



Bringing **National Digital Platforms** in Line with International Benchmarks

Country: UAE

Industry: Government

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Setting the Vision

Government

A prominent national government organization embarked on an aspiring journey to strengthen its global standing in digital governance. Acknowledging the importance of the United Nations E-Government Development Index (EGDI) as a benchmark for measuring progress, our customer pursued specialized consultancy support to identify critical gaps, align with global best practices, and design sustainable strategies for long-term digital maturity.

This was not a technology deployment project—it was a **high-impact strategic advisory engagement**, combining business analysis, research, UX expertise, and governance reform to ensure measurable progress against UN standards.

The Starting Point

Before our engagement, national portals faced significant challenges that limited both global rankings and citizen value:

These gaps not only affected global rankings but also limited the public's ability to engage meaningfully with digital government services.

Limited Alignment with UN EGD Standards

Key areas like digital participation, open data accessibility, and sustainability-related content were underperforming against UN criteria.

Lack of Centralized Performance Monitoring

There was no unified view of service performance or engagement across different entities.



Content Gaps in Strategic Areas

Topics such as inclusion, innovation, and responsiveness were either missing or insufficiently addressed.

Governance and Sustainability Gaps

Governance processes lacked standardization, and improvement efforts were often isolated rather than continuous.



Our Approach & Methodology

Our consultancy and implementation engagement was structured to deliver a holistic transformation strategy built around EGD's three core dimensions—Online Services, Human Capital, and Telecommunications Infrastructure—with a particular focus on digital participation, open data, and governance.

Key Implementation *Actions*

Comprehensive Audits

Technical, UX, and content evaluations using industry-leading tools to identify and prioritize improvements.

Global Benchmarking

Studied digital leaders including Denmark, Estonia, Singapore, South Korea, Iceland, Saudi Arabia, the UK, and Australia to extract adaptable best practices.

UX/UI Enhancements

Streamlined navigation, consistent design language, and improved service categorization for better accessibility and discovery.

Content Strategy Development

Expanded sustainability, inclusion, and innovation topics to align with UN focus areas.

Governance Framework Design

Developed entity-specific governance models with clear KPIs, automated audits, and defined workflows for continuous improvement.

Digital Participation Tools

Introduced e-petitions, structured feedback loops, and transparent reporting to encourage civic engagement.

Open Data Optimization

Improved dataset accessibility, categorization, and update frequency to meet UN compliance.

Performance Dashboard Blueprint

Designed a cross-entity monitoring system to support evidence-based decision-making.

THE IMPACT

Results & Impact

- 60+** UX, content, and performance issues resolved across multiple platforms.
- 5+** Entities adopted governance frameworks, ensuring standardized processes and accountability.
-  Introduced key digital participation tools including e-petitions and structured citizen feedback channels.
-  Enhanced open data compliance in line with UN criteria.
-  Created a clear roadmap for sustained EGD score improvement and long-term competitiveness.

The project's impact extends beyond immediate metrics it has created a culture of continuous improvement and positioned the country to steadily climb in global digital rankings.

Success Enablers:

1

Deep expertise in **UN EGD methodology** and other international indices.

2

A **multi-disciplinary team** of business analysts, researchers, content strategists, & UX specialists.

3

Effective **multi-entity coordination** & stakeholder alignment.

4

Data-driven decision making powered by analytics and performance tools.

5

Adaptation of proven strategies from global digital leaders to suit the local context.





Looking Ahead: From Project to Partnership

Our engagement with the customer has transitioned from project mode to strategic partnership. Together, we are embedding proven best practices across the national digital ecosystem, ensuring improvements are sustainable and scalable. The focus remains on advancing digital maturity, deepening citizen engagement, and equipping government platforms to stay ahead in a rapidly evolving digital governance landscape.

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Vision to Impact
We Bridge the Gap