SURVEY 2007 M-GOV MOBILE GOVERNMENT
"THREATS AND OPORTUNITIES TO LEVERAGE M-GOV"

Introduction

In the beginning of 2007, Institute CONIP carried out a field survey about M-Gov in Brazil. Leaders related to mobile technologies from private and public sectors and universities were interviewed to address questions about threats and opportunities to leverage M-Gov in Brazil.

The following are the main results of this survey:

1) The success of mobility in government depends on large extent how much applications are citizen centered and the amount of government investment in mobile services.

2) On the other hand, the current government unreadiness for M-Gov is a threat in this context. It becomes particularly a big threat when CIO.gov has to face the high costs of value added services practiced by main cell phone carriers.

3) In order to bring M-Gov to a large scale of users, a killer application should be found. Health care services are the candidates to be the killer app.

The presentation will show the methodology used in the survey and explain the significance of the above results in the current context of Mobile state of art in Brazil.

Methodology

Three simple and objective questions were applied in order to keep the focus of this survey: to collect qualified answers on threats and opportunities in M-Gov in Brazil from experts on mobile technologies and applications. For each question there were 5 alternatives and interviewee was asked to indicate the relative priority for each one. Thus, weighing each answer it came to an average opinion. Only one free question was asked about a possible killer application.

Interviewees were 9 government representatives (national, state and local governments and high court), 7 research & development institution representatives, and 7 private sector representatives (carreers, brokers and software house). Results were also organized by the above segments which allow some interesting comparisons.

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