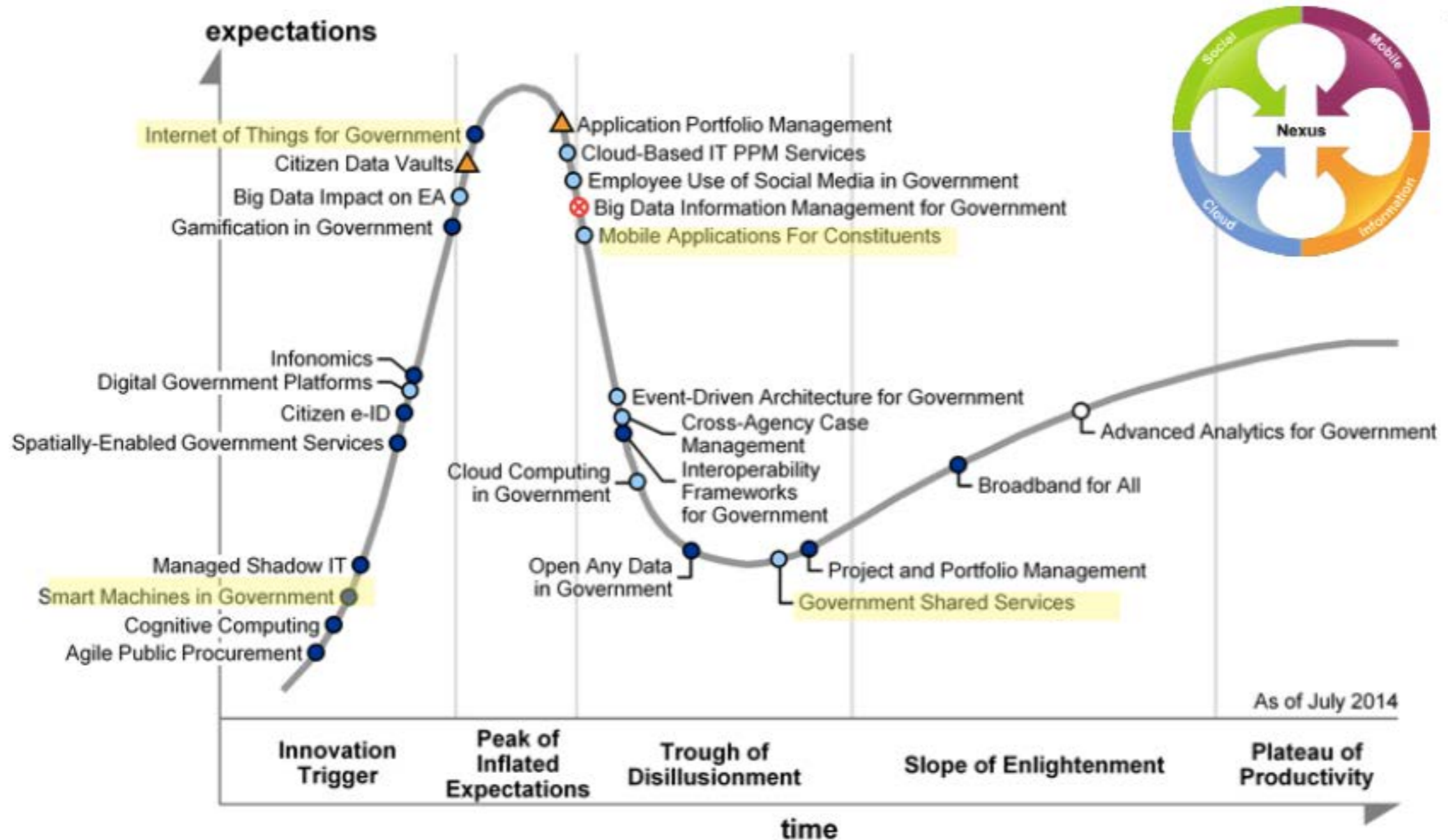


# Digital Economy, Society, and Government

Nantawan Wongkachonkitti  
EGA

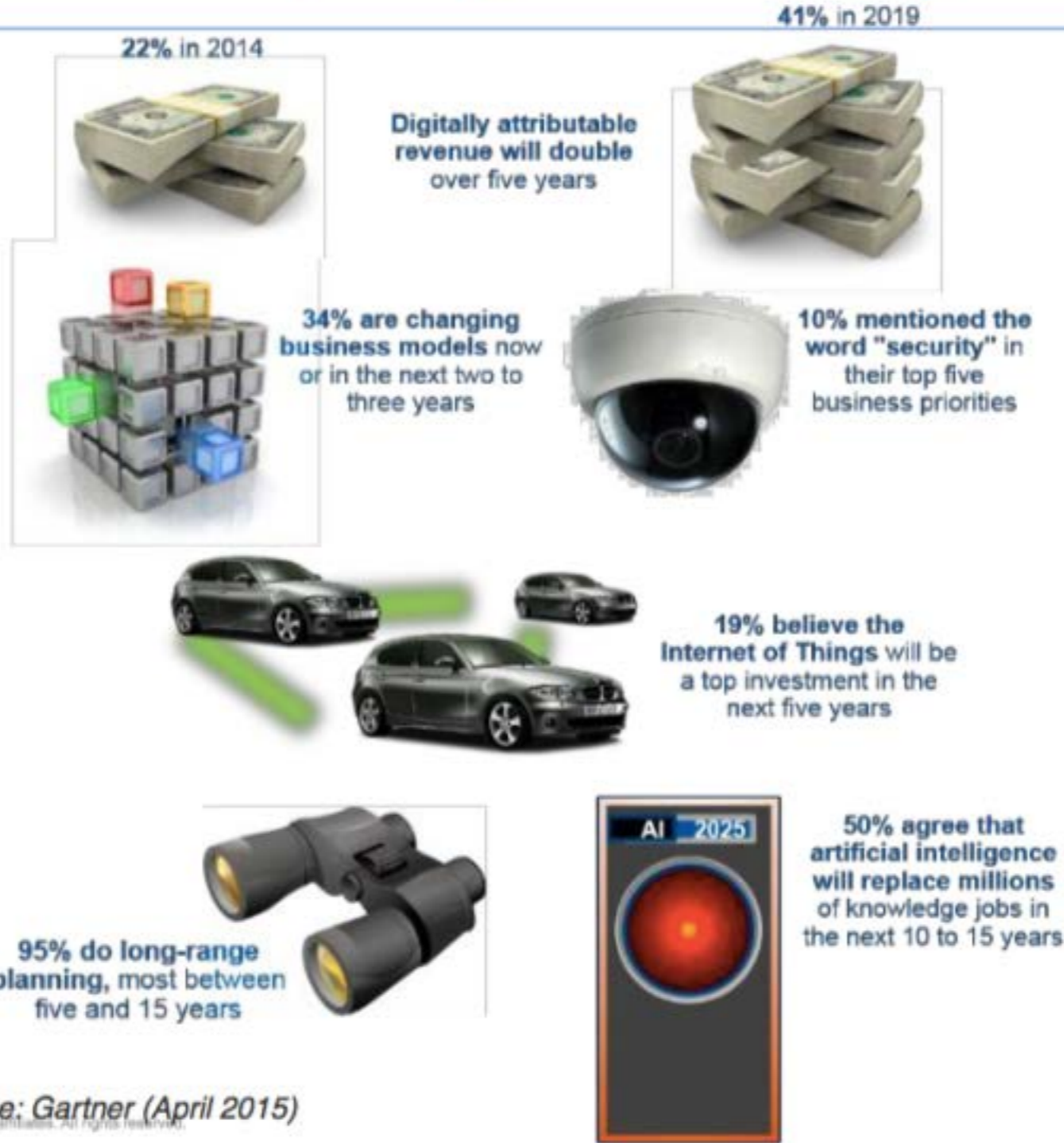
# Digital Economy Hype Cycle



Plateau will be reached in:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

# 2015 CEO Survey – Digital Economy is Here

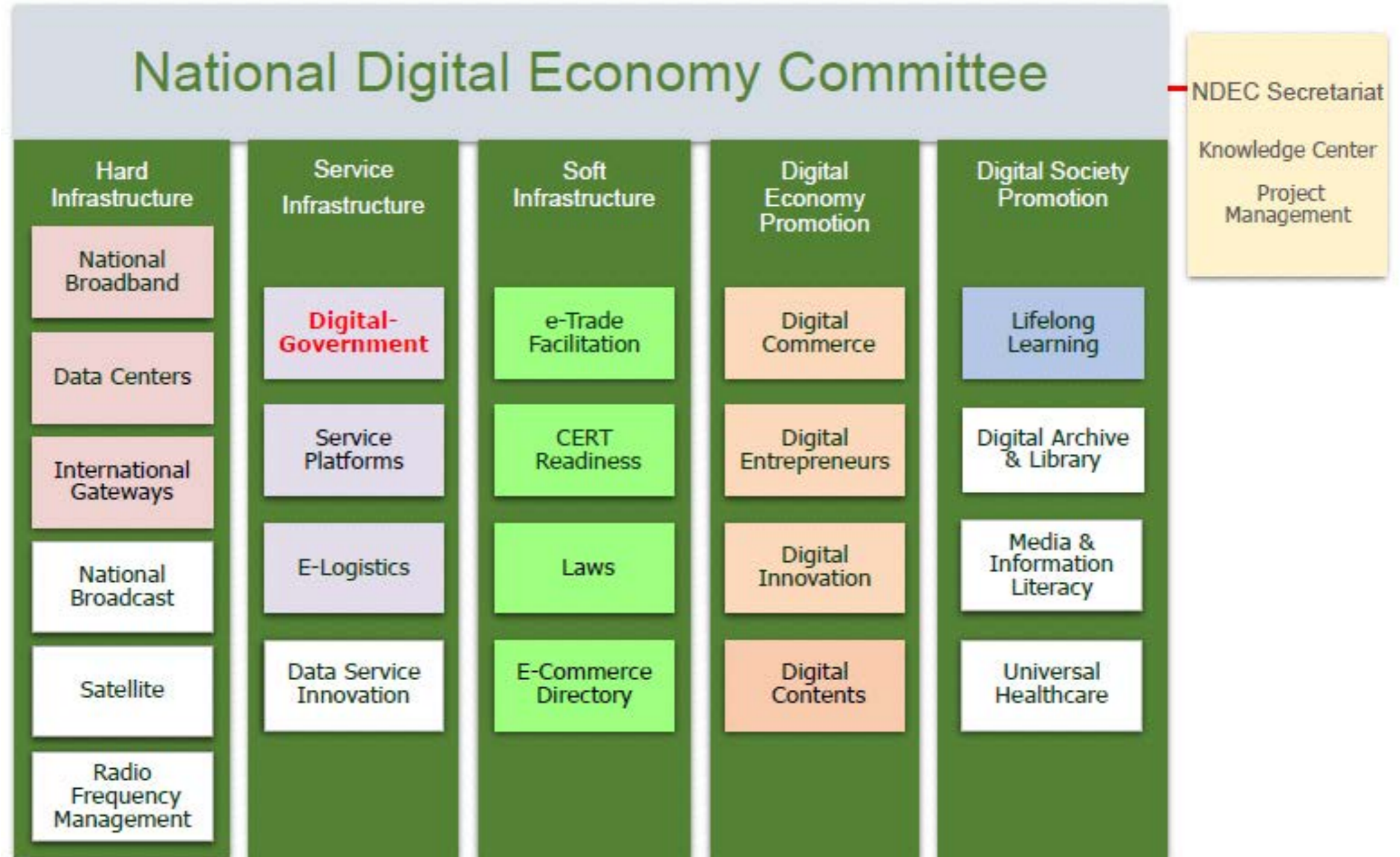


Source: Gartner (April 2015)

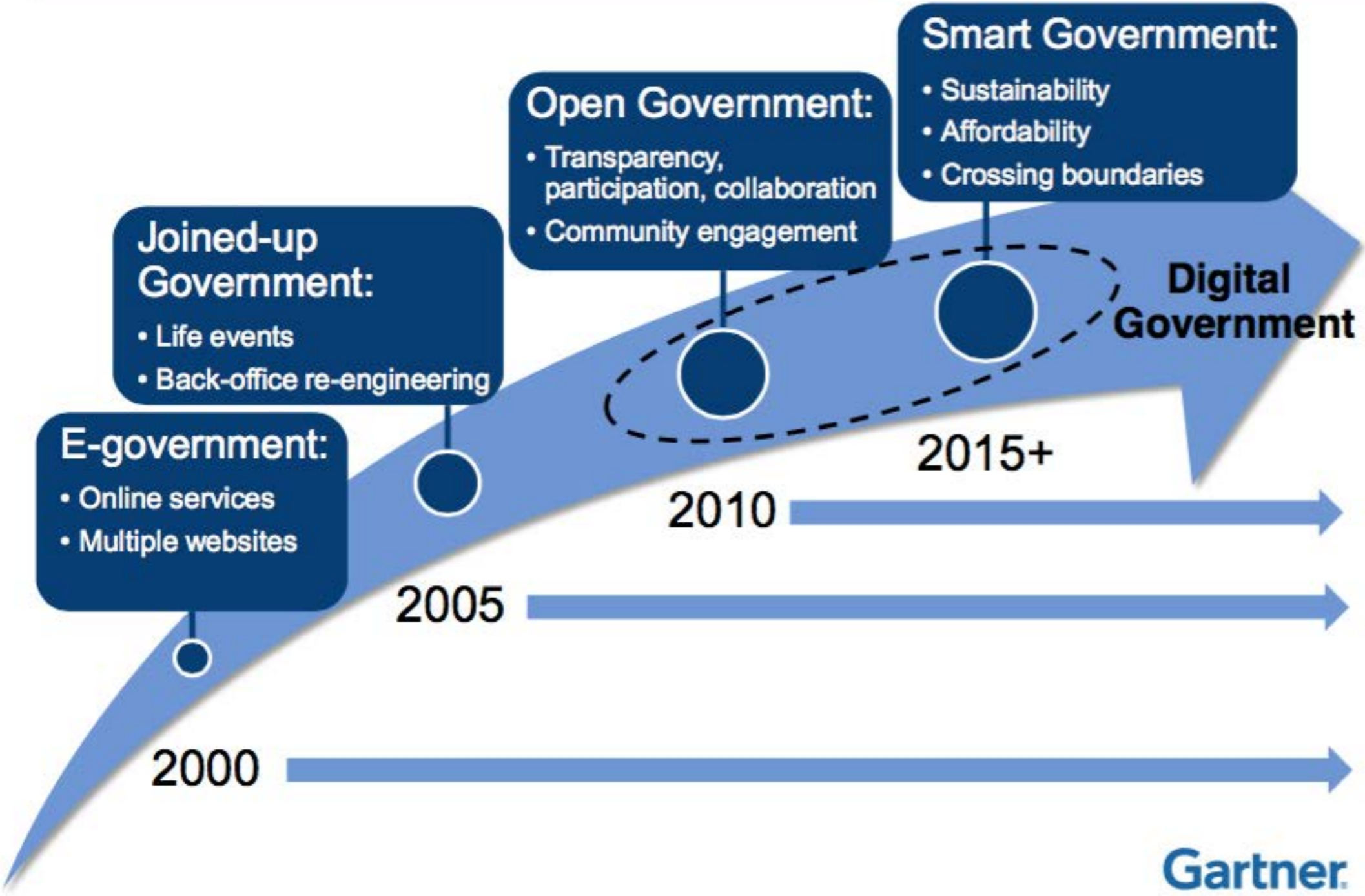
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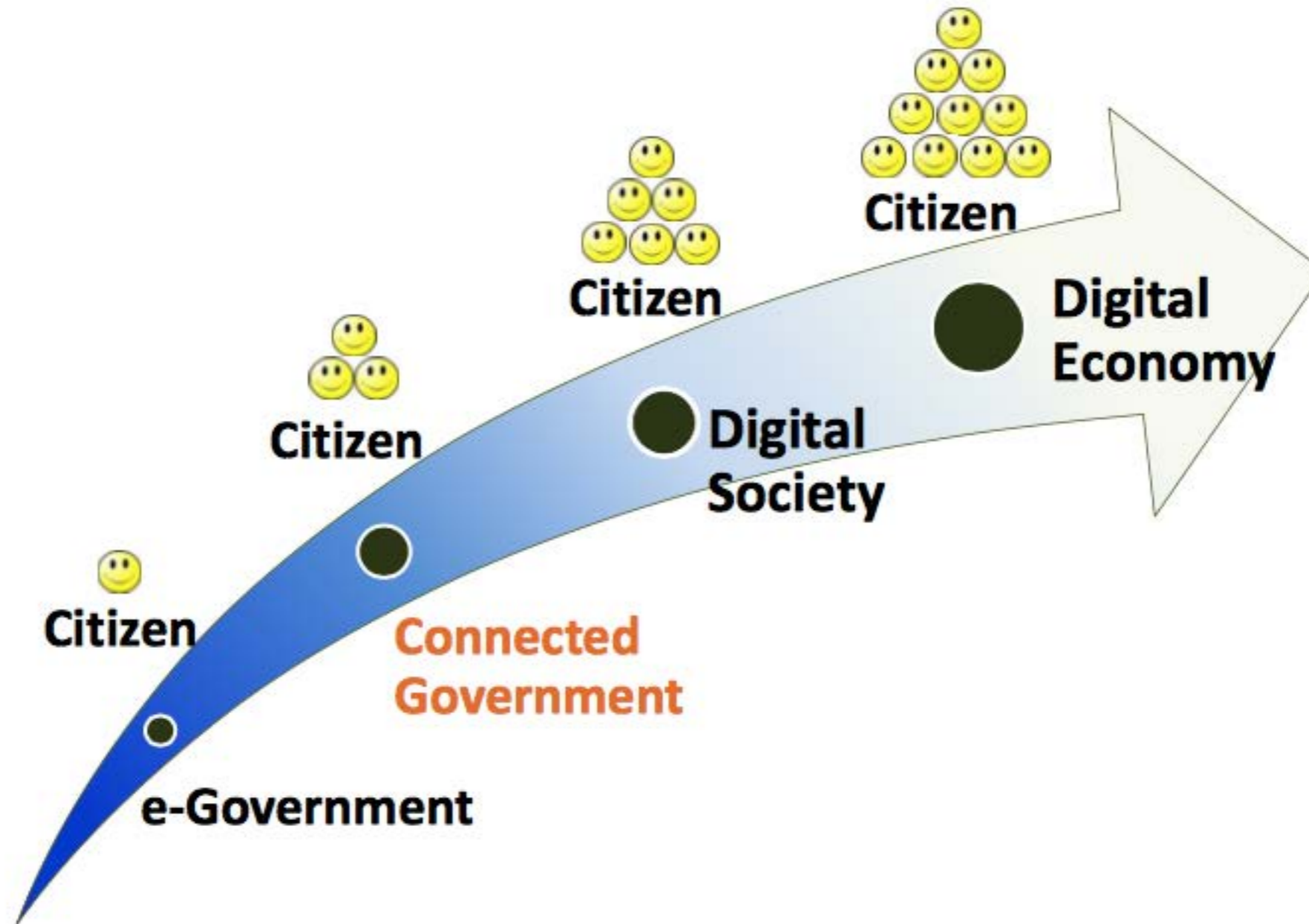
# The Five Pillars of Thailand's Digital Economy Initiative



# Four Phases of Technology in Government: Smart and Digital



# Four Phases of Thailand Digital Economy



# Digital Government

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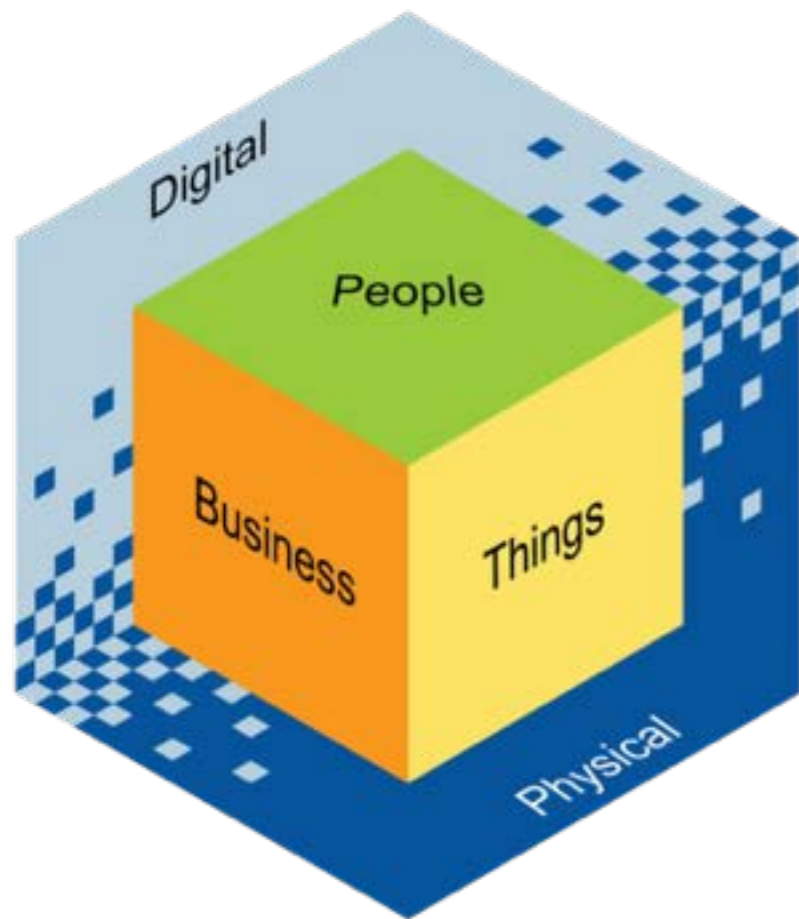
## Digital business

The creation of new business designs by blurring the boundaries between the digital and physical worlds due to the convergence of people, business and things.

## Digital government

Digital business that leverages *digital data* to optimize and transform government services.

# The Nexus of Forces



## Digital Government

Government designed and operated to take advantage of **digital data** in optimizing, transforming, and creating government services.

## Civic Moments

An event that triggers the exchange of data and coordinated actions across a network of people, businesses and things to achieve a singular objective.



## **Digital Government: Data is Key**

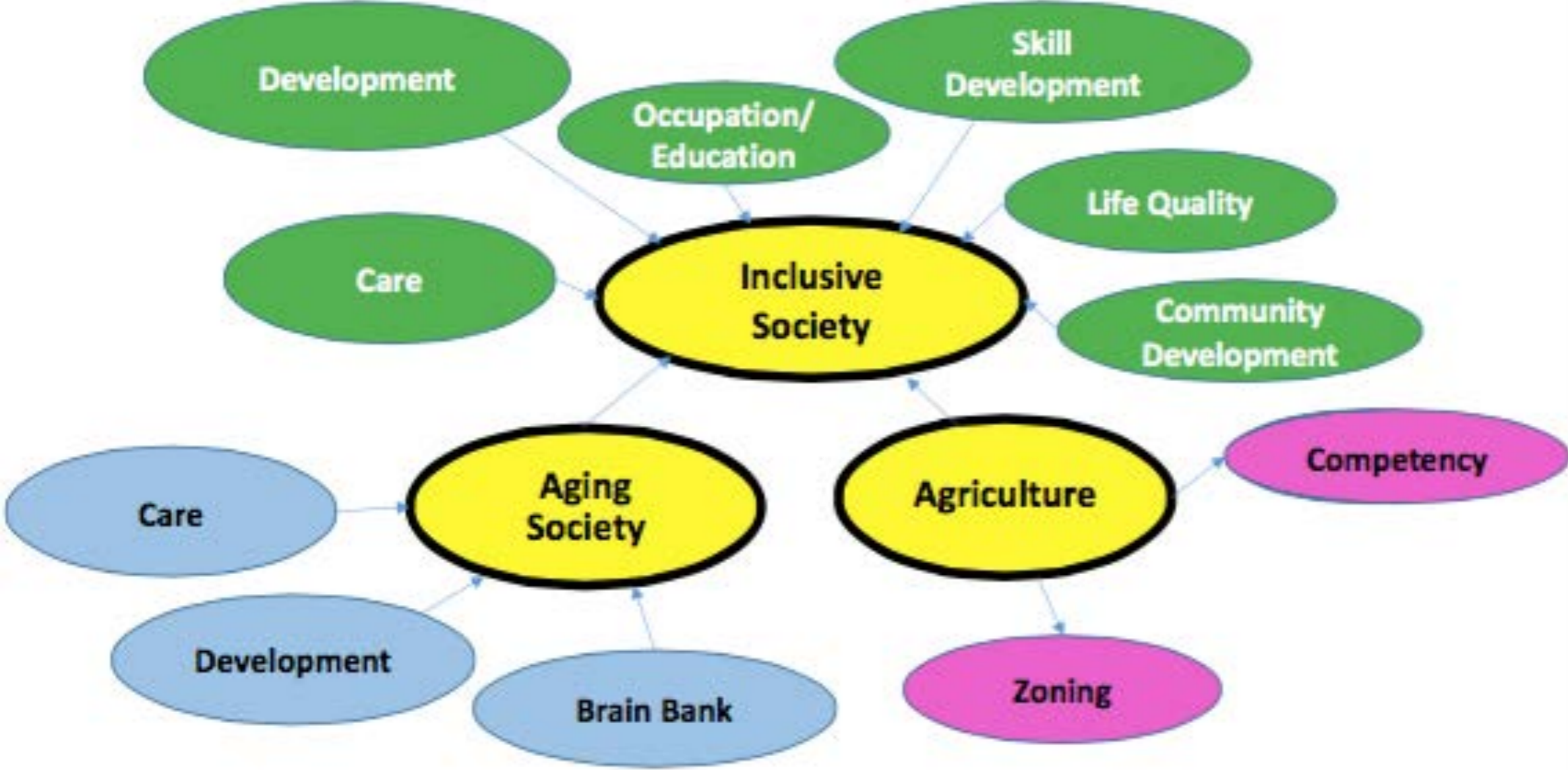
**By 2018, more than 30% of local government agencies will depend on data supplied by the InterNet of Things (IoT), to support at least 50% of their mission-critical programs.**

# Benefit for Citizen-Centric Service

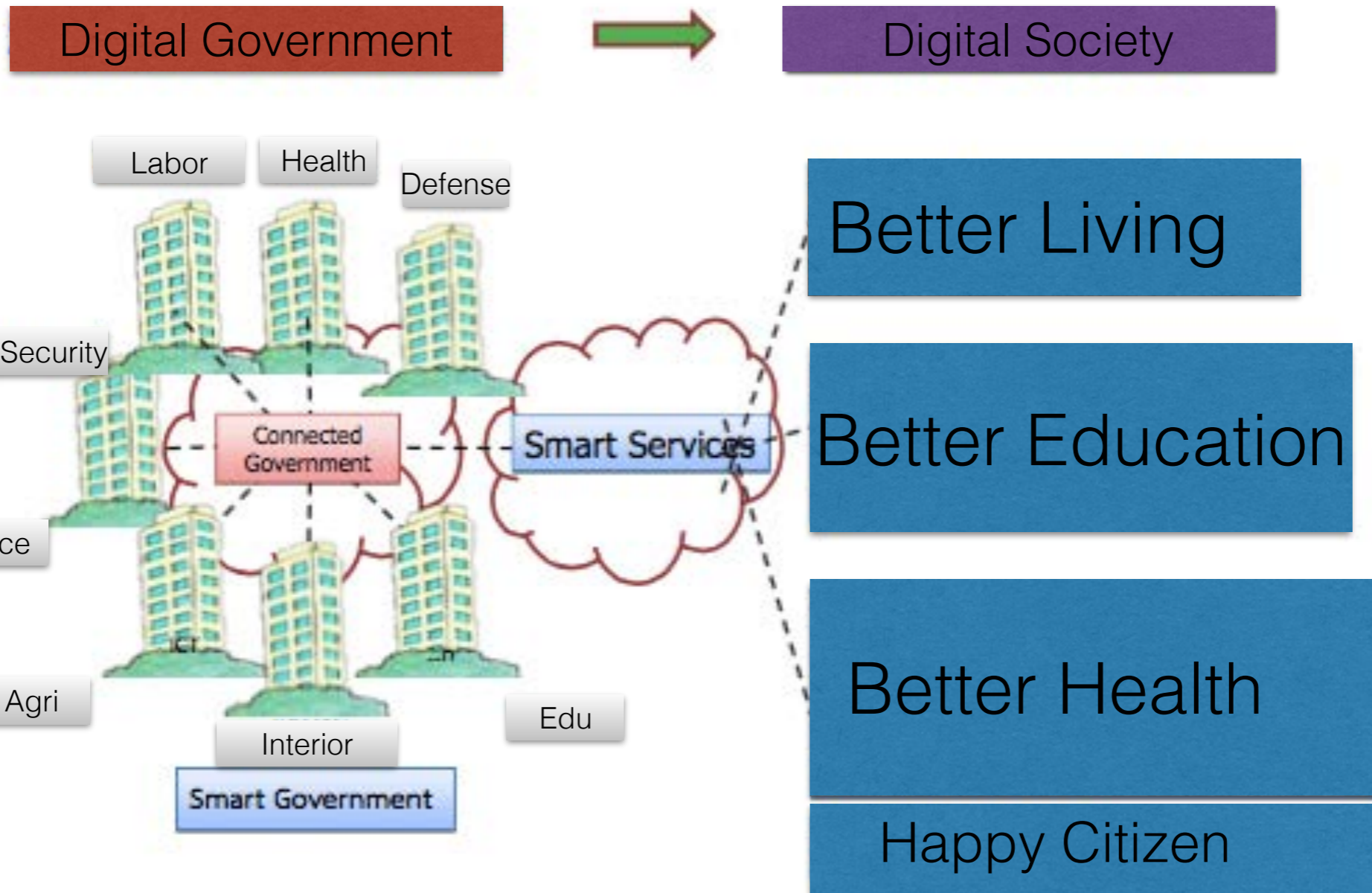


- Better service to citizens
- Increased civic participation in government decision making
- Better collaboration with organizations
- Efficiencies and cost savings

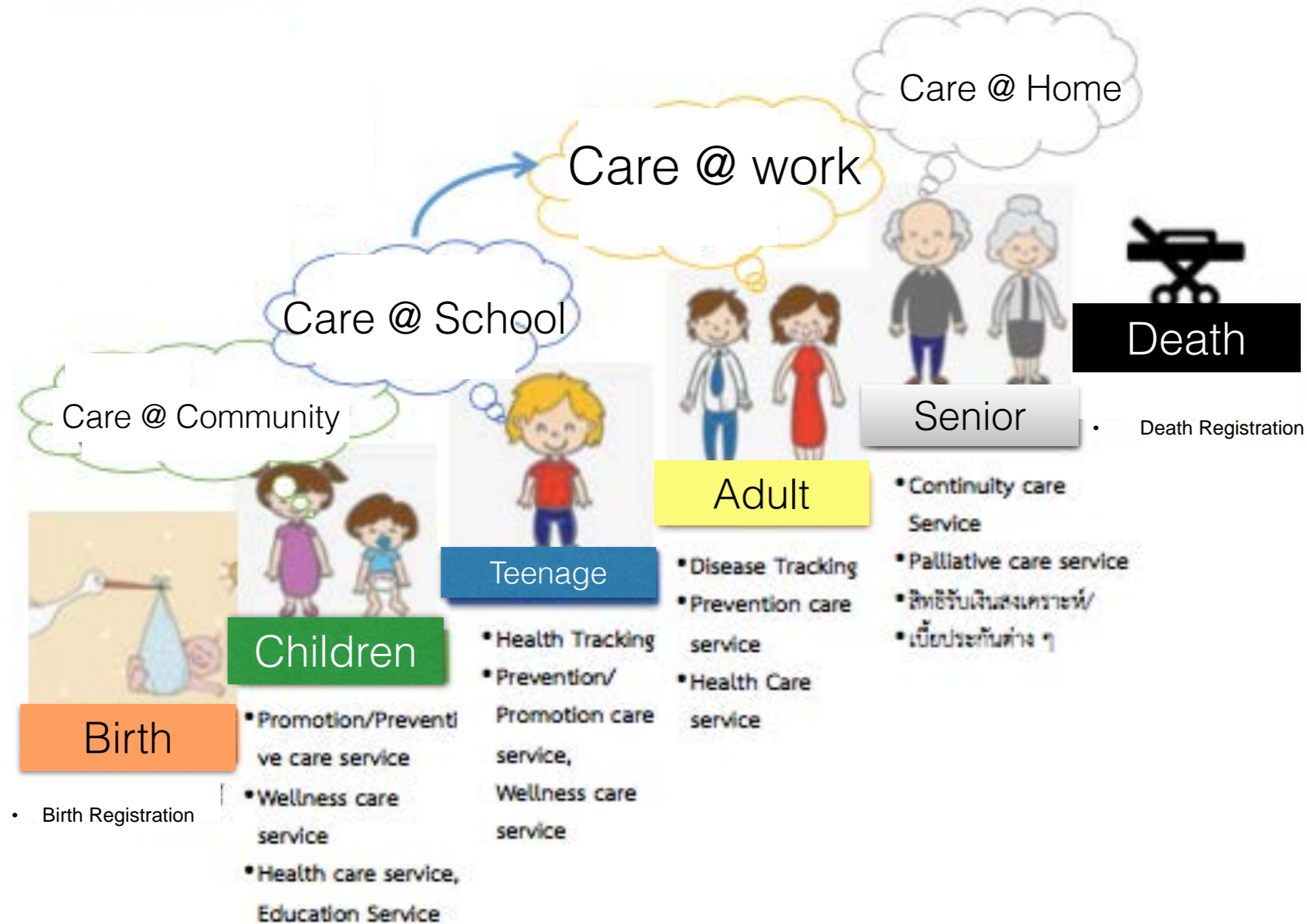
# Digital Society with **Smart Citizen-centric Services**



# Digital Society with Smart Citizen-centric Services

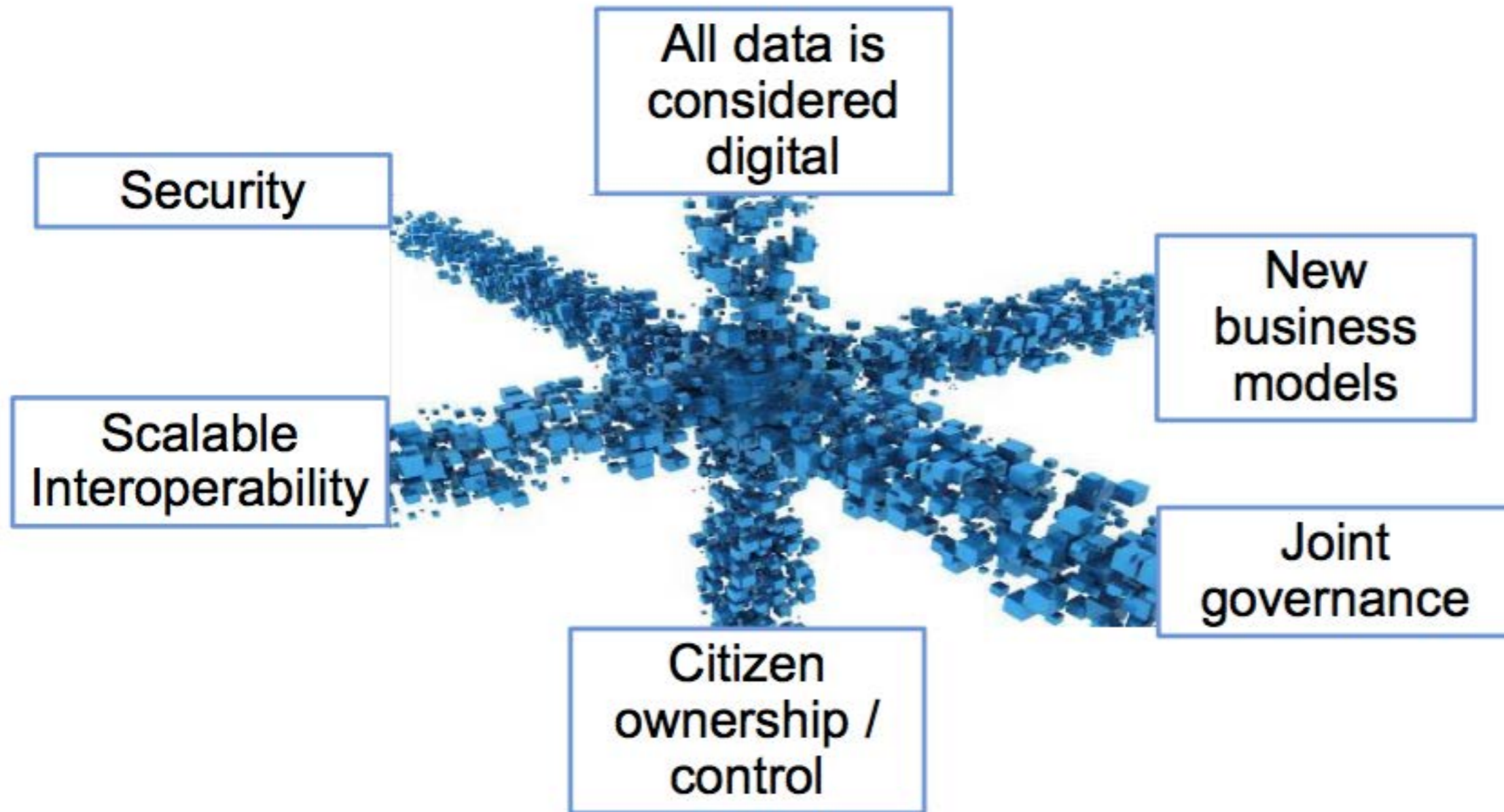


# Digital Society with Smart Citizen-centric Services

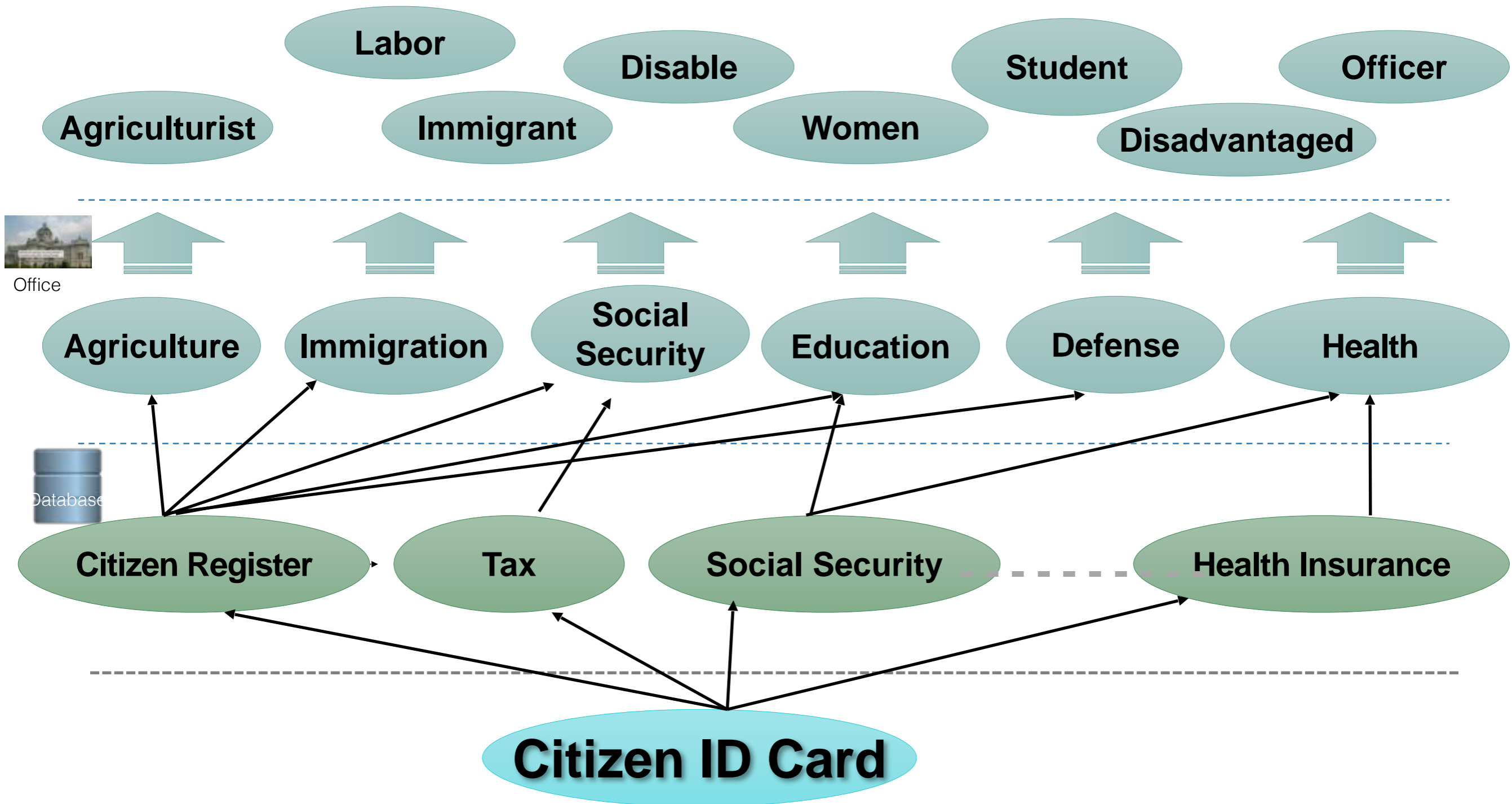


# Connecting Agencies

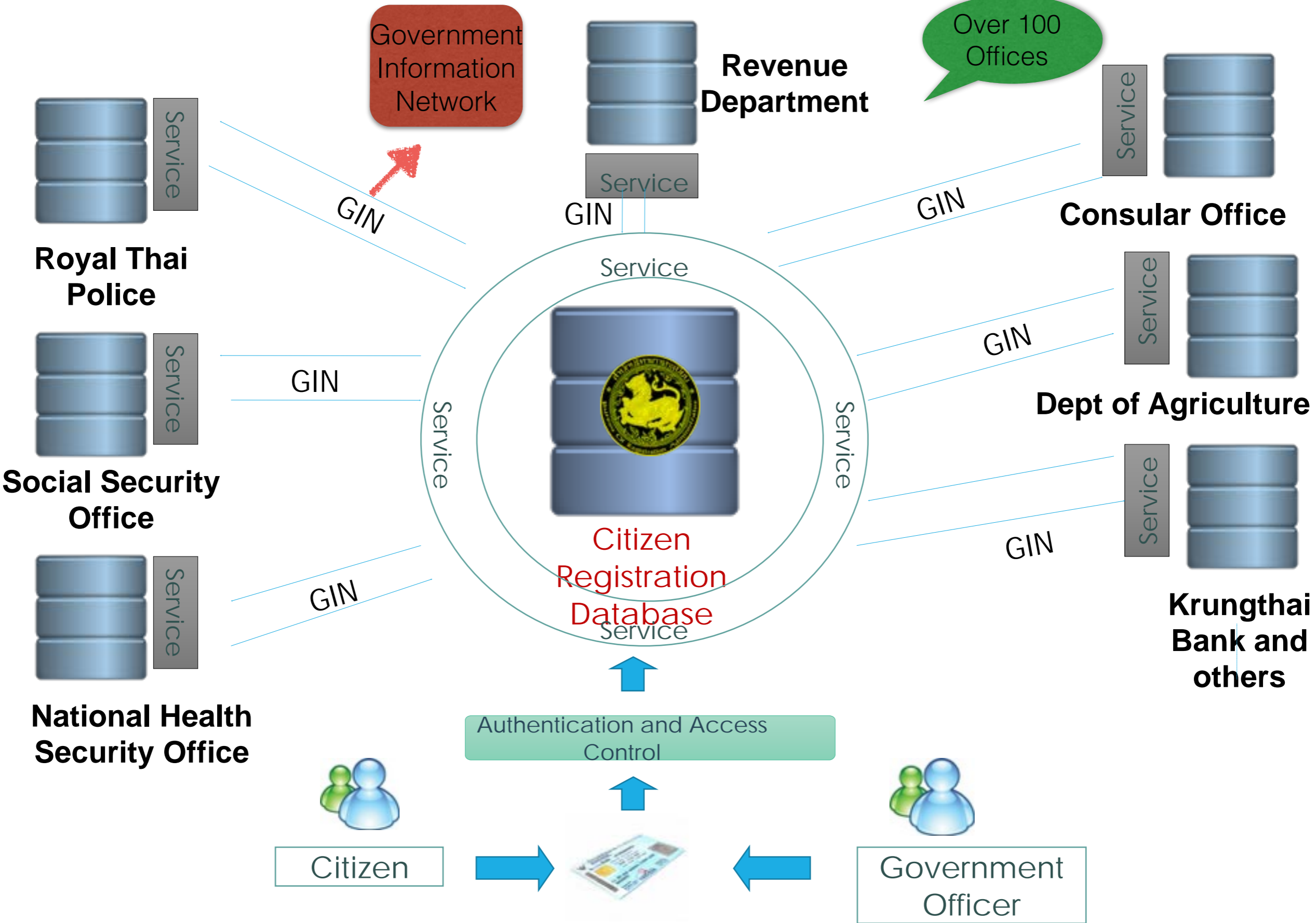
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# The Use of Thailand Citizen ID Card

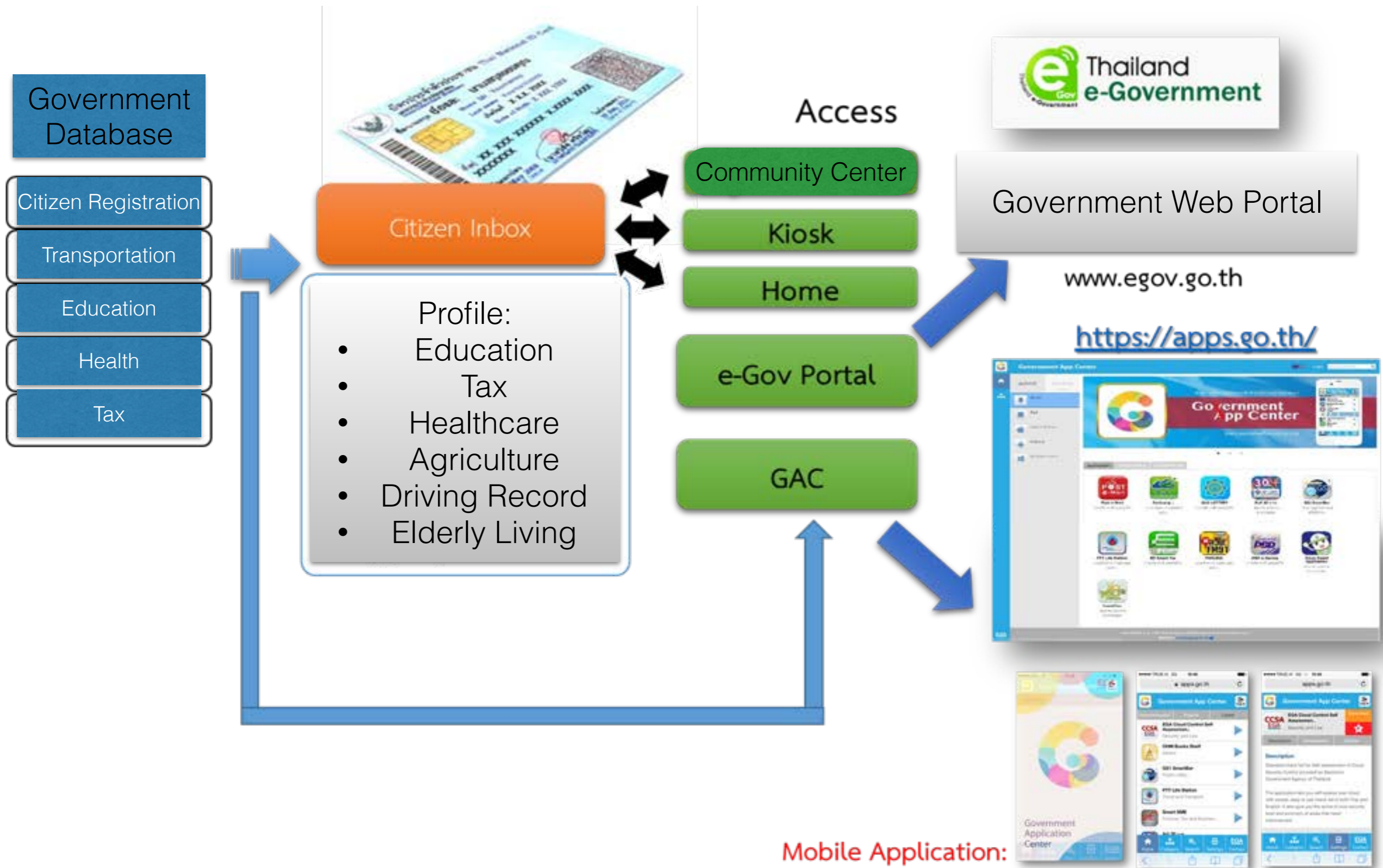


# Thailand Government Offices Connected

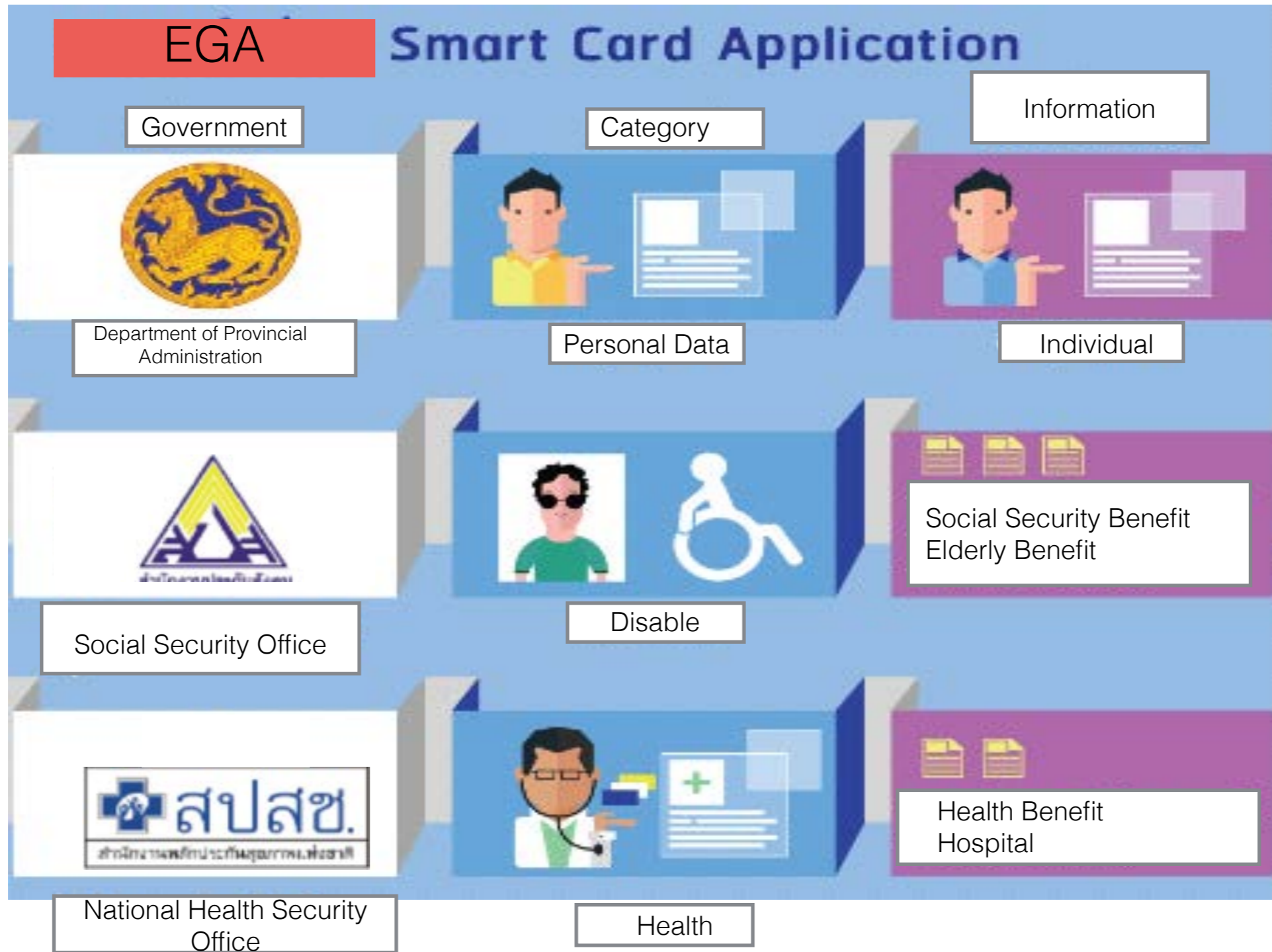




# Government Access Channels



# Digital Society with Government Smart Kiosk



# GAC Web-Based Application : <https://apps.go.th/>

The screenshot displays the Government App Center website. At the top, there is a navigation bar with the logo, the text "Government App Center", and a search bar. Below this, a large banner features the "Government App Center" logo and the text "สำนักงานรัฐบาลอิเล็กทรอนิกส์ (องค์การมหาชน) (สอ.)" and "Government App Center". A smartphone on the right shows the app interface. The main content area is divided into sections for different operating systems: iPhone, iPad, Universal (iOS), Android, and Windows Phone. Below this, there are tabs for "แอปแนะนำ" (Recommended Apps), "แอปยอดนิยม" (Popular Apps), and "แอปใหม่ล่าสุด" (Latest Apps). The main display shows a grid of app icons with their names and descriptions in Thai. The footer contains the EGA logo and contact information: "สงวนลิขสิทธิ์ พ.ศ. 2556 สำนักงานรัฐบาลอิเล็กทรอนิกส์ (องค์การมหาชน) (สอ.)" and "ติดต่อเรา: [contact@ega.or.th](mailto:contact@ega.or.th)".

Government App Center

สำนักงานรัฐบาลอิเล็กทรอนิกส์ (องค์การมหาชน) (สอ.)  
**Government App Center**  
แหล่งรวมแอปพลิเคชันหน่วยงานภาครัฐ

อุปกรณ์ หมวดหมู่

iPhone iPad Universal (iOS) Android Windows Phone

แอปแนะนำ แอปยอดนิยม แอปใหม่ล่าสุด

**POST e-Mart**  
การเงิน ภาษี และธุรกิจ

**Fonluang -**  
การเกษตร การประมง และ...

**GLO LOTTERY**  
การเงิน ภาษี และธุรกิจ

**30+**  
สุขภาพ และการสาธารณสุข

**GS1 SmartBar**  
สาธารณูปโภค และสวัสดิการ...

**PTT Life Station**  
การบริการทางขนส่ง และ...

**RD Smart Tax**  
การเงิน ภาษี และธุรกิจ

**FM91BKK**  
การบริการทางขนส่ง และ...

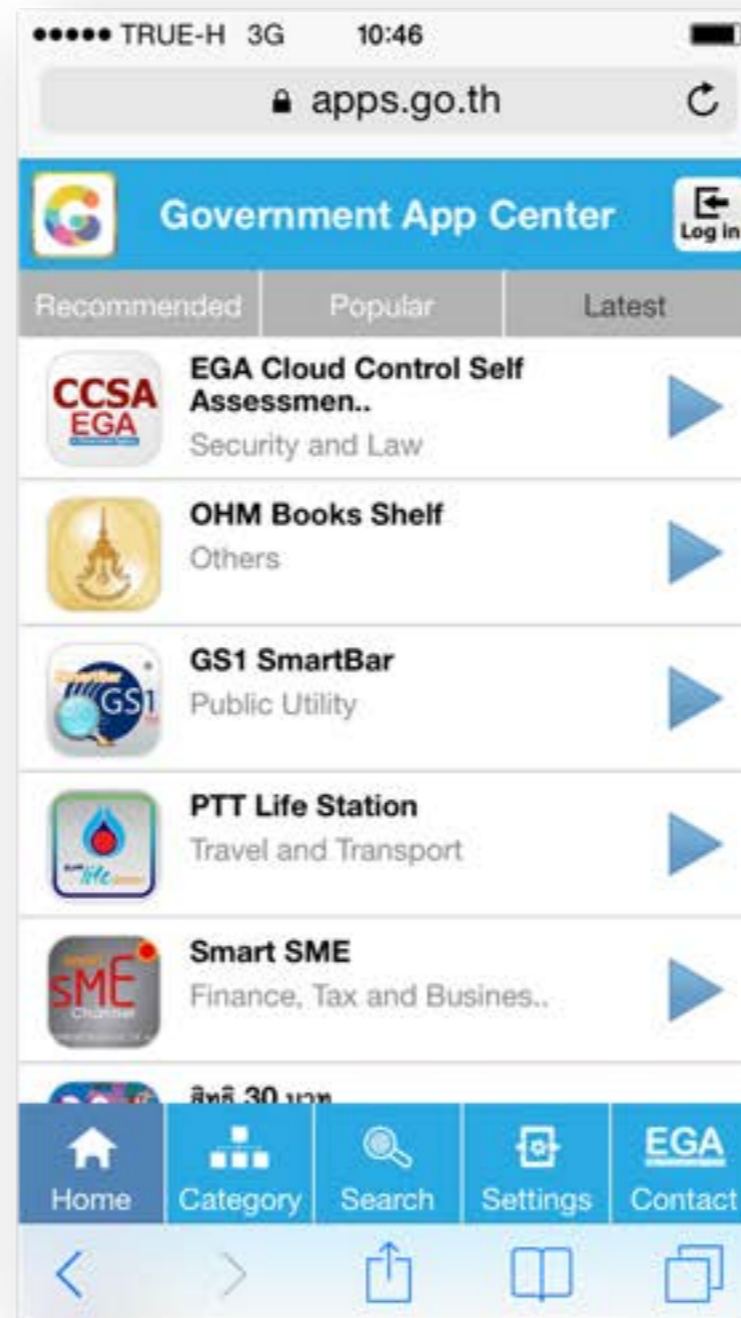
**Smart DED**  
การเงิน ภาษี และธุรกิจ

**Oryor Smart Application**  
สุขภาพ และการสาธารณสุข

**YaandYou**  
สุขภาพ และการสาธารณสุข

EGA  
สงวนลิขสิทธิ์ พ.ศ. 2556 สำนักงานรัฐบาลอิเล็กทรอนิกส์ (องค์การมหาชน) (สอ.)  
ติดต่อเรา: [contact@ega.or.th](mailto:contact@ega.or.th)

# GAC Mobile-Based Application : IOS & Andriod



# Government Mobile Application (GAC) Sample

General Info



**Bangkok Mass Transit Authority**

**National Health Security Office**



**Metropolitan Electricity Authority**

# Government Mobile Application (GAC) Sample

Specific Info



Government Lottery Office



National Electronics and Computer Technology Center



Chula University

# OPEN DATA: GLOBAL CONTEXT



## **United Nations - Data Revolution Advisory Group**

- August 2014 - To “close data gaps and to strengthen national statistical capacities” in support of the post-2015 development agenda



## **International Aid Transparency Initiative**

- November 2011 – USG as signatory, to “improve the transparency of aid, development and humanitarian resources” via a common standard for the publication of aid information (via [www.foreignassistance.gov](http://www.foreignassistance.gov))



## **Open Government Partnership**

- September 2011 – USG as member, to “foster a global culture of open government that empowers and delivers for citizens.”

Open  
Government  
Partnership



# THE VALUE OF OPEN DATA

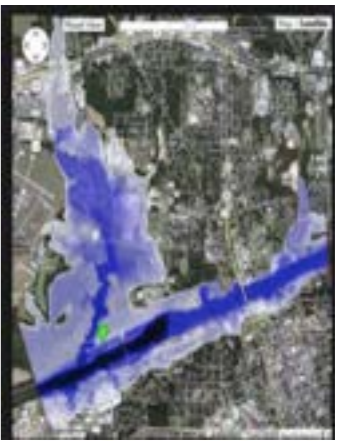


EGA

GIS Data  
Water Data



Mobile  
Map App



Water Management  
Map



World Bank

Income Data  
Rice Price Data



Agriculture  
Stock



Mobile App



Your  
Organization

Going to  
Innovation

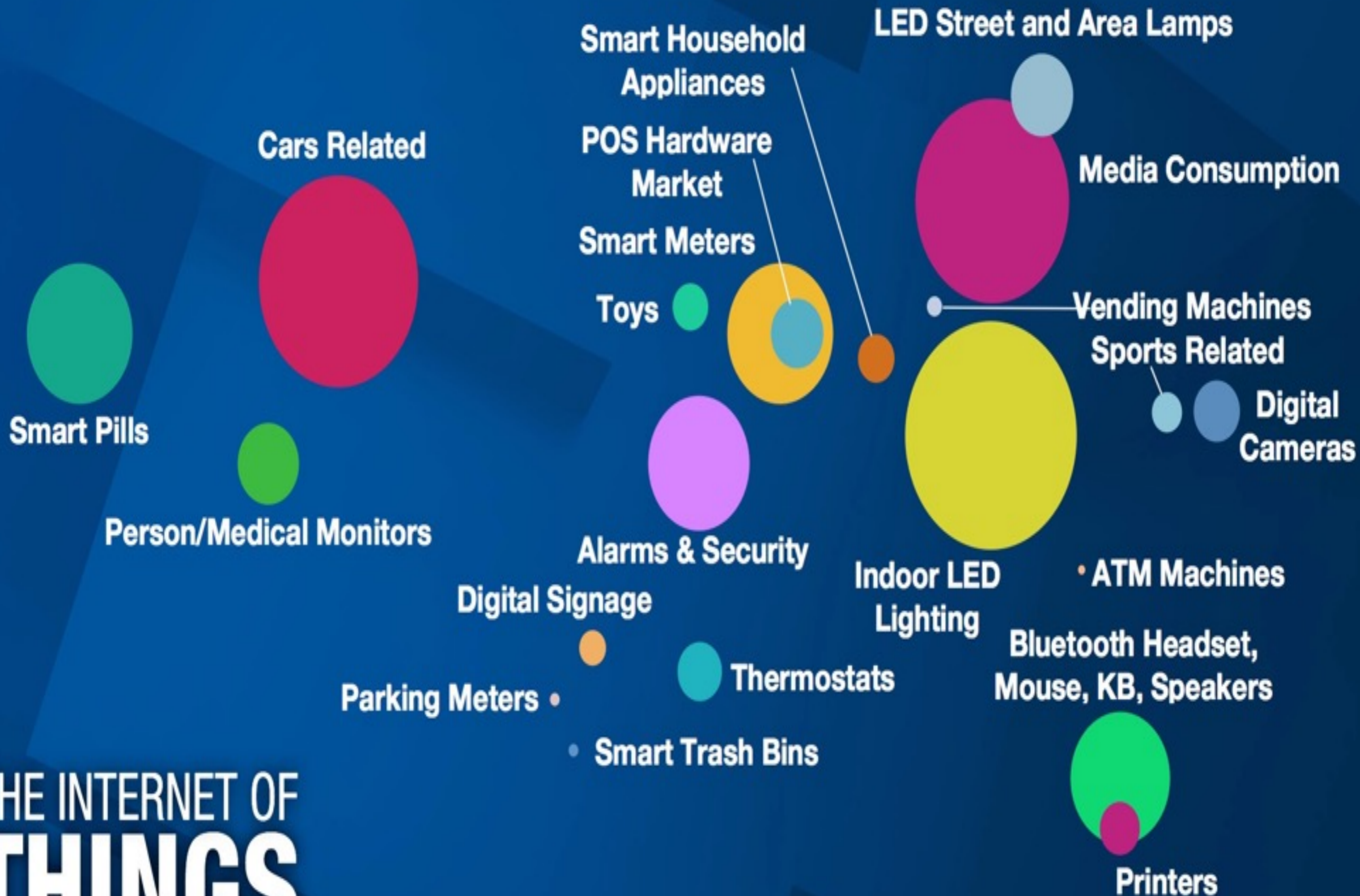




**2020**  
Internet of Things  
**30 Billion**

**2020**  
Personal Devices  
**7.3 Billion**

# THE INTERNET OF THINGS



Thank You