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## e-ASEAN Readiness Assessment

*Presented by:  
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## ***Structure of the presentation today***

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- ✓ **Executive Summary of the e-ASEAN Readiness Study**
- ✓ **What can you do to move forward**

## ***What is the digital divide***

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- Between countries and between different groups of people within countries, there is a **wide division between those who have real access to information and communications technology (ICT)** and are using it effectively, and those who don't.
- The digital divide is thus a lost opportunity -- the opportunity for the information "have-nots" to use ICT to improve their lives.

**This "lost opportunity" is a key development challenge for government leaders around the world**

## ***What is e-readiness assessment?***

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- Readiness is the degree to which **a community is prepared to participate in the digital economy.**
- Every economy, regardless of its level of development, presents a readiness profile on the global stage, composed of its national policies, level of technology integration, and regulatory practices.

**Broad indicators of readiness are developed that provide direction as to desirable policies that will promote e-commerce and an e-society**

## ***e-ASEAN Readiness Assessment Study : Background***

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- e-ASEAN Framework Agreement signed by the 10 ASEAN Nations in November 2000
- e-ASEAN Task Force and Working Group formed to assist in realising the goals
- IBM awarded a competitive tender by the ASEAN Secretariat to assess the e-readiness of ASEAN member countries whilst laying the foundation for future assessments

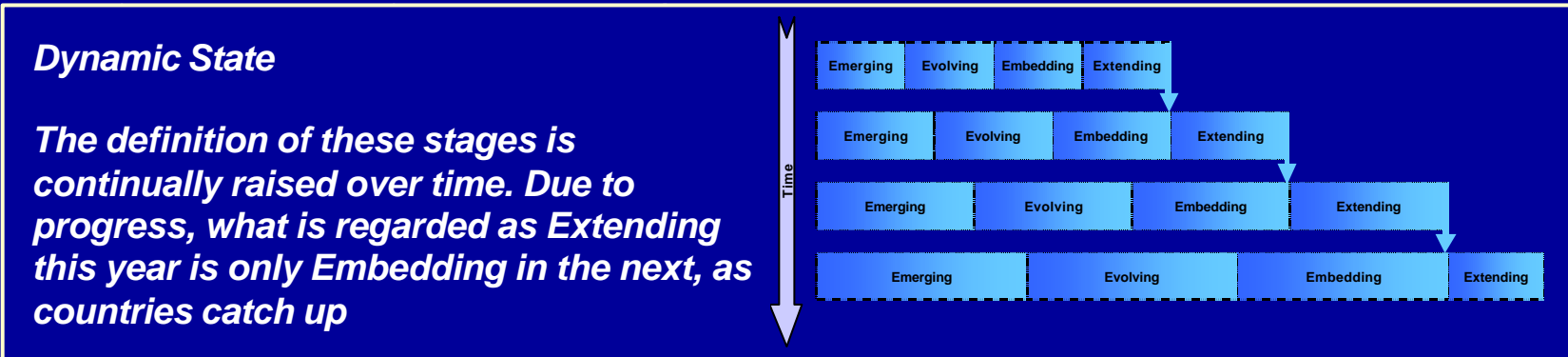
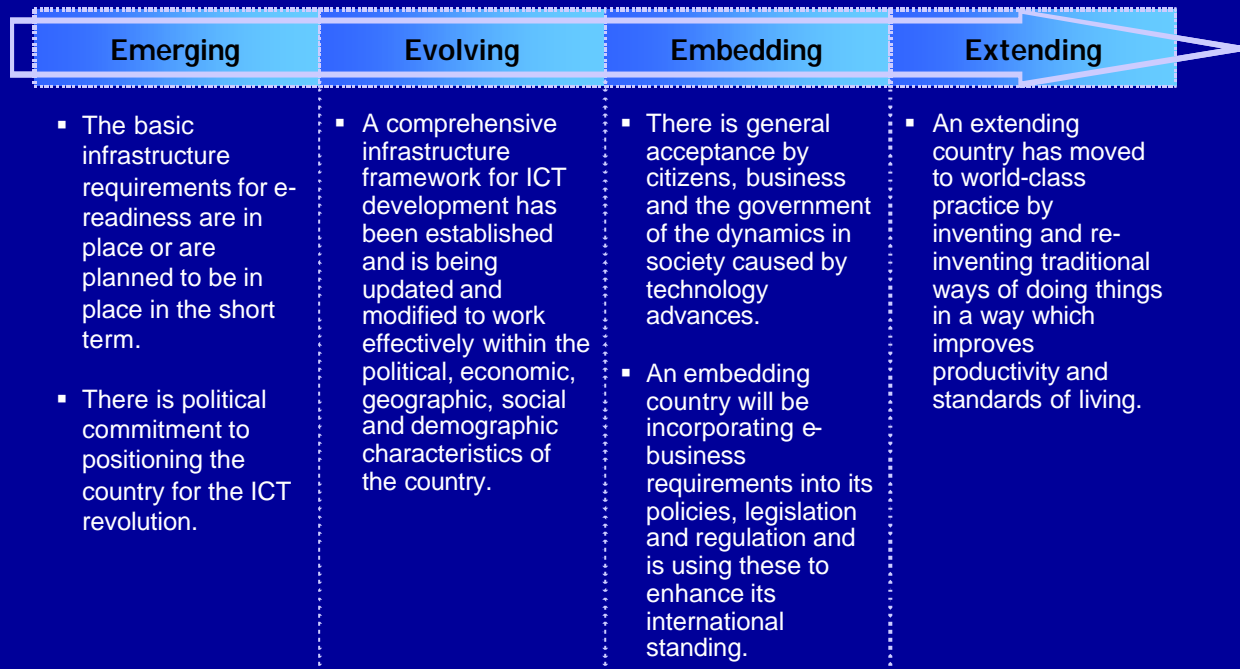
***The e-ASEAN Framework Agreement provided the overall direction to this study, and all assessment activity undertaken was driven by this alignment***



**Data was gathered using measures in the readiness guide that are aligned with individual e-ASEAN Framework Agreement initiatives**

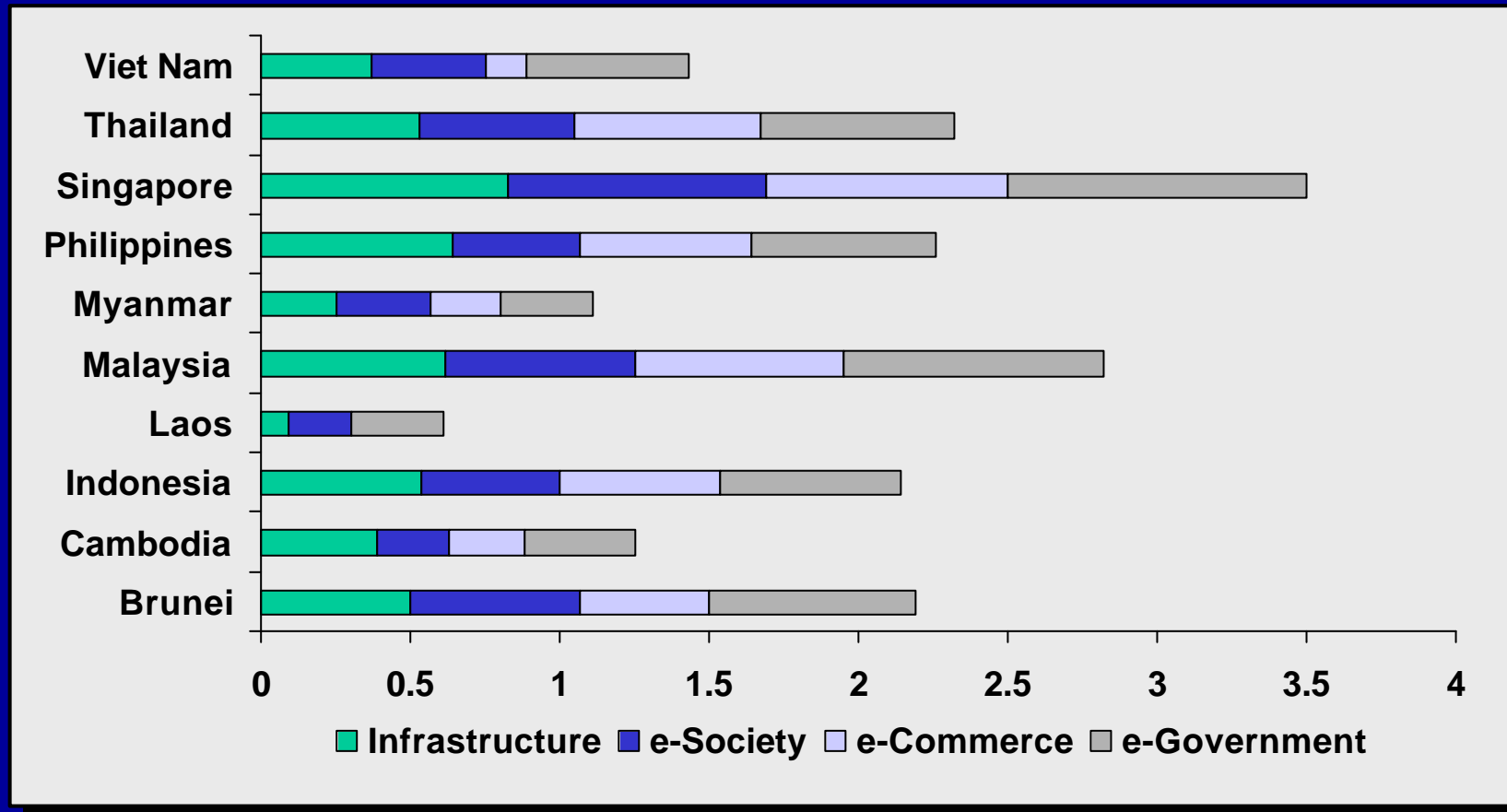


***The IBM methodology defines four stages in the development of an information economy. The IBM team used this approach to assess ASEAN readiness levels and to develop recommendations***





***The ASEAN region has disparate levels of e-Readiness. Progressive development was analysed at an initiative level using the assessment measures developed by the IBM team***



***The countries with similar levels of development were clustered using the four stages of development to identify their common challenges and potential focus areas***



***ASEAN can benefit from the looking at the experiences of best in class countries in the four initiatives***

**Infrastructure**

**Sweden, Canada and Singapore**

**e-Society**

**USA, Canada, Sweden and Norway**

**e-Commerce**

**USA, Australia, UK and Canada**

**e-Government**

**Canada, Singapore, USA and Australia**

Source: IBM assessment, secondary data

**Selected case studies have been provided in the Report**

***ICT is a dominant force and can become an engine for growth of regional economies. The region needs to focus on five key areas***

- Build a robust common regional infrastructure by:
  - Improving connectivity to increase access and lower costs and
  - Strengthening legal and regulatory framework
- Enhance human capacity development through:
  - Focusing on education and knowledge sharing and
  - Promoting local content and applications
- Exhibit leadership in promoting and using ICT for the attainment of government objectives in efficient service delivery
- Encourage a pro-competitive policy and regulatory environment with a view to generating self-sustaining growth, thereby achieving development goals
- Regularly share progress of the region towards the goals of e-ASEAN using the e-ASEAN Readiness Assessment

## ***A common robust regional infrastructure is required for expediting digital development across the region***

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- Build a regional Internet backbone and create local Internet Exchange Points (IXPs) and Internet gateways, including regional caching and mirroring
- It needs to be noted that building infrastructure will not of itself necessarily result in increased use of ICT.
  - Infrastructure will allow citizens and businesses to have the choice to access the internet
  - The choice of access however will be driven by needs and desire; that is, citizens and businesses must see the value in accessing, which will result from locally relevant content, services and applications.
  - Hence, this recommendation must be viewed in concert with the other recommendations

## ***Strengthen the legal and regulatory framework to fully exploit regional physical infrastructure***

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- Provide a predictable legal framework for recognition of electronic documents and signatures based on the fundamental concept of freedom of contract. The policies should:
  - be non-discriminatory;
  - be technologically and architecturally neutral;
  - promote flexibility as to the content, form and function of certificates and similar authenticating devices; and
  - promote competition among providers of authentication services
- Accelerate the development of common regional certification standards among national certification authorities on issuing digital certificates, cross recognition and verification of digital signatures

## ***Enhance human capacity development through education and knowledge sharing, local content and application development***

- Focus on basic education with a particular emphasis on development of ICT skills and adult skill development; provide increased opportunities for life-long learning:
  - Build networks across major schools, research centres and universities
  - Radically transform teacher training (approaches and tools) to cater for digital generation
  - Promote a sustained programme to raise awareness of ICT benefits with initial focus on early adopters such as skilled professionals, teachers, and so on
- Adopt mutual recognition of ICT qualifications and remove barriers for regional movement of ICT professionals
- Promote the development of “Smart Communities” and “e-Champions”
- Regionally co-ordinate the development of language translators to facilitate the exchange of local material between ASEAN countries

## ***Exhibit leadership in promoting and using ICT for the attainment of government's objectives in efficient service delivery***

- Increase the e-Awareness of senior policy makers, with emphasis on the benefits of e-Government for enhancing government services to constituents, and improving accountability and transparency
- Adopt of a Whole of Government approach to ICT utilisation in the ASEAN Public Sector
  - Develop an e-Government strategic plan with a roadmap for each government agency to ensure the alignment of ICT development in the Public Sector
  - Adopt technology architecture and related infrastructure to ensure, security and privacy, interaction between all IT applications, and flexibility and modularity
  - Establish national ICT body with cabinet level representation and responsible for development and implementation of National Master Plan
  - Complete a Readiness Assessment of each country to better understand differences between regions within each country
- Use ICT to harmonise customs and immigration procedures between ASEAN nations



## ***Encourage a pro-competitive policy and regulatory environment with a view to generating self-sustaining growth and achieving development goals***

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- Create an open, predictable and competitive business environment in order to encourage both local and international investment
  - The ICT revolution has been driven by innovation of private sector actors
  - Government policies should encourage private sector investment and open and effective competition
- Encourage private-public partnerships in order to foster local enterprises, innovation and lifelong learning
- Obtain support of multilateral development agencies and banks in encouraging ICT related entrepreneurship into their assistance programmes

## ***Institutionalise the practice of regularly measuring the progress of the region towards the goals of e-ASEAN, using the e-ASEAN Readiness Assessment***

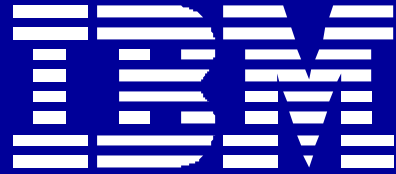
- Institutionalise the practice of sharing successful experiences among the member states under the e-ASEAN initiative
- Create an ASEAN Institute for Electronic Government
  - Such an Institute would be an invaluable resource for policy makers and officials who are implementing e-government.
  - In addition to providing useful assistance in this area, the IEG should be responsible for:
    - Continued readiness assessments – the Readiness Guide should be updated every 12 months and the results reported to the National Leaders at the Leaders Summit; and
    - Documenting and distributing the e-Government plans and initiatives of the ASEAN member countries
- The Secretariat should facilitate the development of policy position papers on ICT matters of common interest. Common interest may mean for ASEAN as a whole or for a peer group
- Accelerate implementation of the e-ASEAN fund for regional ICT development

***Moving forward will need cooperation and determination across the region and within each country. This report provides a common basis upon which to build this direction***

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### Leaders should consider four immediate actions:

- ✓ Establish a **timetable** for the implementation of the regional **recommendations** outlined in this report
- ✓ Review (or, if appropriate, establish) **national ICT development targets** based on the current level of ICT development detailed in this report
- ✓ **Employ policy inputs** specified in the detailed report to **develop a roadmap** towards these revised national development targets
- ✓ Ensure that each country has a **national ICT body with cabinet level representation**, responsible for the development and implementation of national ICT master plans

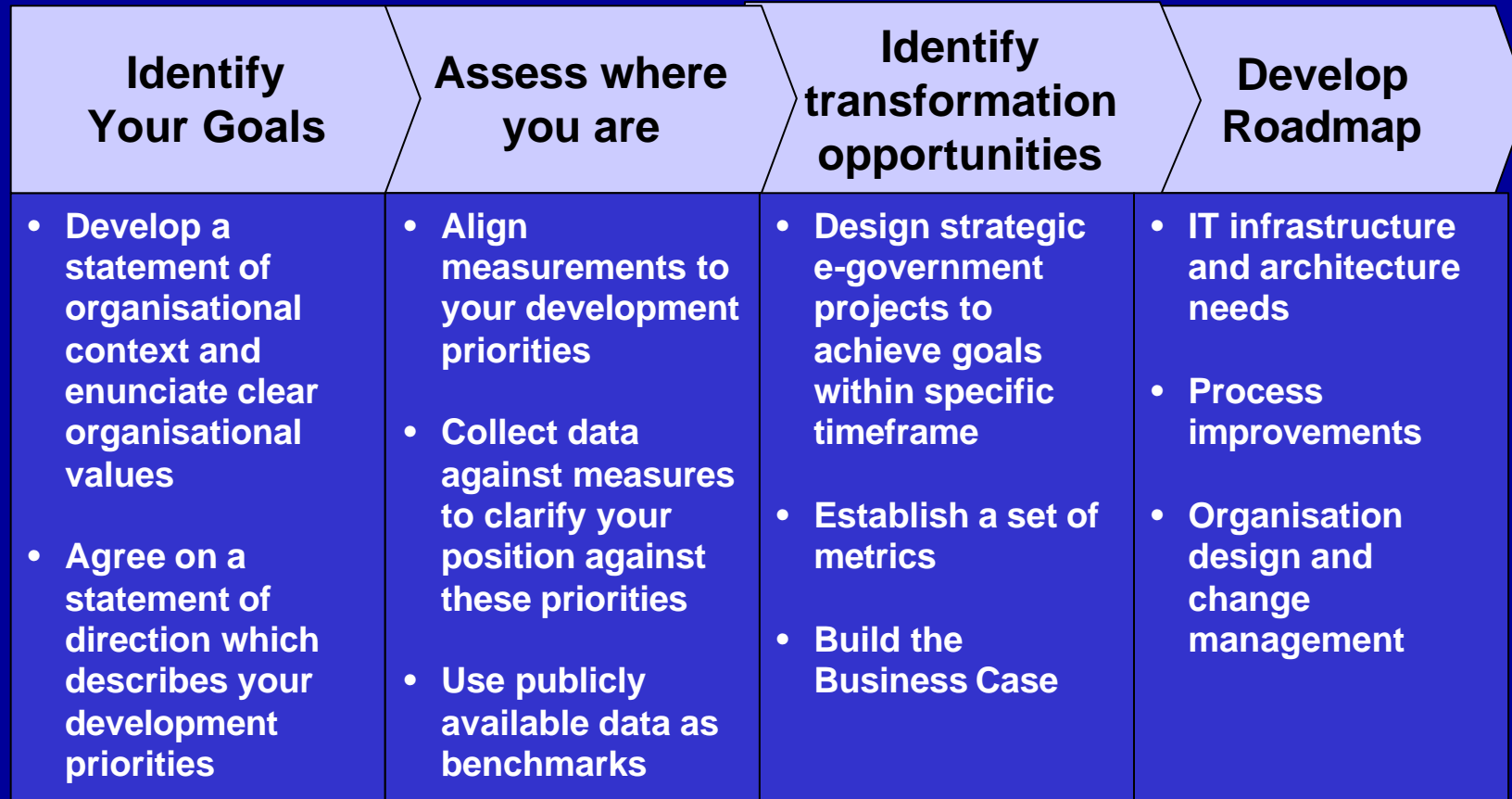


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## 2. What can you do?



***Use an approach that logically ensures the identification of policy and project priorities***



# The final output is a roadmap that describes the transformation strategies for the organisation

Vision and Goals  
Identified - Government Opportunities

Business Case for e - Government Opportunities  
selection by ROI, and Assessment of Technology, Process and Organisation Capabilities

Recommended e -government requirements for the identified opportunity including:

- IT infrastructure and architecture needs ( eg security / privacy, application and legacy system needs);
- Process improvements;
- Organisation change management / Design modifications ( eg leadership support, structural modifications and job requirements); and
- Communication plan ( eg awareness / understanding communication campaigns)



**More Information.... <http://www.ibm.com>**

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Thank You

*Questions?*





***IBM was mandated by the ASEAN Secretariat to assess the e-readiness of ASEAN member countries whilst laying the foundation for future assessments***

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- Conduct a world-class e-Readiness Assessment, and deliver a set of Recommendations for positioning ASEAN in the digital economy that align with:
  - The e-ASEAN Framework Agreement; and
  - e-ASEAN Work Programs.
- Develop a **Methodology and Online System** to support the ongoing updating of the readiness matrix, including
- Ensure ongoing **knowledge transfer** to build capability for future data collection and analysis, reporting and maintenance of the system

***Our approach ensured that the e-readiness assessment logically led to the identification of policy priorities***

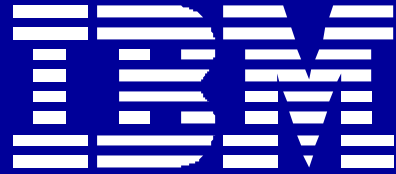
Collect and Verify Data	Analyze Data	Develop Scorecard	Determine Policy Priorities
<ul style="list-style-type: none"> <li>• Align Readiness Guide</li> <li>• Review existing data</li> <li>• Collect data</li> <li>• Validate data</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop scoring scheme</li> <li>▪ Normalize scores</li> <li>▪ Conduct analysis</li> </ul>	<ul style="list-style-type: none"> <li>▪ Define Bands</li> <li>▪ Map countries</li> <li>▪ Document scorecard</li> <li>▪ Assess work programs against scorecard</li> </ul>	<ul style="list-style-type: none"> <li>▪ Select peer group definition scheme</li> <li>▪ Identify peer groups</li> <li>▪ Identify global best practices</li> <li>▪ Highlight priority areas</li> </ul>

***Progressive development was analysed at an initiative level using the assessment measures developed by the IBM team. At the initiative level, the uneven development of ASEAN is apparent***

	e-ASEAN Framework Initiatives			
	Infrastructure	e-Society	e-Commerce	e-Government
<b>Brunei</b>	Evolving	Evolving	Evolving	Evolving
<b>Cambodia</b>	Emerging	Emerging	Emerging	Emerging
<b>Indonesia</b>	Evolving	Evolving	Evolving	Evolving
<b>Laos</b>	Emerging	Emerging	Emerging	Emerging
<b>Malaysia</b>	Embedding	Embedding	Embedding	Embedding
<b>Myanmar</b>	Emerging	Emerging	Emerging	Emerging
<b>Philippines</b>	Evolving	Evolving	Embedding	Evolving
<b>Singapore</b>	Extending	Extending	Extending	Extending
<b>Thailand</b>	Evolving	Evolving	Embedding	Embedding
<b>Viet Nam</b>	Emerging	Emerging	Emerging	Emerging

Sources: Data as supplied by countries; IBM analysis

Emerging	Evolving	Embedding	Extending
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## 3. Some practical tips



## 11 Tips for e-Government Planning

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### 1. Locate and listen to the Voice of the Customer

- Recognise the importance of timely, accurate, and complete information both from, and about, your customers
- Use both simple (e.g., point of service response cards) and sophisticated (e.g., technologist advisory panels) methods to gain insights into ways of improving services for current customers, as well as ways to identify and develop new customers

### 2. Planning drives the budget

- Strategic and business plans are developed in parallel with the financial planning process – strategic decisions are made about where the organisation should be going and how to get there, business and financial plans are linked at the resource allocation stage

## 11 Tips for e-Government Planning

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3. Visions, values, and credos drive and direct best-in-class performers
  - Guiding principles transcend time, market conditions, executive personalities, and planning assumptions
4. Senior leaders own their strategic planning processes
  - Clear, consistent, and visible involvement of senior executives in the creation and deployment of the strategic plan is a hallmark of best-in-class organisations
5. Effective strategic planning benefits from a consistent and cohesively structured process employed across all levels of the organisation

## 11 Tips for e-Government Planning

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6. Effective internal communication is a key to successful strategic planning
  - In addition to aggressively seeking out and listening to customers, effective internal communication is necessary for successful development and deployment of strategic and business plans
  - The entire workforce has to fully understand and support its role in achieving success and what is expected throughout the process
7. A sense of urgency pervades the customer-driven organisation
  - Impetus to improve generally comes about either because of a cataclysmic event or a leadership commitment
8. Planning is a continuous process
  - Planning should be viewed as an evergreen process, one with no clear beginning and no clear end – while plans are developed on a regular basis, it is the process of planning that is important, not the publication of the plan itself

## 11 Tips for e-Government Planning

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9. Organisational "capacity" must support strategic planning
  - Commitment of people to an organisational ideal is a necessary ingredient of success
  - Organisations need to consider staff capabilities and ensure that staff have the necessary knowledge, skills, and tools for success
10. Performance measurement is employed at all levels of the organisation, with clearly assigned and well-understood accountability for results
11. Culture change must happen
  - For effective customer-driven strategic planning organisations, the status quo is simply not an alternative