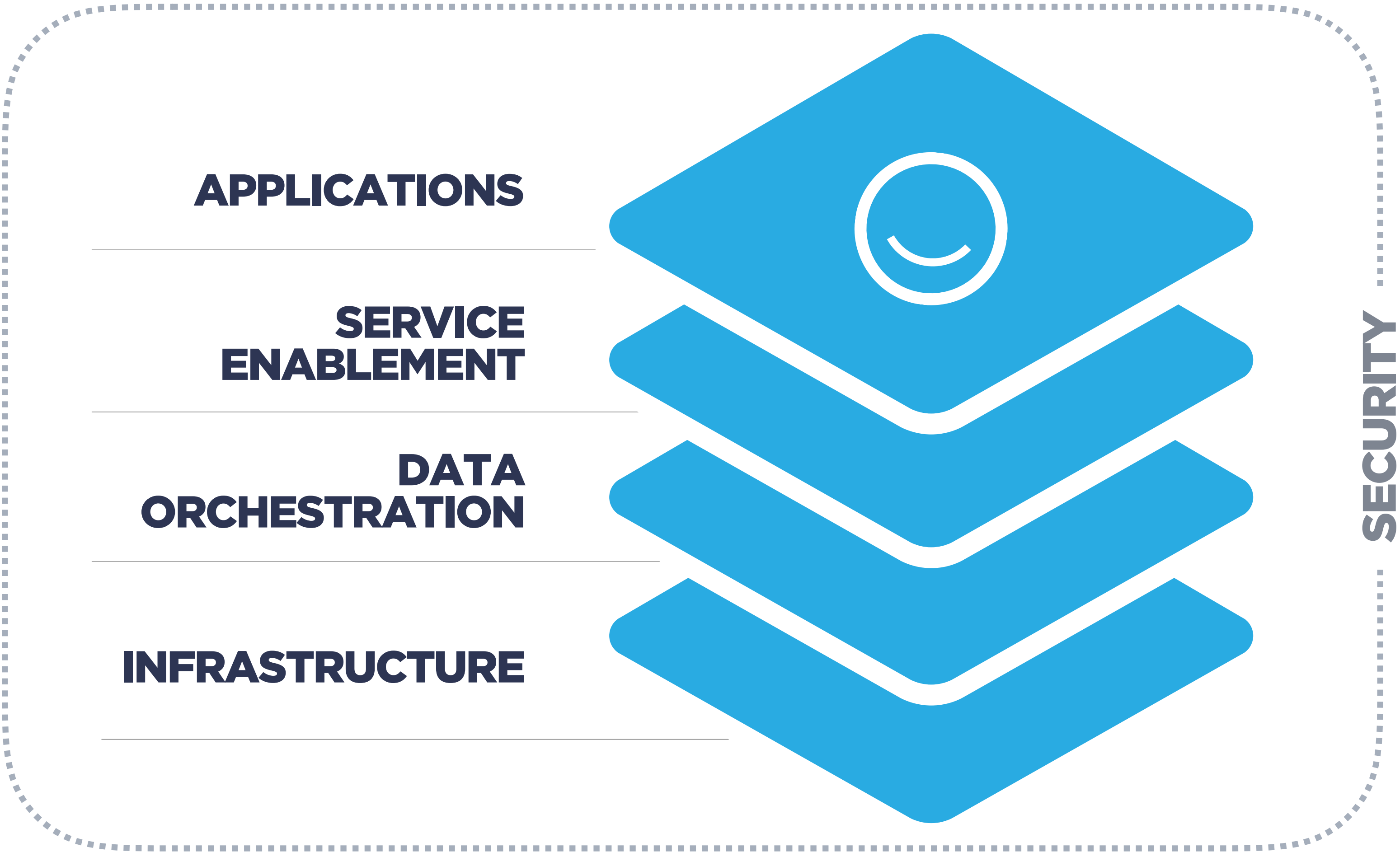


Benefiting the private sector from open and shared city data.





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



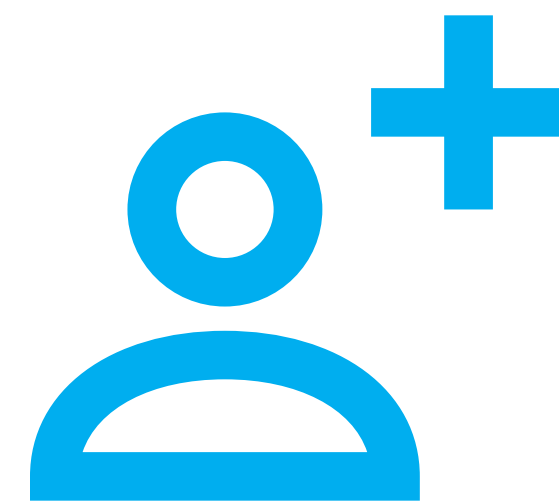
**DASHBOARD AND
ANALYTICS TOOLS**



**DIGITAL ID SERVICES
(DUBAIID)**



**DIGITAL PAYMENT
GATEWAY (DUBAIPAY)**



**PLATFORM AS A
SERVICE (PAAS)**



**REAL-TIME / IN MEMORY
APP ENVIRONMENT**



**GEO-LOCATION DATA
SUPPORT**



**OPEN & SHARED CITY
DATA CATALOGUE**



**IOT MANAGEMENT &
DATA AGGREGATION**





HAPPINESS
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DUBAI DATA

SMART DUBAI
PLATFORM





The most ambitious and comprehensive data initiative, encompassing open and shared data for the public and private sector

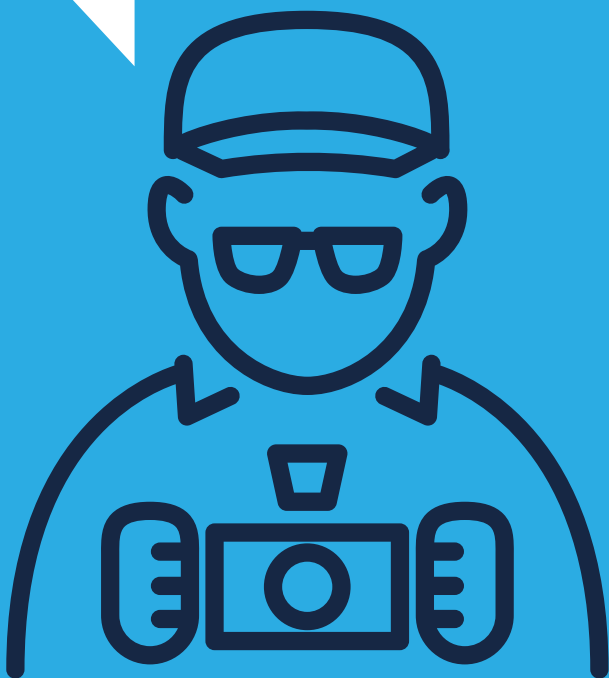
DUBAI DATA

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



CITY PLANNER

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

“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



BUSINESS OWNER

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





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

DATA BENEFITS A...

CITY PLANNER

DATA BENEFITS A...

LOCAL ENTREPRENEUR

DATA BENEFITS A...

BUSINESS TRAVELER

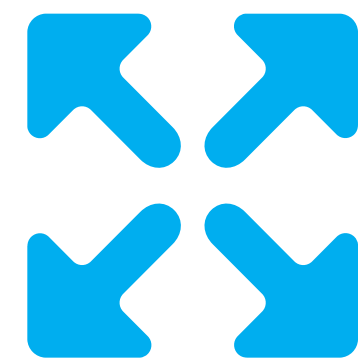
DATA BENEFITS A...

EXPAT RESIDENT





The Dubai Data Law paves the way for a new culture of data sharing and excellence in Dubai



COVERING PUBLIC & PRIVATE SECTOR



COVERING OPEN & SHARED DATA



GOVERNMENT, NOT DEPARTMENTS, OWNS DATA



PROTECTS PRIVACY, CONFIDENTIALITY, IP & NATIONAL INTERESTS



9 OBLIGATIONS FOR DATA PROVIDERS



19 OBLIGATIONS FOR THE GOVERNING BODY





HAPPINESS
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DUBAI ID

DUBAI NOW

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DUBAI DATA

SMART DUBAI
PLATFORM





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.



- 1 DISCOVER**
- 2 DESIGN**
- 3 EVALUATE**
- 4 SUPPORT**



دولة الإمارات العربية المتحدة

GOVERNMENT OF DUBAI

Home

About Dubai Smart Government

About Dubai

Dubai Government Services Directory

Smartphone Apps

FAQs

The Official Portal of Dubai Government

دبي.امارات

dubai.ae

powering city lights moments...

Visit Dubai Smart Gov Stand At GITE

October 2

5 6

Citizens

Residents

Businesses

Visitors

Government Entities

EXPO 2020

DUBAI UNITED ARAB EMIRATES

DUBAI GOVERNMENT SERVICES DIRECTORY

BROWSE BY LANGUAGE

Related Pages in Other Languages

Select Section

BROWSE BY TOPICS

EPAYMENT

EDUCATION

HEALTH

MEDIA

HOUSING

CHARITY

SPORTS

PEOPLE WITH DISABILITIES

CSR IN DUBAI

REPORTS & STATISTICS IN DUBAI

ENTREPRENEURSHIP IN DUBAI

GREEN DUBAI

PARKS AND BEACHES IN DUBAI

HUMAN RIGHTS IN DUBAI

FESTIVALS IN DUBAI

UAE HISTORY

IMPORTANT LINKS

RELEVANT WEBSITES

LIFE EVENTS FOR CITIZENS/RESIDENTS

Getting to school in Dubai

Choosing a nursery or childcare | Going to school in Dubai | Checking out higher education opportunities | Going to a school for people with disabilities | Join a library in Dubai ...

Going to university in Dubai

Finding the right university in Dubai | Checking accreditation and academic programmes | Obtaining scholarships and part-time job opportunities | Applying for higher research or international study ...

Finding a job in Dubai

Jobs for UAE citizens | Getting a government job | Finding a job in the private sector | Knowing the employment laws | Obtaining your rights as an employee ...

Getting married in Dubai

Procedures for marriage of Muslims and Non-Muslims in Dubai | Planning your wedding | Creating a home | In case of separation and divorce ...

Having a baby in Dubai

Complying with marriage and pregnancy laws | Choosing a hospital | Obtaining birth certificates and visas | Parenting a baby and maternity leave in Dubai | Adopting a baby ...

Contacting Dubai Government Officials

Contacting Dubai Smart Government | Contacting customer care for specific government departments | Report Child Abuse in Dubai to Community Development Authority ...

Practising your religion in Dubai

Ramadan in Dubai | Practising your religion in Dubai | Focusing on Islam | Knowing social etiquette and culture in Dubai | Knowing prayer times and Ramadan calendar | Listening to Holy Quran and religious lectures | Donating for charity | Religious counselling through Fatwa | Paying your Zakat | Eid Al Fitr in Dubai | Going on Hajj | Eid Al Adha in Dubai ...

MOST USED ESERVICES

Directory and fees of schools in Dubai

RTA Parking Fines Enquiry & Payment

AT YOUR FINGERTIPS

LIFE EVENTS FOR VISITORS

Planning to visit Dubai

Essential Information about Dubai | Obtaining visas to visit Dubai | Knowing where to stay in Dubai | Booking air-tickets to visit Dubai | Reserving transportation for your visit | Reserving special services at Dubai airport ...

Arriving in Dubai

Telephone services for visitors | Ensuring tourist safety | Arriving by air | Reporting an incident at the airport | Airport transfers | Duty Free Shopping | Arriving by car | Arriving by boat or ship | Getting familiar with Dubai's culture and etiquette ...

Staying in Dubai

For sun and sea lovers | For culture and heritage lovers | Shopping in Dubai | Dining in Dubai | Sightseeing in Dubai | Relaxing in Dubai | Getting around in Dubai | Emergencies services in Dubai | Calendar of events and promotions in Dubai ...

LIFE EVENTS FOR BUSINESSES

Planning a business in Dubai

Why Dubai | Getting familiar with the Dubai Strategic Plan 2021 | Cost of setting up in Dubai | Investment opportunities in Dubai | Preparing to open a business | Becoming an entrepreneur in Dubai ...

Starting a business in Dubai

Opening a business | Selecting a location | Getting Initial Approvals | After Initial Approvals | Acquiring a business ...

Expanding your business in Dubai

Being a Responsible Employer | Financing Your Business | Obtaining Utilities | Acquiring a New Site/Branch | Conducting International Trade | Dealing with legal issues | Doing business with government | Complying with environment & safety regulations | Advertising your business | Obtaining one-stop shop services from freezones | Acquiring business support services ...

دولة الإمارات العربية المتحدة

GOVERNMENT OF DUBAI

Home

Dubai

Dashboard

Services

Business

Tourism

Shopping

Visa & Residency

Vehicles & Dining

Health

Government

Property & Housing

Tourism

Promotional

Search for anything

Visa and Residency

Apply for Medical Fitness Test

Visa Services

eGate Express Re-entry

Vehicles and Driving

Request for Seasonal Parking Card

Apply for Renew for a Vehicle Registration

Apply for a Road Test Appointment

Bill Payment

Pay DEWA Bills

Pay Etisalat Bills

Top Up Nol Card

Legal & Police

Emergency Numbers

Police Stations

Private Power of Attorney

Health

Search for Doctors in Dubai

Request Issue New Health Card

Submit Birth Notification

Government

Government Departments

Public Authorities

Law Enforcement Bodies

Property & Housing

Request for Real Estate Training Course

Rent Increase Calculator

Request to Issue Broker Card

Business

Request to Reserve Trade Name

Request to Issue Initial Approval

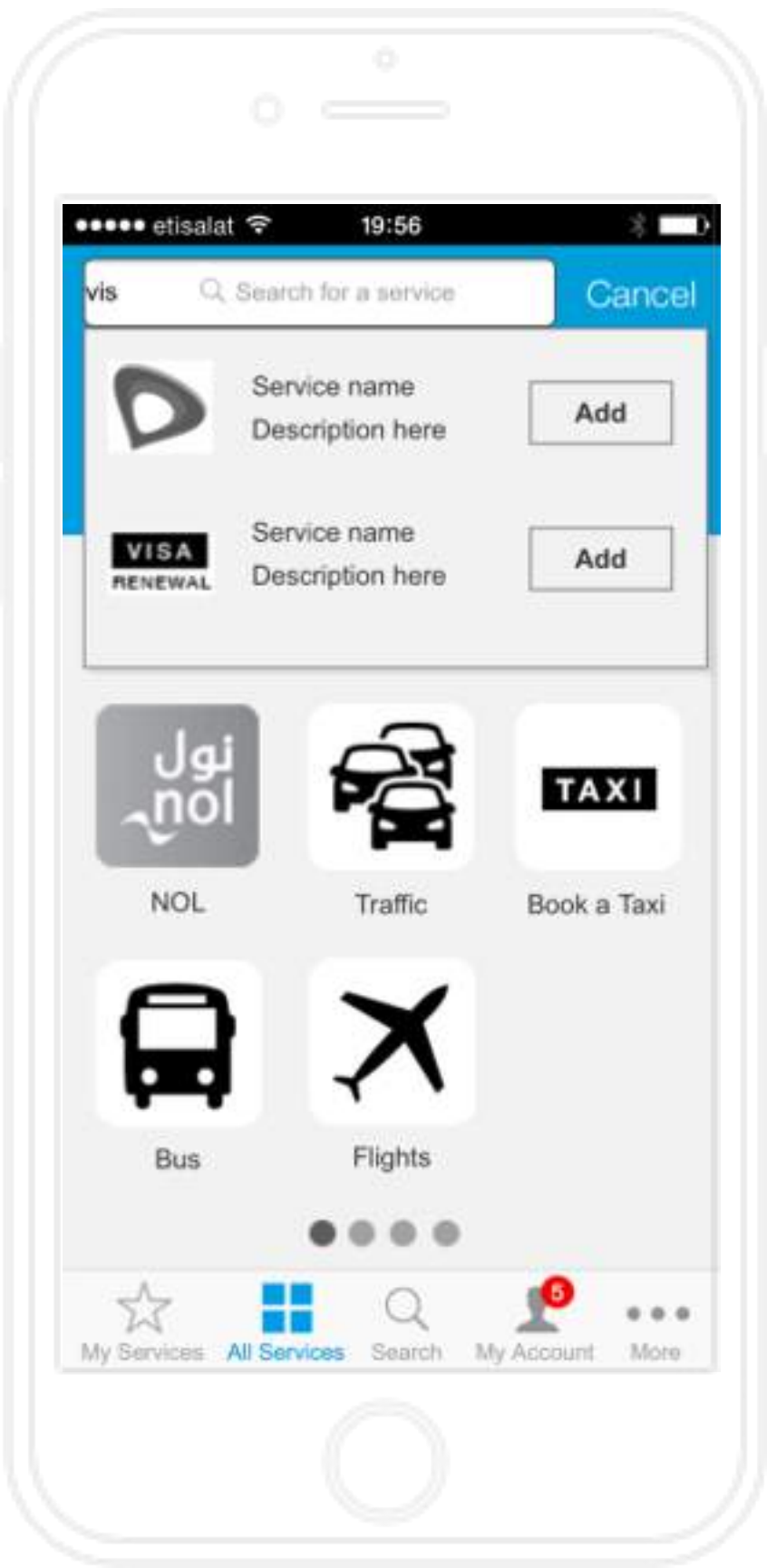
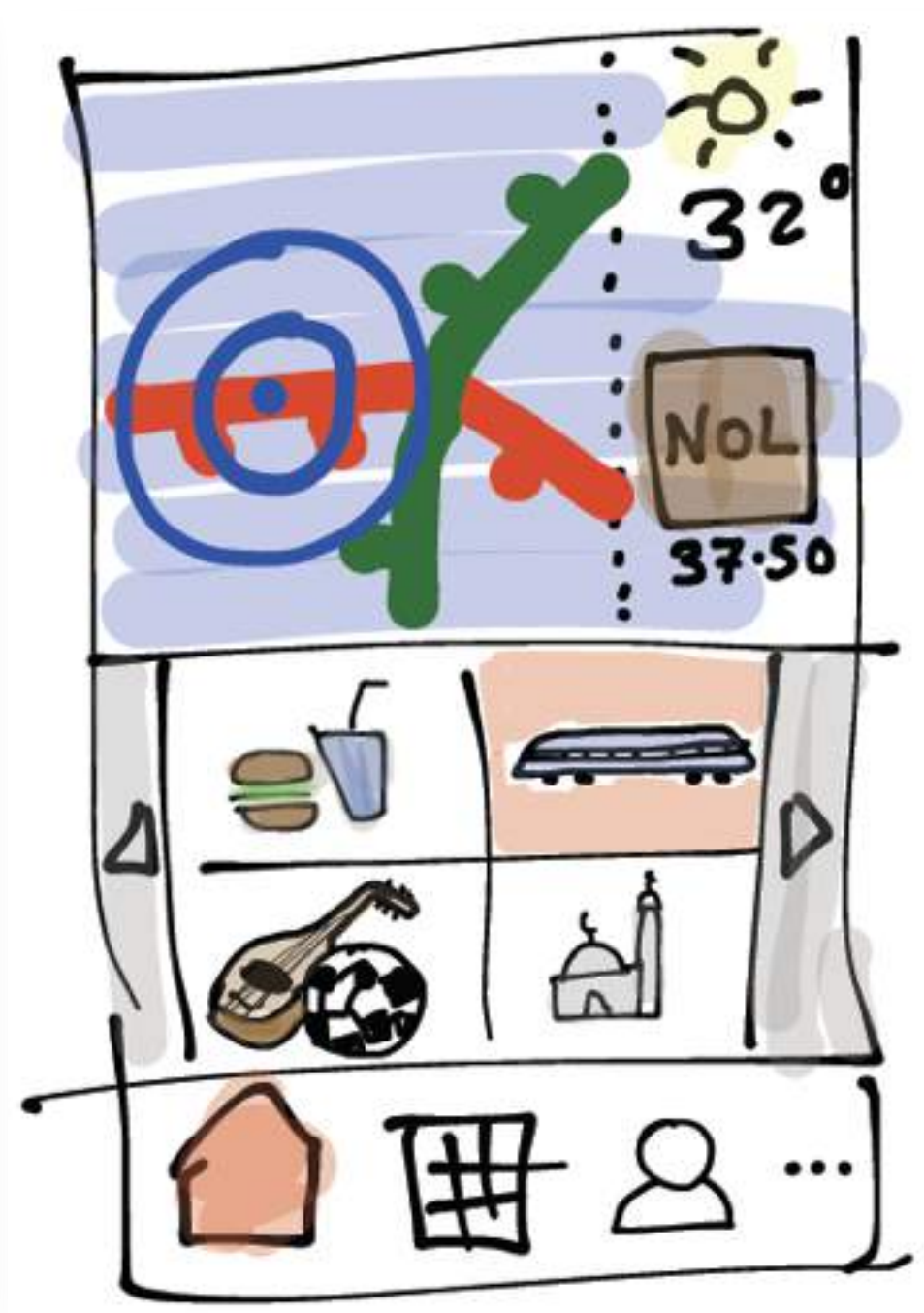
Planning a Business in Dubai

Jobs & Employment

Finding Government Jobs - mJobs

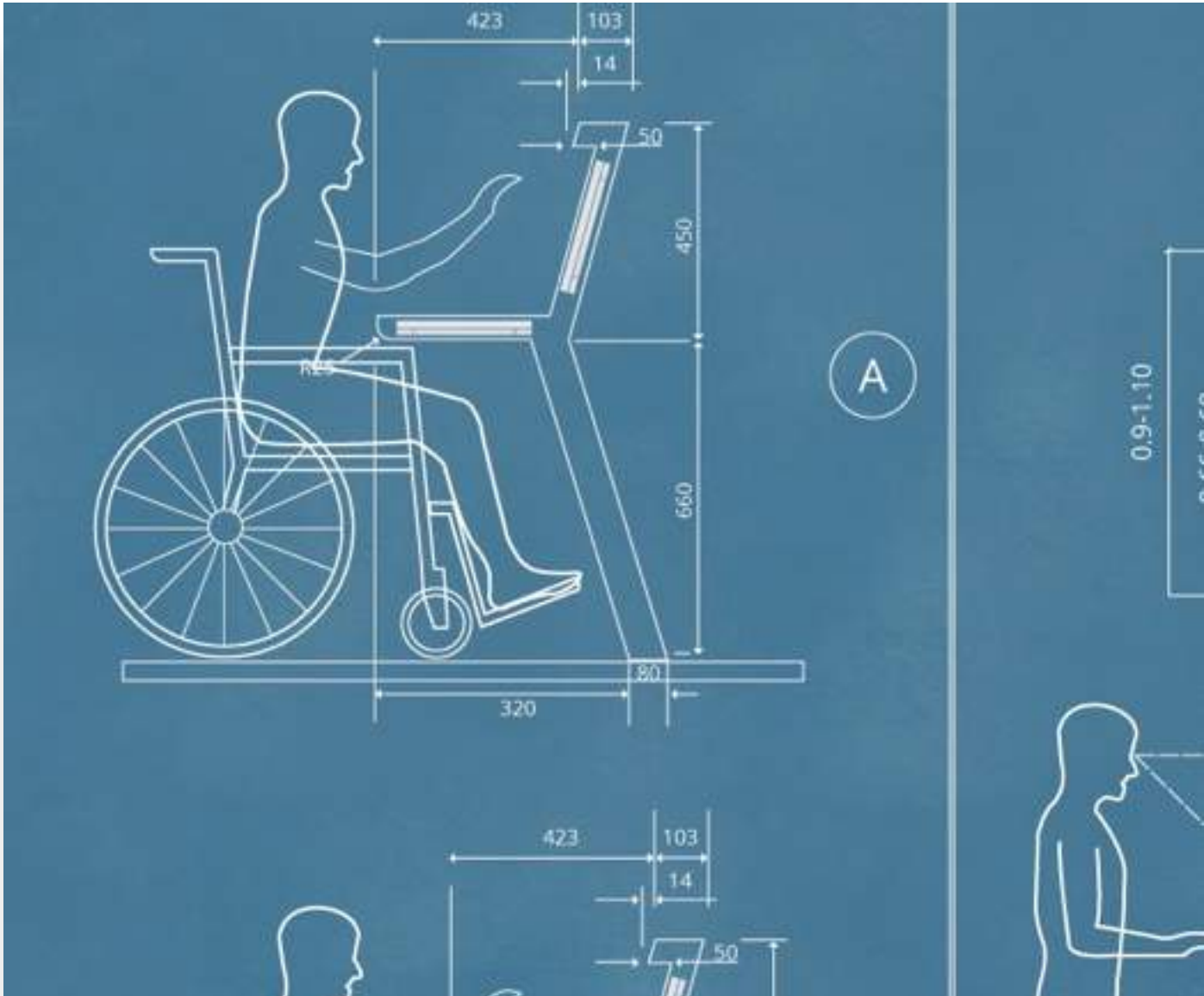
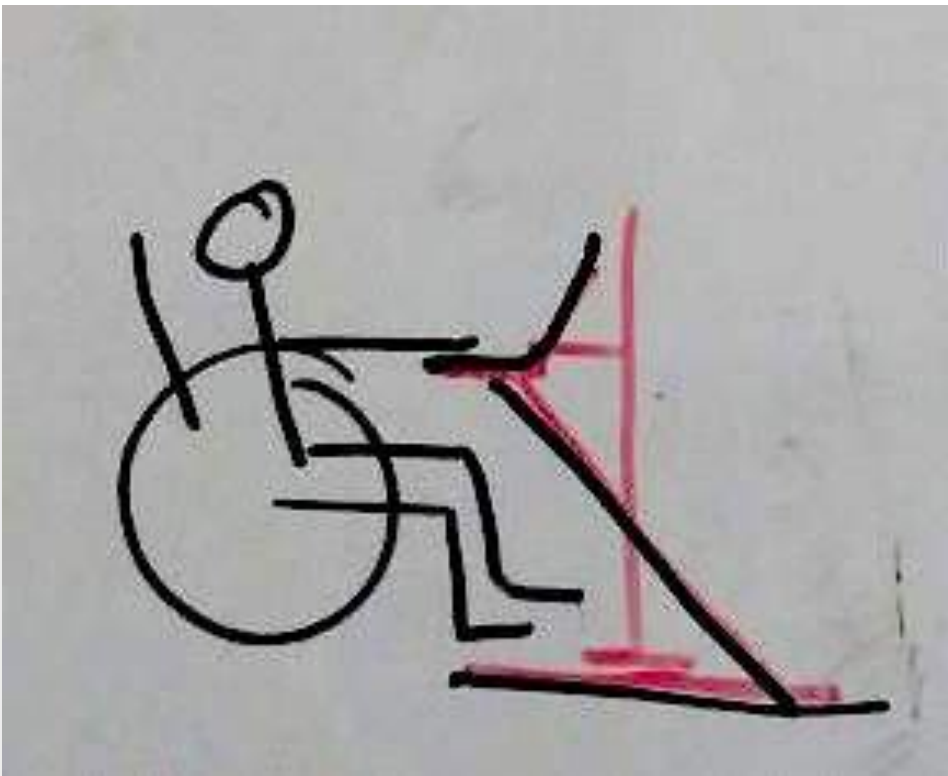
Finding a Job in the Private Sector

Obtaining your Rights as an Employee



CONCEPT

PROTOTYPE



CONCEPT

PROTOTYPE



HAPPINESS
METER

DUBAI ID

DUBAI NOW

CX LAB

DUBAI DATA

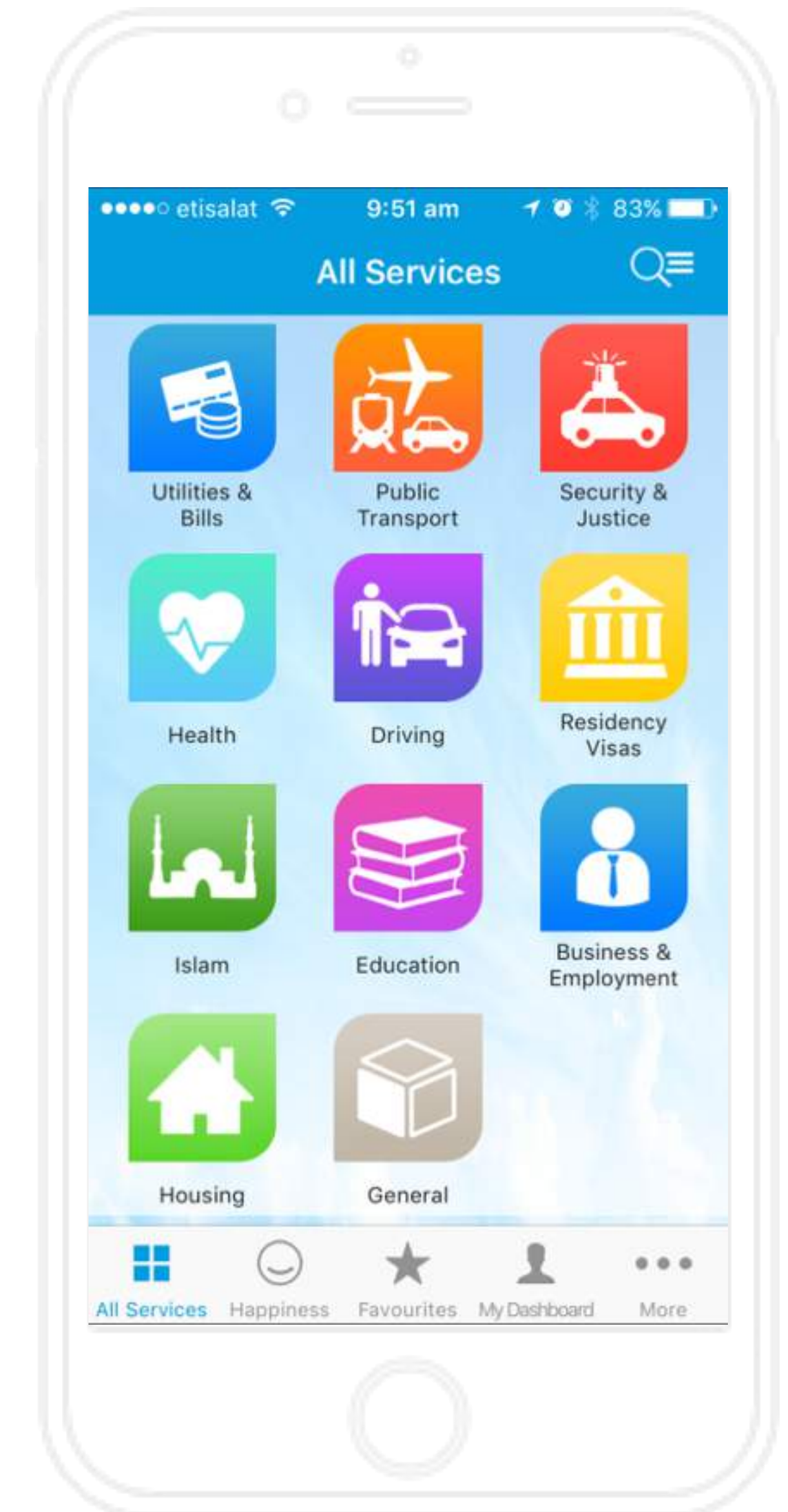
SMART DUBAI
PLATFORM

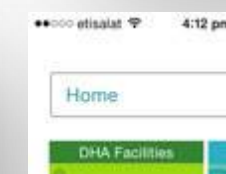




We believe today is no longer good enough — People want services in the moment. Now.

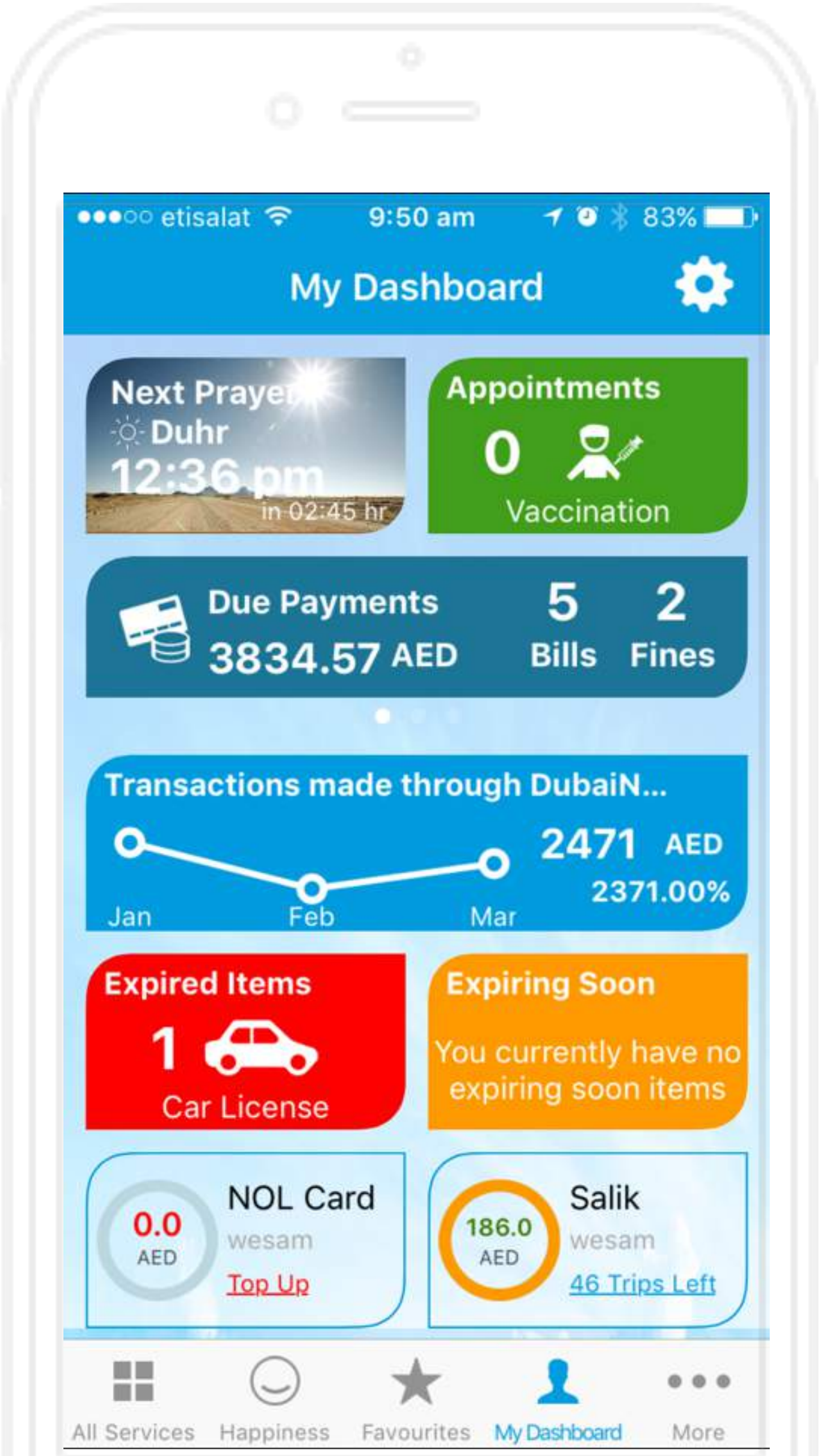
Achieving the mandate of His Highness Sheikh Hamdan bin Mohammed, we have delivered the first true government service hub, uniting over 50 government services in a single customer touchpoint across all channels.







والآن
now





HAPPINESS
METER

DUBAI ID

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DUBAI DATA

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PLATFORM





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







**HAPPINESS
METER**

DUBAI ID

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DUBAI DATA

**SMART DUBAI
PLATFORM**





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.

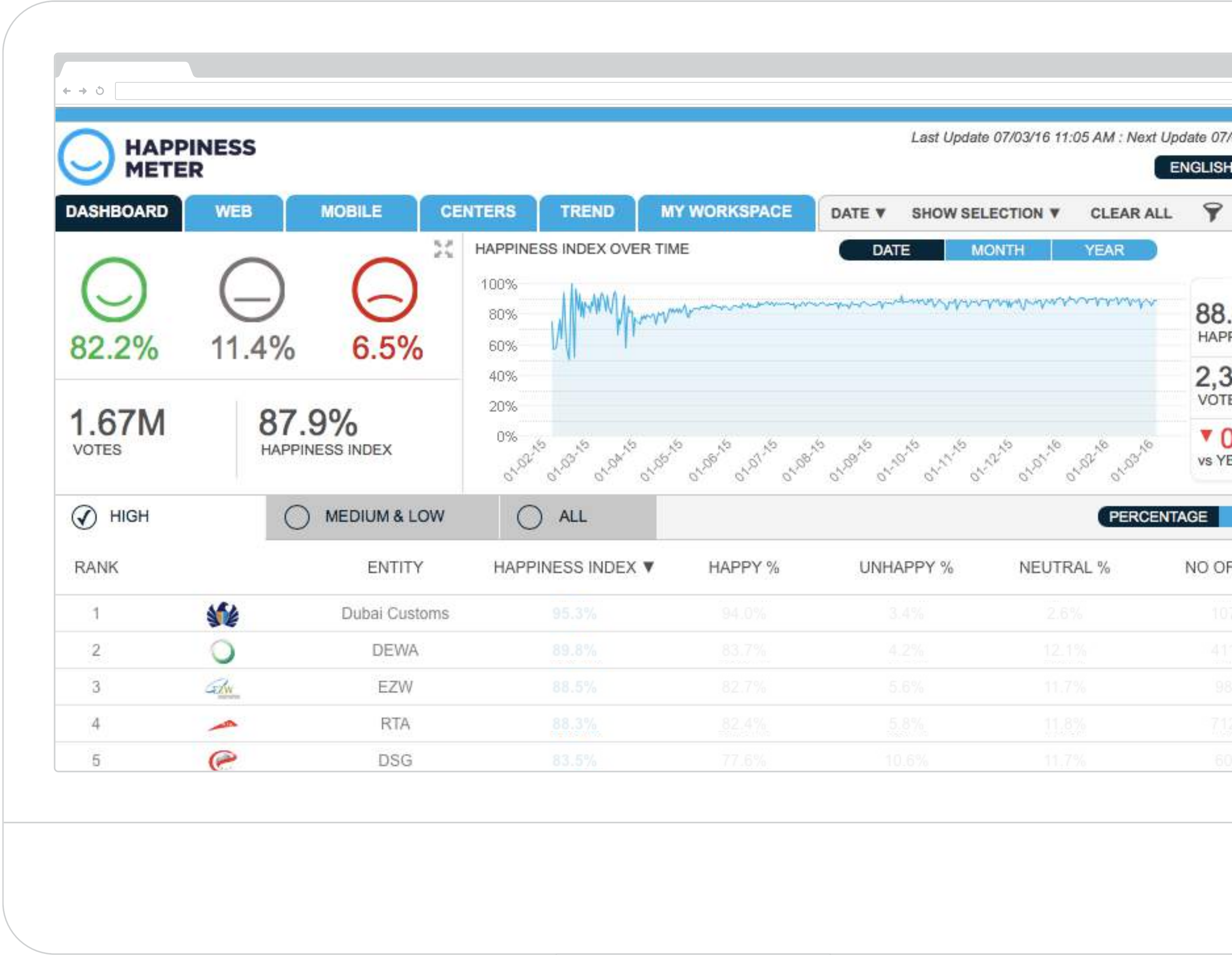
Powering a live customer happiness map at service touchpoints citywide.

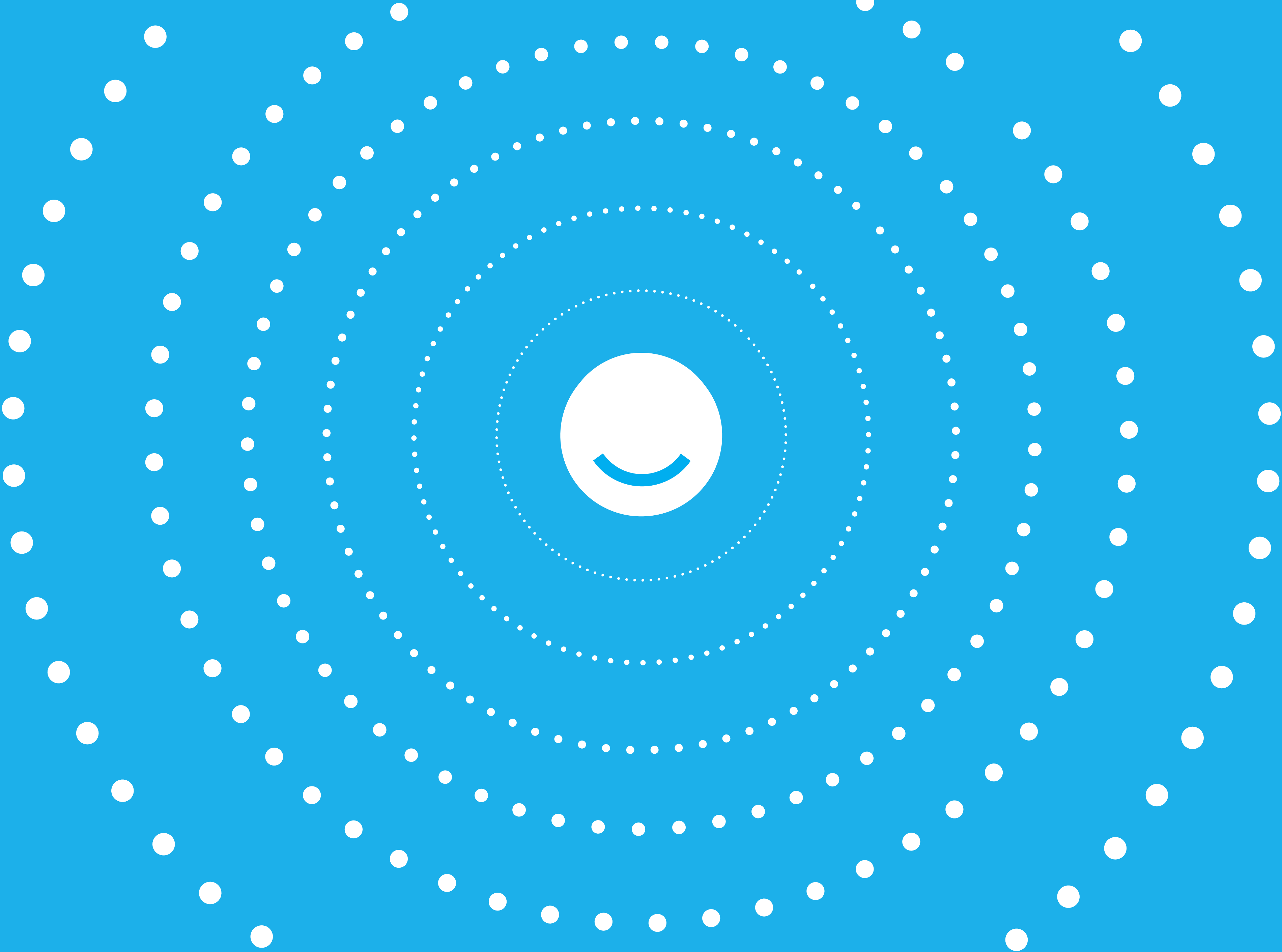




The Happiness Meter Dashboard delivers a citywide view of customer happiness - the HMI

Supporting decision makers from all participating entities.







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