



Ministry of Telecom
and Mass Communication
of the Russian Federation

E-GOVERNMENT IN RUSSIA

SERVICE ECOSYSTEM

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June 2017



OUR MISSION

We are to become a useful, usable and **seamless** digital ecosystem between People and Government, helping people to be minimally distracted from their life by contacting with government.

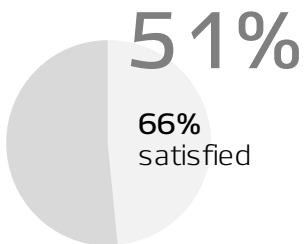


Russian e-Government goals

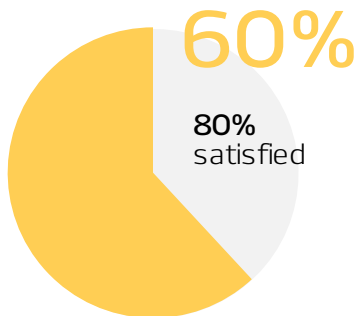
70% People use electronic way of getting government services

90% People prefer it and are satisfied with it

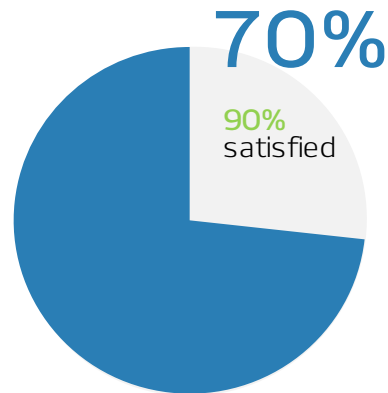
DECEMBER 2016



DECEMBER 2017



DECEMBER 2018



WE UNDERLINE A NECESSITY OF DECREASING DOUBLE-COST EXPENDITURES OF E-GOVERNMENT ISSUES BY BUILDING AN OPEN PLATFORM ECOSYSTEM



Russian government digital environment

54%

PEOPLE KNOW
AND PREFER OUR
BRAND AMONG
OTHERS TO GET
SERVICES

45+ MLN.

UNIQUE USERS
+1 mln.monthly

38 MLN.

E-SERVICES PROVIDED
+10% monthly

30 MLN.

VISITS TO PORTAL
+7% monthly

1000+

AUTHORITIES

500+

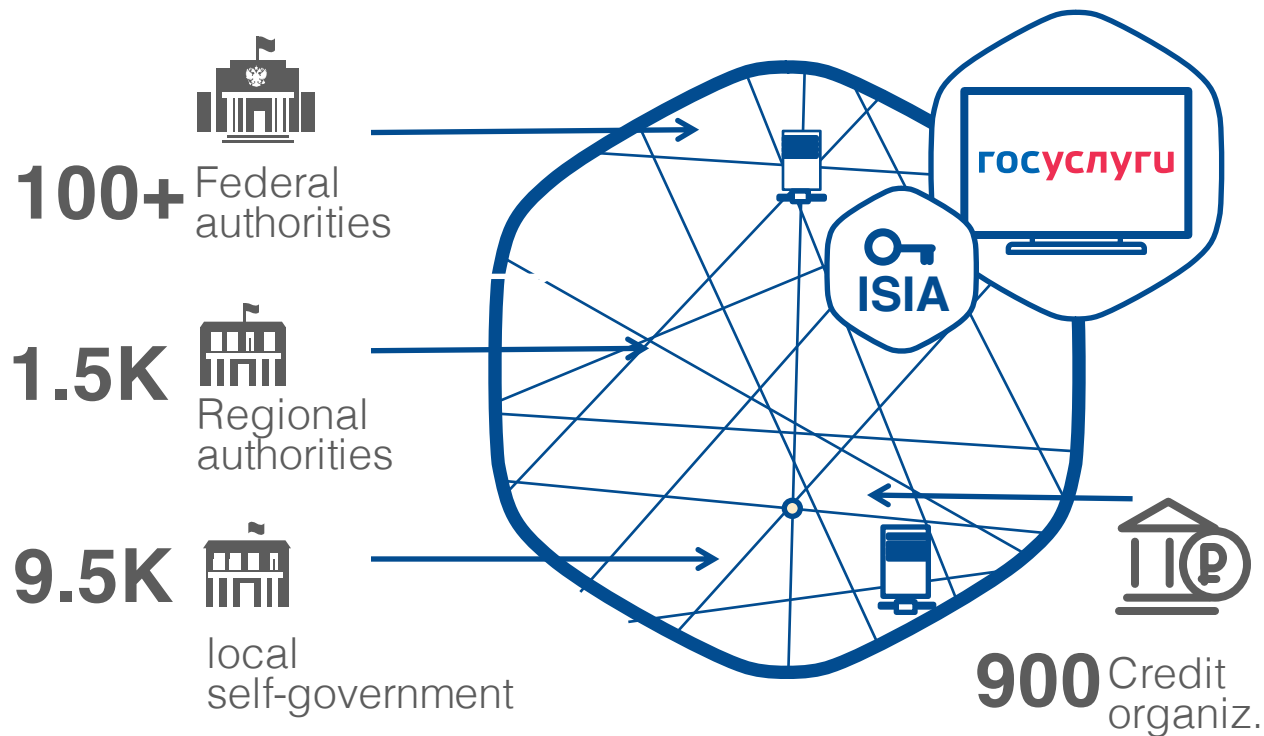
SYSTEMS

5000+

WEB SITES



Russian government digital infrastructure



ISEI

12.5K
participants

7 billion
requests

4,3 billion



2014



2016



Open services & standards for authorities and partners



ONE OFFICE

One private office to manage all operations, payments and requests



ONE KEY

One private account to get access to all private information and government resources



ONE PAYMENT AGENT

Universal payment service to be used at different authorities sites



GOV.MAIL

Special email service to deliver even legally relevant messages



GOSBAR

Unified navigation widget to connect all government sites together



WIDGETS

Capability to share services with different sites in micro-service architecture approach



ONE MARKETING

Unified guidelines and materials for providing seamless marketing approach



DESIGN STANDARDS

Guidelines and recommendations for providing holistic UX regardless which site user choose to get service or support



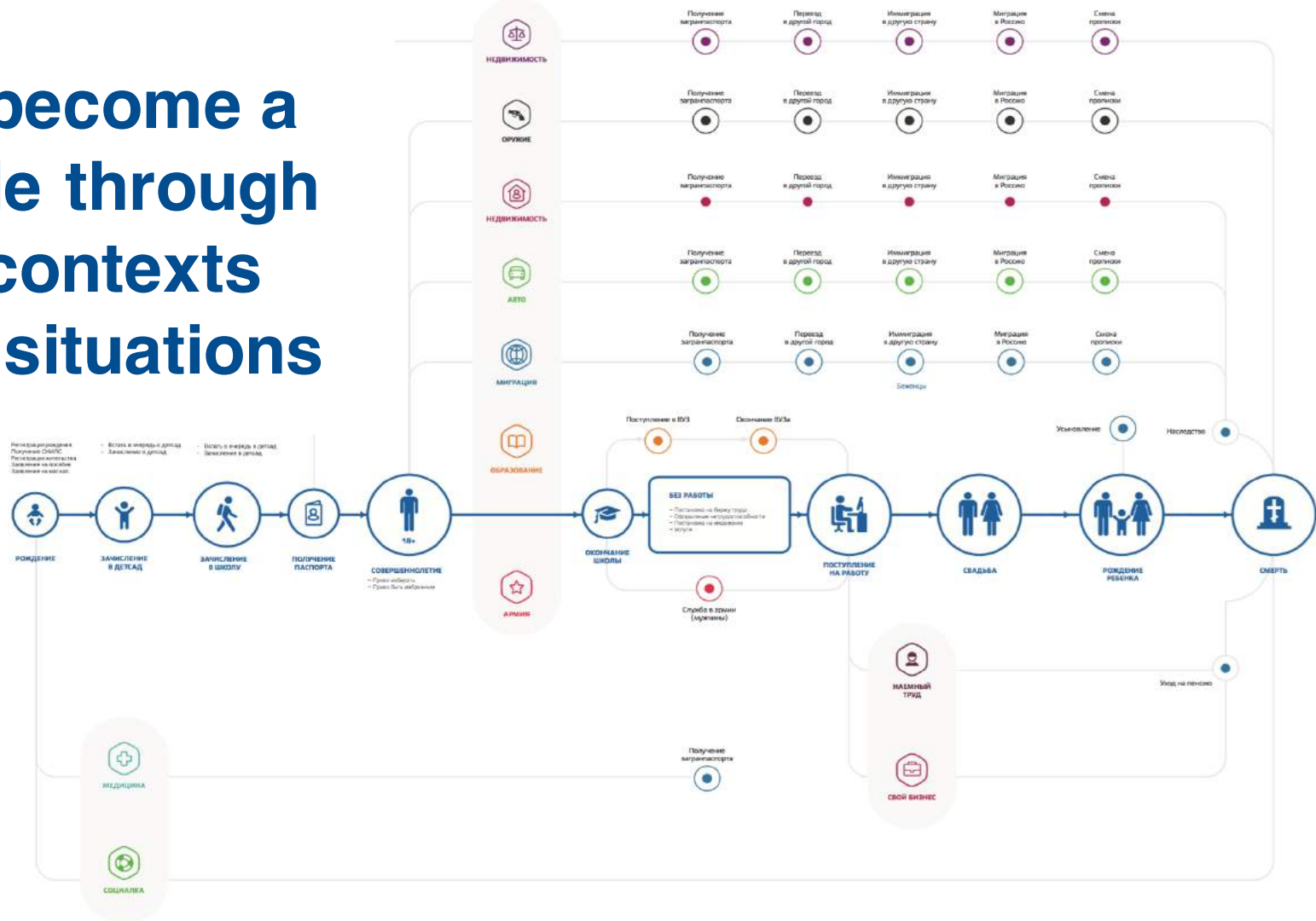
CLAIMS

Unified claim service to stand for people rights before going to court

partners.gosuslugi.ru

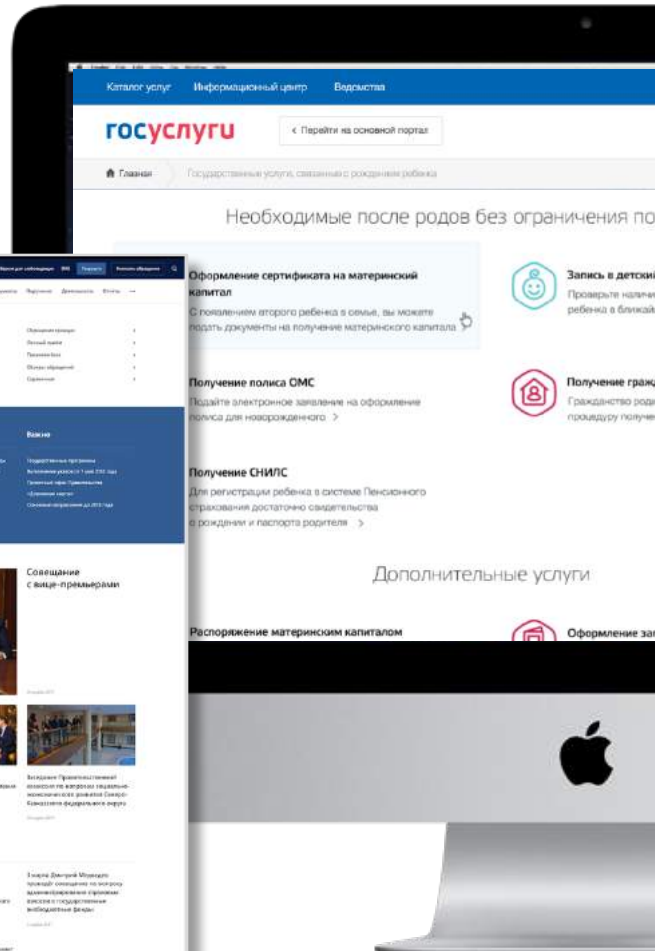
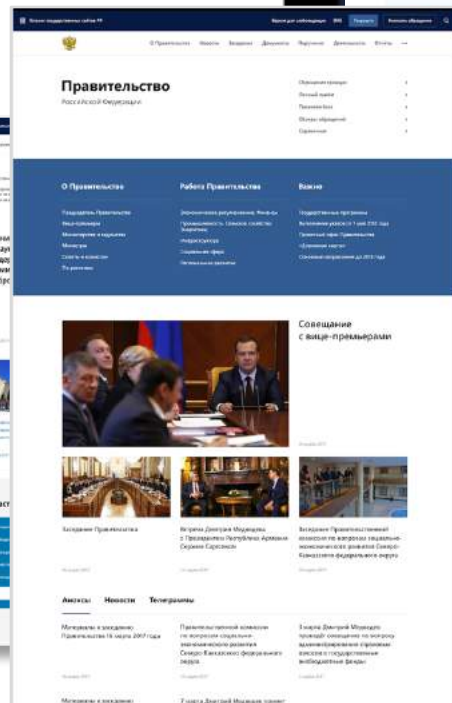
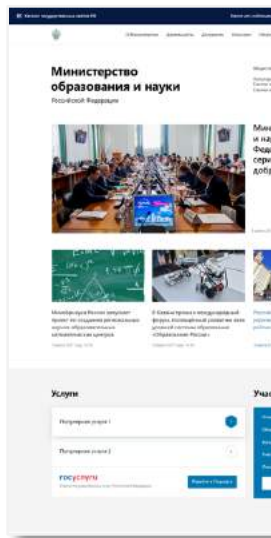
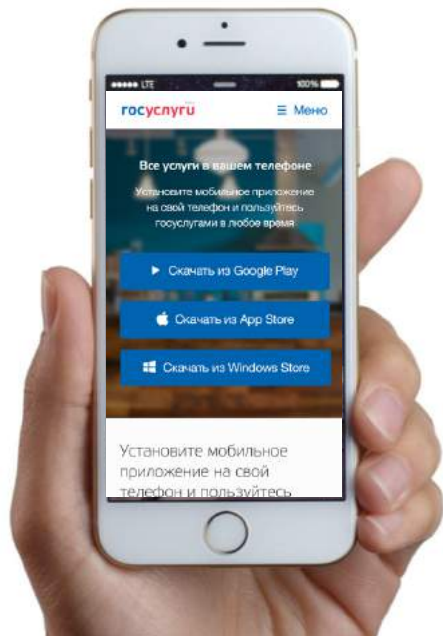


We become a guide through life contexts and situations





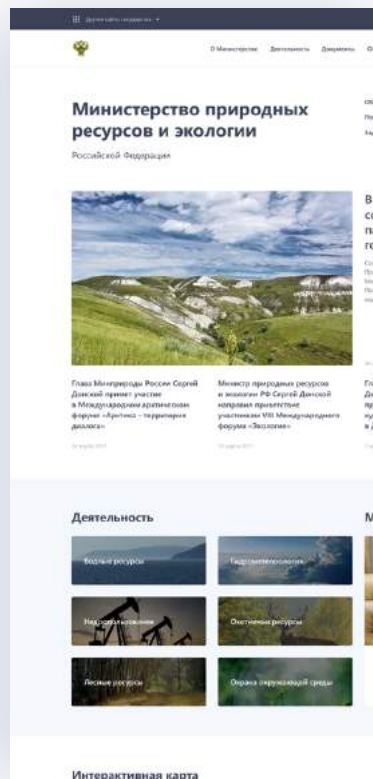
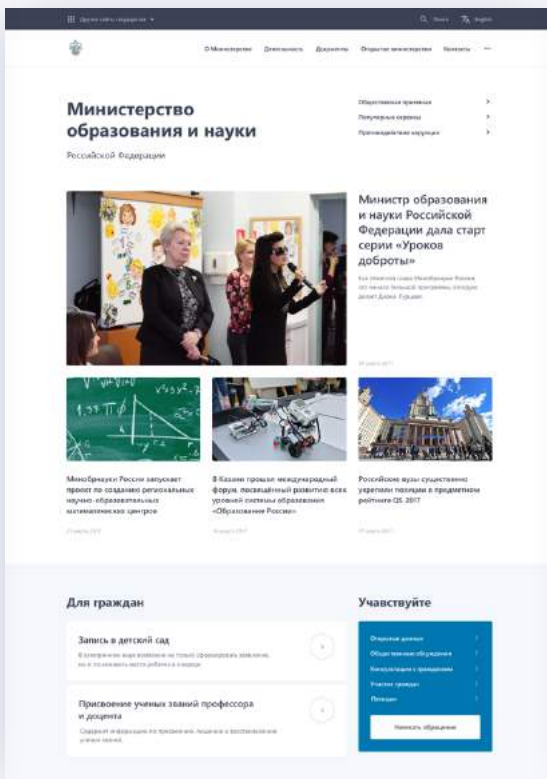
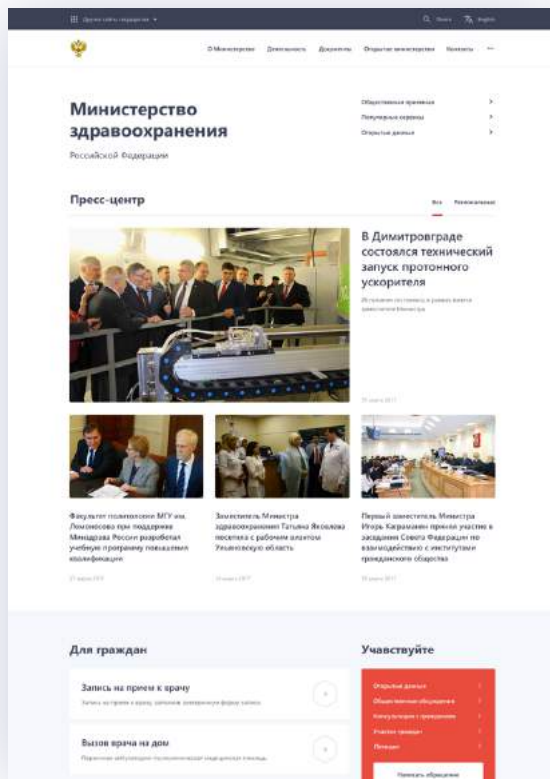
We build OMNI – channel ecosystem of providing data & services





UX unification of authorities web sites

New project for general usability upgrade





We translate what we offer from governmental to a language of ordinary people

госуслуги
Проще, чем кажется

← Перейти на портал

Планируете свадьбу?

С Госуслугами — это просто.
Теперь самые важные услуги для молодой семьи в одном месте: заявление в ЗАГС, замена паспорта РФ и загранпаспорта, документов на авто.

Узнать больше

Без долгов жить спокойнее

Несоплаченные налоги и штрафы могут превратиться в задолженность.
Но достаточно проверить и оплатить свои налоговые и судебные задолженности, а также штрафы ГИБДД на портале госуслуг.

Узнать больше

Остались вопросы?

Получим на вопросы в любой момент. Найдите ответ на вопрос в справочном разделе на сайте или свяжитесь с нами через социальные сети.

f vk telegram twitter

8 800 100-70-10
Круглосуточная поддержка

Оплатите штрафы

1. Проверьте наличие задолженности в личном кабинете

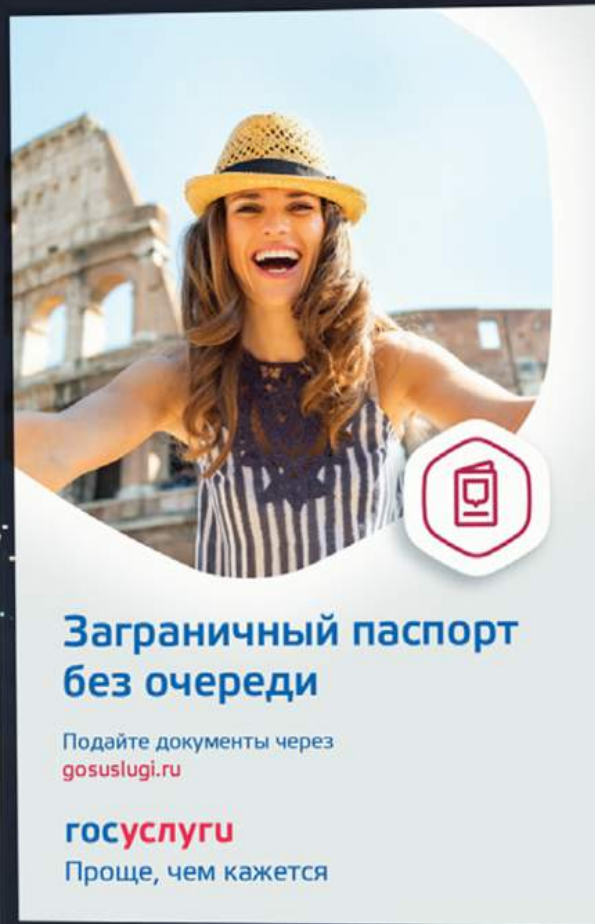
2. Настройте уведомление о новых штрафах, налогах и судебных задолженностях

3. Оплатите вашу задолженность

4. Подтвердите регистрацию брака!

One brand for all communications

60+ mln People reached by digital promo



The advertisement is displayed on a bus stop shelter. It features a large photo of a smiling woman in a straw hat and a striped dress, with the Colosseum in the background. To the right of the photo is a red hexagonal icon containing a white smartphone with a passport symbol. Below the photo, the text is in Russian, promoting a passport service without queues. At the bottom, the Gosuslugi logo and slogan are present.

**Заграничный паспорт
без очереди**

Подайте документы через
gosuslugi.ru

госуслуги
Проще, чем кажется

Our key focus and potential



1. Performing a complex transformation to **Digital Economy** paradigm as a main driver
2. Providing an infrastructure capabilities for building a strong flexible base for data – driven world
3. Creating a perfect User Experience for interacting with a government for people and business

gosuslugi
for all occasions