

Success Story of Project Completed for the Government

12 Dec 2005

Project Owner: OGCIO

Project Name (in English): The Supply, Operation and Implementation of the Electronic Service Delivery System (ESD Scheme)

Project Name (in Chinese): (n/a)

Project Description: ESDSL is responsible for the development, operation and promotion of the Electronic Service Delivery (ESD) Scheme which is a flagship of the “Digital 21” IT strategy of the Government of Hong Kong Special Administrative Region (HKSAR). Under ESD Scheme, we are now having more than 200 services from over 50 government departments. Based on the past 5 years on delivering the customer-centric e-government services, operating a mission-critical infrastructure, and working with various government departments on reengineering their operation procedures, ESDSL is versed in formulating strategy, working plan and technical solutions for the government. (Please find the details below)

The Challenge

The HKSAR Government’s Digital 21 strategy positions ESD services as an initiative to stimulate the development of e-commerce in Hong Kong at the start of 21st century. To achieve this objective, ESDSL needed to develop a Public Private Partnership (PPP) model to promote the use of e-government and e-commerce service in Hong Kong.

The Solution

ESDSL developed an award-winning bilingual portal, ESDlife (www.esdlife.com / www.esd.gov.hk) in January 2001. Through the establishment of a vast digital information infrastructure, ESDSL has dedicated to providing a one-stop shop for public and commercial electronic services.

The Achievement

ESDlife is now offering more than 200 public services from over 50 government departments and public agencies, including the popular services such as appointment booking for the issuing of smart identity cards, booking of sports facilities, booking for marriage registration, filling of tax returns, and secure online payment services for varied

e-government applications.

Performance (based on year 2005's figures)

- E-Government has around 200,000 transactions per month
- E-Commerce services has 30,000 users in the past two years with average HK\$1,500 transaction amount
- ESDlife website has over 100 million dollars transaction amount every year
- ESDlife website has 600,000 visitors per month where over 40% using e-Government services
- 20+% increase in the transaction amount in e-Government services in 2005

Awards

- Superbrands (2004, 2005, 2006)
- WebCare Award (2002,2004,2005)
- The Best e-Commerce Company at the 4th Outstanding Information Technology and Financial Enterprise Awards (2003)
- Asia Best Practice in e-government category at the World Summit Award
- The IT Excellence Awards (2001)
- Stockholm Challenge Award (2001)
- The 34th U.S. International Film and Video Festivals Awards Silver Screen (2001)

Means of Service Acquisition: Open Tender

Contractor Name: ESD Services Limited

Subcontractor Name: HP

Project Commenced on: 19 Jan 2001

Project Completed on: 18 Jan 2008