



December 18, 2006

Office of the Government Chief Information Officer  
Commerce, Industry and Technology Bureau  
2/F, Murray Building  
Garden Road  
Hong Kong

Dear Sir or Madam,

**Subject: Comments in response to the document –  
Public Consultation on Digital 21 Strategy**

ESD Services Limited (ESDSL) is pleased to submit the comments below in response to the public consultation made on the above noted paper.

ESDSL's reply comments are focused in one aspect, that of "Enabling the Next Generation of Public Services". Other topics raised in the public consultation document, but not addressed in this reply should not be interpreted as acceptance or support.

1. Progress from Digital 21 Strategy 2004

E-government services in Hong Kong advanced heaps and bounds since the inception of Digital 21 in year 1998, as rightly pointed out in paragraph 1 of the document, "... Government is pursuing a vigorous e-government programme that has achieved good progress over the years ...".

On the other hand, we see extremely slow progress in many items raised in the Digital 21 Strategy 2004. For instance, the follow table tabulates the progress of various tasks presented in the Digital 21 Strategy 2004 paper:

<b>Digital 21 Strategy 2004</b>	<b>Status / Progress</b>	<b>Digital 21 Strategy 2007 consultation paper</b>
"Driving utilization through a better understanding of what customers need, improving customer interface and promoting customer relations management (CRM)."	Issued Guide on Customer Relationship Management in 2005	No target on what services will be rolled out by when with CRM implementation.

Digital 21 Strategy 2004	Status / Progress	Digital 21 Strategy 2007 consultation paper
“Promoting service integration and transformation towards customer-centric and quality-oriented service delivery with more effective business process reengineering.”	Interoperability Framework issued; e-Government Infrastructure Services partially implemented	Move the target by raising the initiatives again – “Enhancing the e-government programme by making possible joined-up services and integration with back-end systems.”
“Improving measurement of the performance and value of e-government initiatives.”	Slow progress	Nothing mentioned.
“Driving utilization ... to the realization of the benefits of e-government.”	Slow progress	Little coverage except – “The OGCIO will be responsible for coordinating with all relevant parties within Government on the implementation of the Strategy after its promulgation and for measuring progress on an annual basis.”

## 2. Moving Forward

We suggest the HKSAR Government shall action swiftly to move forward:

- Define CRM features that all future department web sites shall adopt.
- Initiate e-Government services that require wide-range of department join-up and integration.
- Set “Performance Target” in terms of utilization and number of transactions conducted should be set and reported by every department annually to the public, to improve the take-up rate and user acceptance.

3. The need for transparency

The recent announced Intelligent Nation 2015 Master Plan by our regional competitor Singapore explained clearly the action plans and targets.

To stay competitive and in the forefront of the e-Government services, we would like to see the HKSAR Government to equally layout concrete, actionable, measurable goals and tasks with even better transparency.

4. Summary

“Advancing our achievements and seizing new opportunities: building on Hong Kong’s position as a world digital city” is the vision highlighted by the 2007 Digital 21 Strategy, and ESDSL is all set to support the Government to deliver this vision.

We look forward to more dialogue with the Government on this subject to ensure that we adopt a strategy most beneficial to the Government and the future of Hong Kong.

Yours Sincerely,



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Tony Ma  
Chief Operating Officer  
ESD Services Limited