



City of  
Düsseldorf

## European Public Sector Award 2009

Showcasing and Rewarding  
European Public Excellence  
Maastricht, NL, 4-6 November



# EPSA 2009



City of  
Düsseldorf

Performance Improvement in Public  
Service Delivery

Integrated Online Portal for SME's  
of the state capital Düsseldorf





## State capital Düsseldorf



### **Düsseldorf, state capital North Rhine-Westphalia**

- 590,000 inhabitants
- 470,000 employees
- 40,000 companies

### **Municipality Düsseldorf**

- 9.100 administrative employees
- 6.600 IT-workplaces
- 47 agencies and institutes
- 440 public buildings

Düsseldorf – World-class for business and living

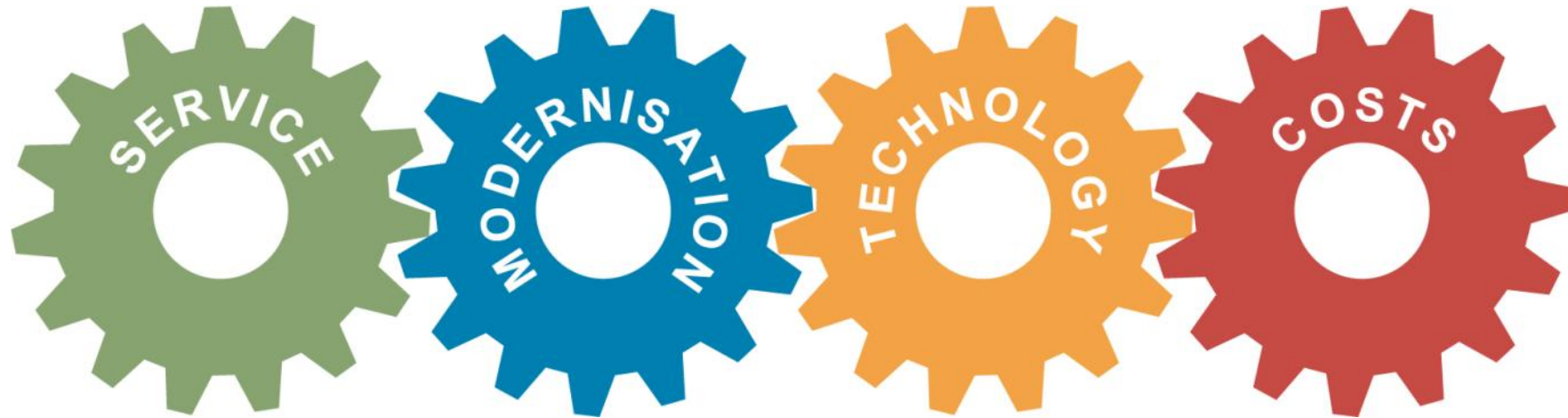
**Most innovative and future-oriented cities in Germany**



Source: PROGNOSE 2007. Only cities with more than 500,000 inhabitants were tested.



## The innovation project at a glance



### Pooling of services

- Virtual SME office
- Single point of contact
- Infoline Düsseldorf / citizens' hotline 115
- Competence Centre eGovernment

### Modernisation of administration

- EU Services Directive as engine
- Reduction in Bureaucracy/release
- New service philosophy
- Involvement and strengthening of business

### Technological innovations

- Integrated product and process model (IPP)
- Service-oriented architecture (SOA)
- Transferrable concepts/technology
- Electronic process handling

### High-tech / Low-cost approach

- Integration of existing resources
- Scientific accompaniment
- Innovative modelling tool
- Use of open source tools

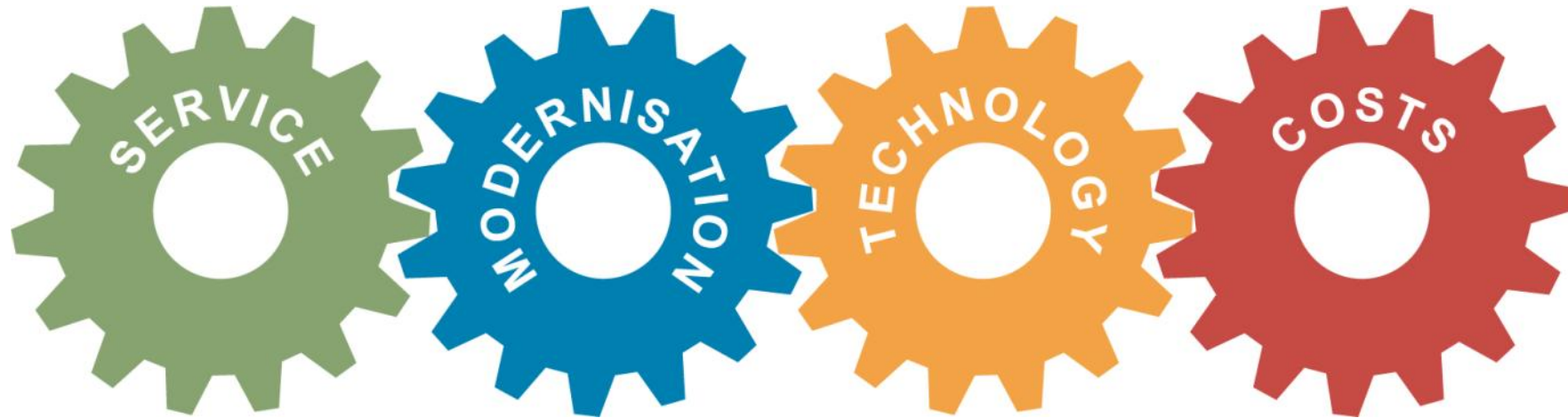


## SERVICE



City of  
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# SERVICE



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## Company portal

- Düsseldorf company portal as an element to strengthen its status as a business location



- Single point of contact for citizens and companies from the end of 2009 as an obligatory measure in Europe



- Results of the Düsseldorf innovation project can be used for other administrations (CC eGovernment)



- Complete electronic process handling for companies (portal/process optimisation)





# SERVICE



City of  
Düsseldorf

## Company Portal

Business,  
employment

Virtual SME Office

Services

Corporate phases

Real estate  
consulting

Forms

Calls for tender

Commercial rent  
index

Publications

Newsletter

FAQ

Feedback

Links

Contact

Search

Information for  
businesses

企業むけ情報

中文商务信息

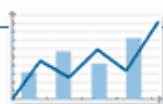
Справка для  
предпринимателей

### Virtual SME Office - Service for small and medium Enterprises



#### Our service for ...

... small and medium enterprises in Düsseldorf: Düsseldorf company portal ensures that you can access all the company-related services even faster than before. ⇒ [next](#)



#### Company situations

This is where you can find the right experts for every situation. ⇒ [next](#)



#### The most important forms

Find instead of search: All the forms that are important for SMEs. ⇒ [next](#)



#### Calls for tender

Always up-to-date: calls for tender and competitions of the City of Düsseldorf. ⇒ [next](#) | German



#### Commercial rent index

Current information on prices and locations - with interactive city map. ⇒ [next](#)



#### Publications

What entrepreneurs need to know: publications. ⇒ [next](#)

#### Quick help

Write us an [e-mail](#) or call our SME hotline on +49 (0)211.89-99980 - we will reply within two working days.



#### Quick contact

Quickly and directly to all the important offices and departments. ⇒ [next](#)



#### Quick service

We tell you your competent contact person for all service areas. ⇒ [next](#)



#### Quick info

Select the newsletter that fits your information requirements. ⇒ [next](#)



#### Quick reply

With our FAQs, no question remains unanswered. ⇒ [next](#)



#### Quick links

Directly to the websites of chambers, associations, etc. ⇒ [next](#)

Search term



▶ What's new?

▶ Life in Düsseldorf

▶ Town hall online

▶ City info

▶ Tourism

▶ Shopping & going out

▶ Art & Culture

▶ Free time, sport

▶ Business, employment

▶ Education & science

▶ Planning, building,  
transport

▶ Environment, living

▶ Youth, family issues

▶ Health, social issues

▶ City and community



# SERVICE



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## Usability study

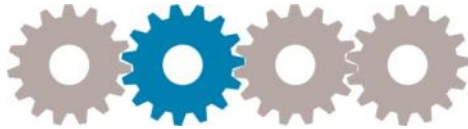
*'Am positively surprised'*

*'Off the top of my head, I don't miss anything for the moment; everything that you need seems to be there.'*

*'Very clearly structured with the little pictures.'*

### Likes

- Very clear and transparent formats.
- Icons lighten up the page and highlight the respective menu item. The icons are mostly described as appropriate.
- Wide variety of information and services. The content appears complete at first glance.

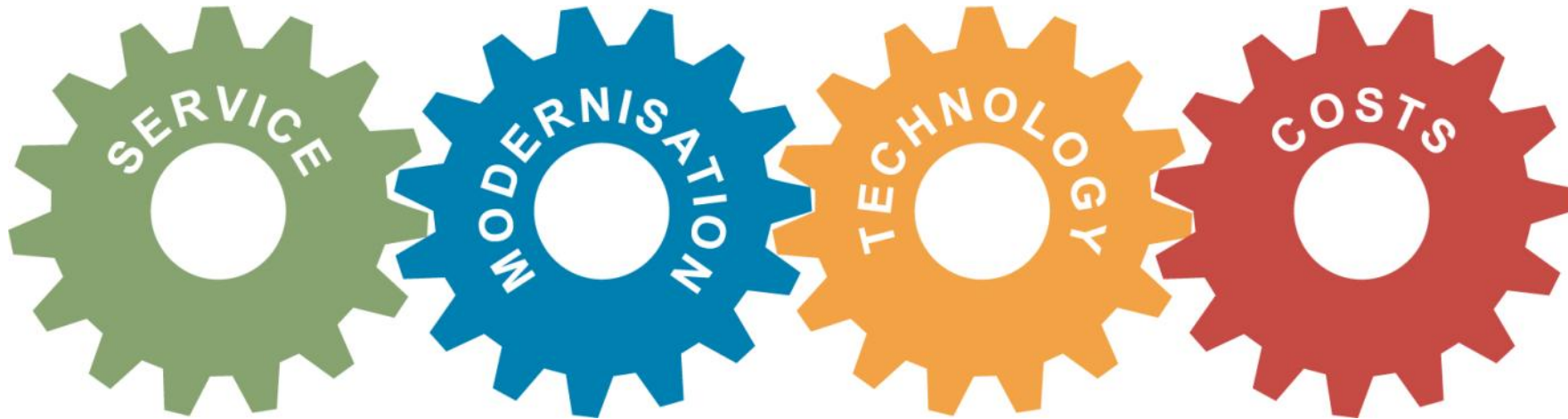


# MODERNISATION



City of  
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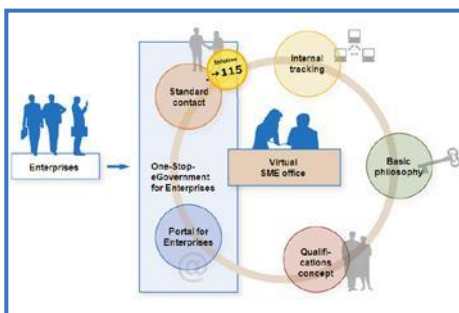
# MODERNISATION



City of  
Düsseldorf

## New service philosophy

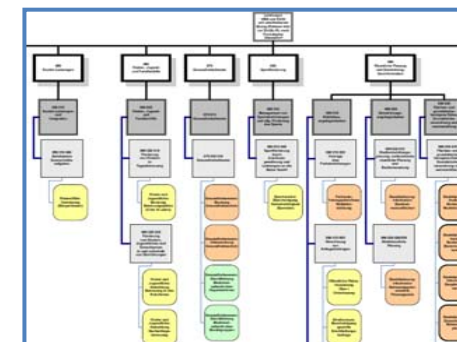
- Innovative approach in project development (science – administration – business)



- EU Services Directive as engine for reduction in bureaucracy and modernisation of administration

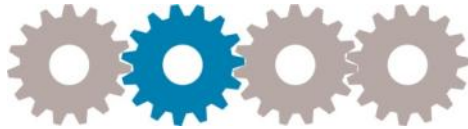


- More than 200 products are structured and categorized



- New service philosophy established in administrative culture



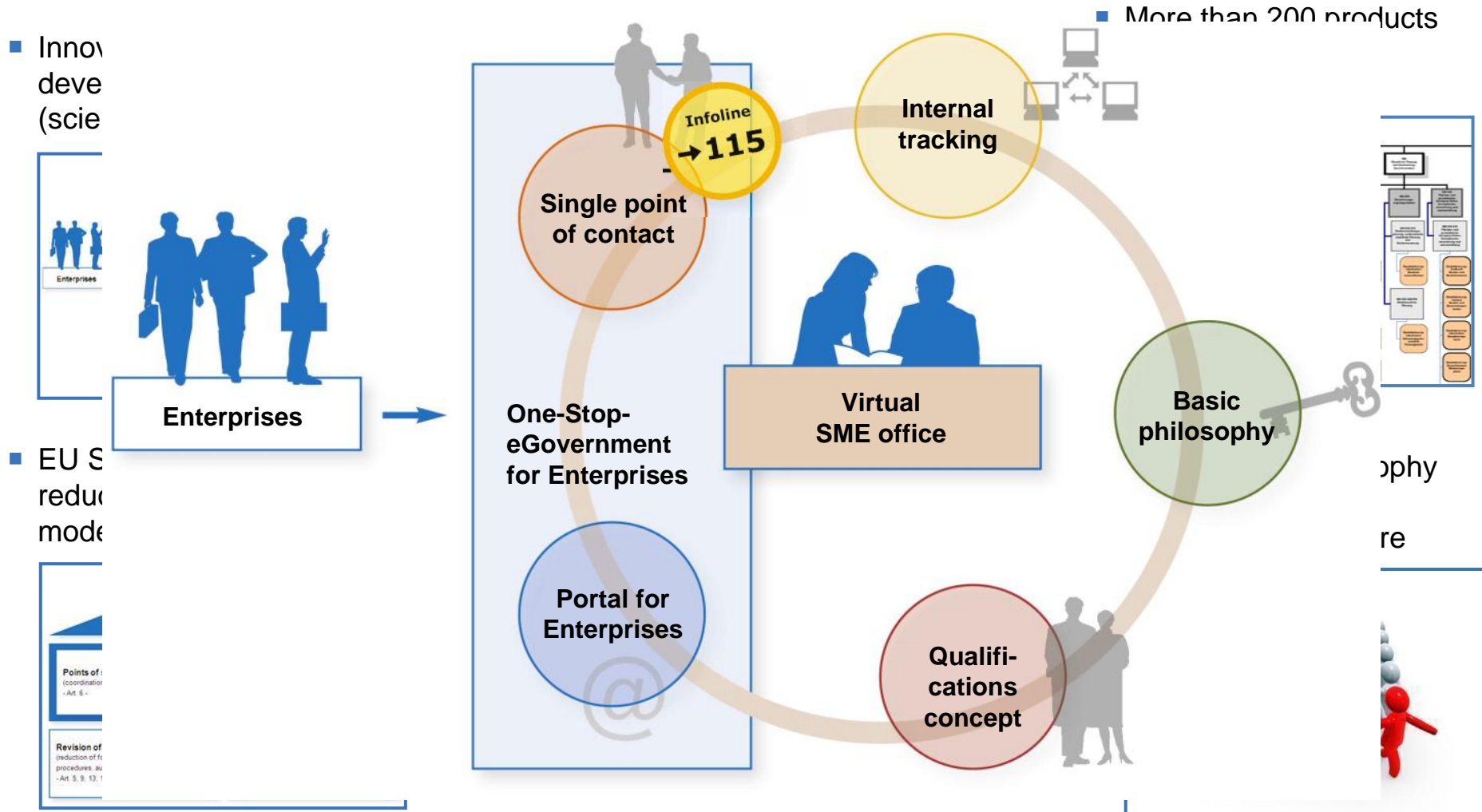


# MODERNISATION



City of  
Düsseldorf

## Integrated Virtual SME office in the center



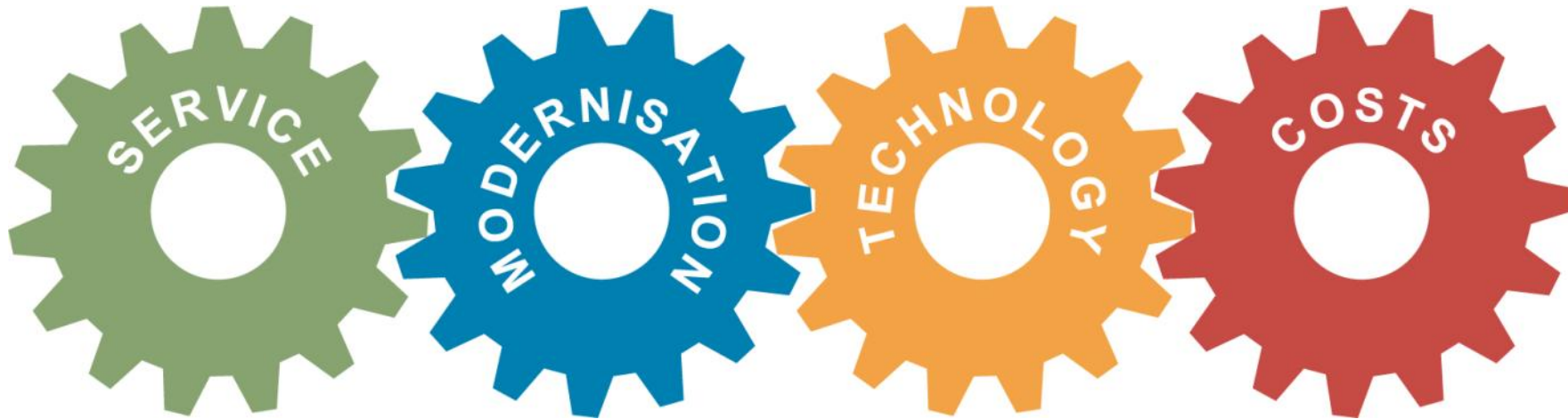


## TECHNOLOGY



City of  
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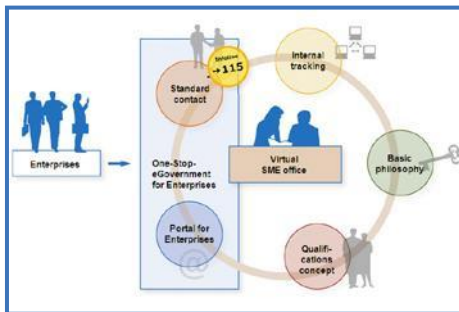
# TECHNOLOGY



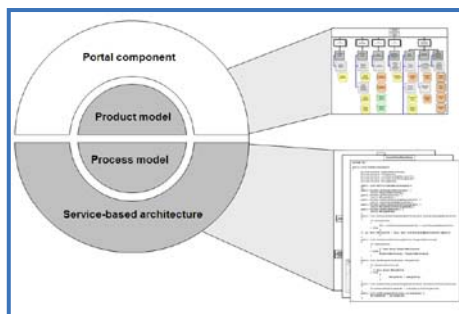
City of  
Düsseldorf

## Service orientated architecture

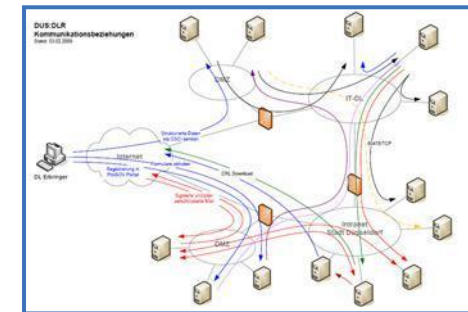
- Interoperability of the components developed (portal architecture, back-office integration)



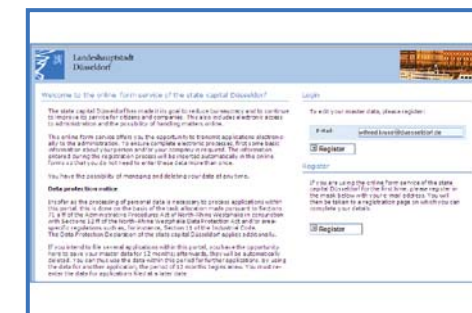
- Development, conceptual planning and implementation of an Integrated Product and Process model (IPP)



- Use of service-oriented architecture in public administration (SOA technology)



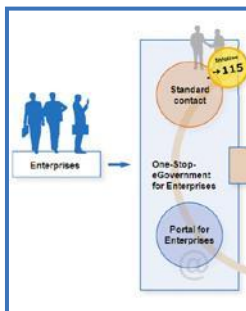
- Complete electronic process handling for companies in Düsseldorf



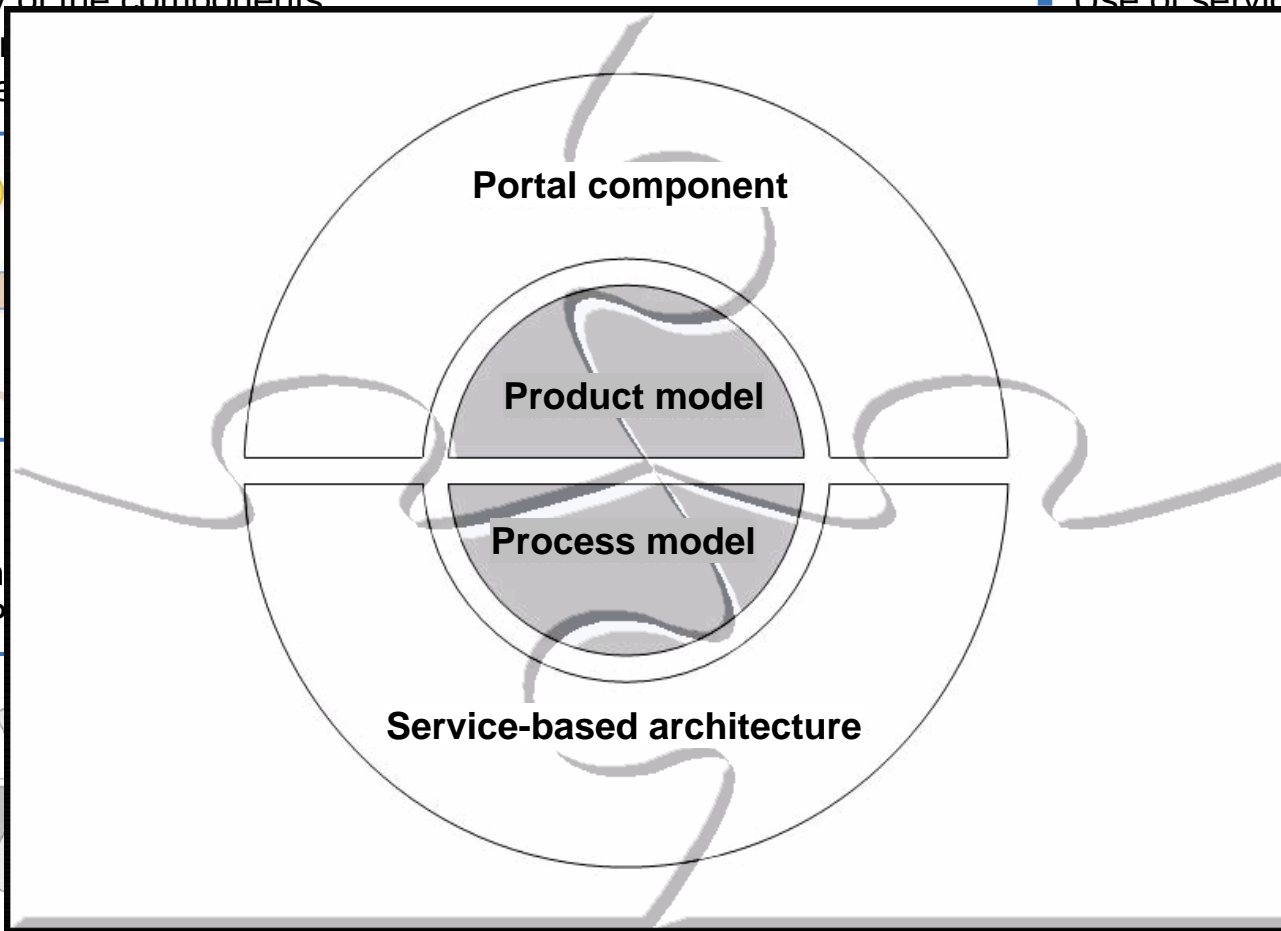
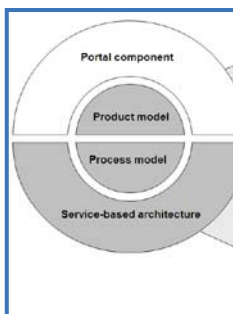


## Service orientated architecture

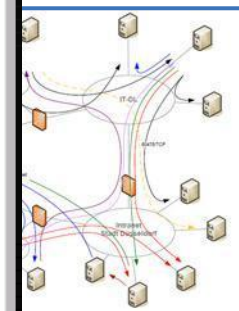
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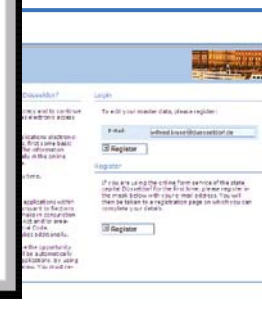
- Development, and implementation of Product and Process models



- Use of service-oriented public (SOA technology)



- Electronic process for companies in...



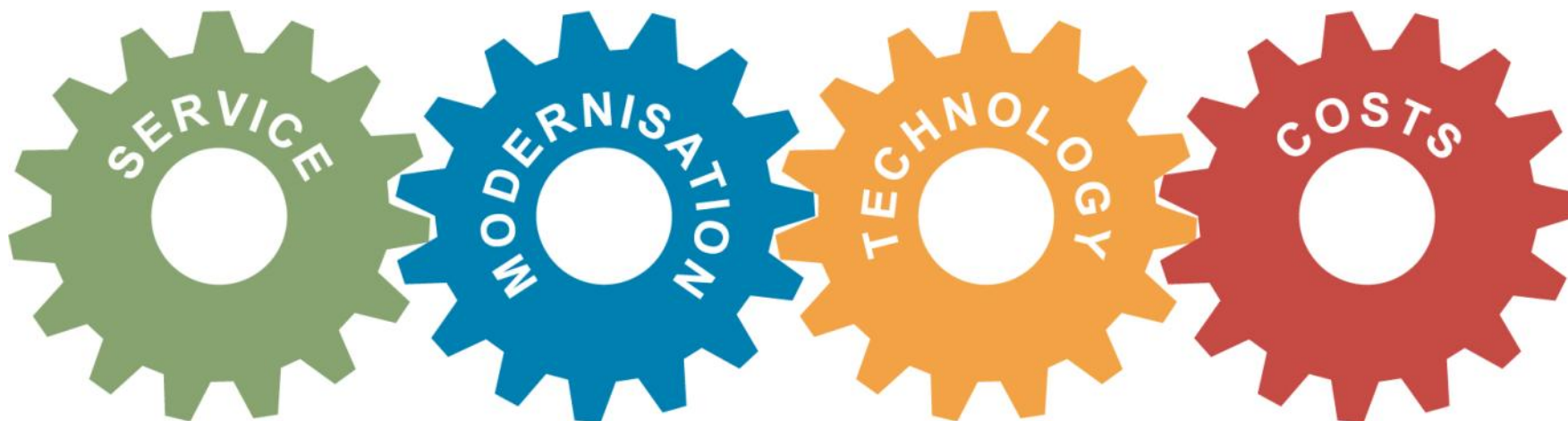


## COSTS



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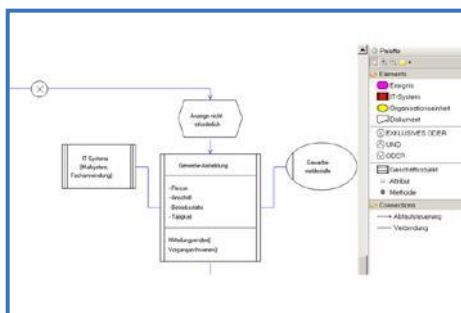
# COSTS



City of  
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## Modelling with oEPC

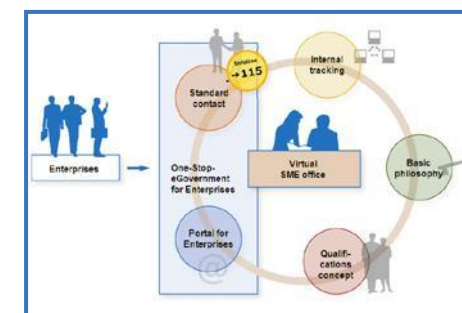
- Faster work results through modelling language used (30% time savings)



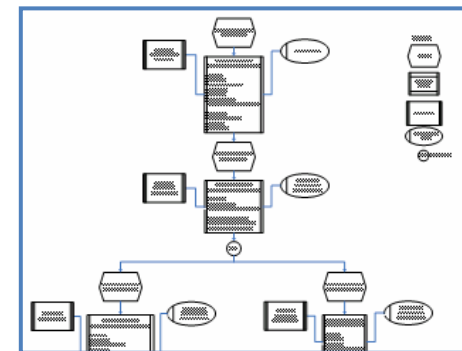
- EU Services Directive as engine for reduction in bureaucracy and modernisation of administration



- Use and reorientation of existing resources (personnel, organisation, technology)



- More than 200 administrative processes are recorded and optimised





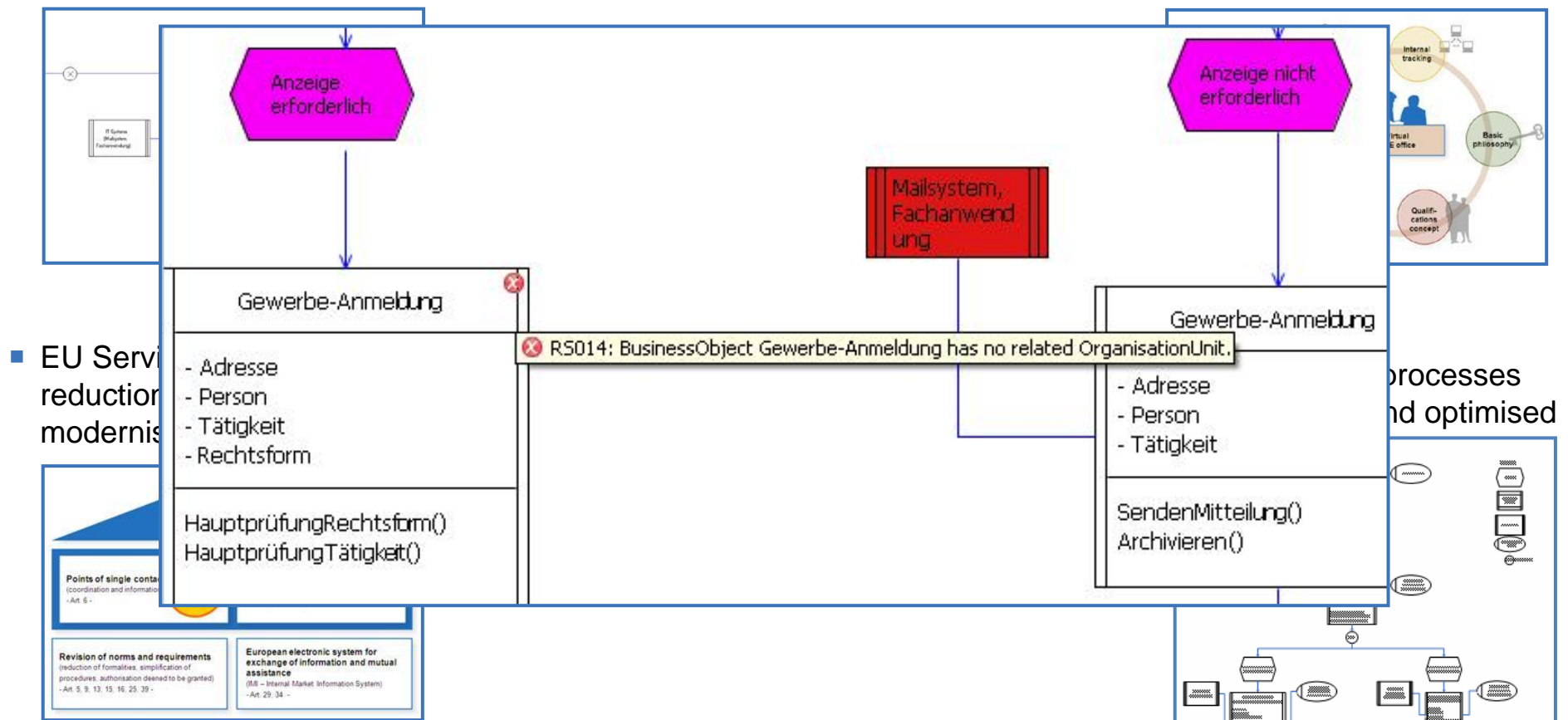
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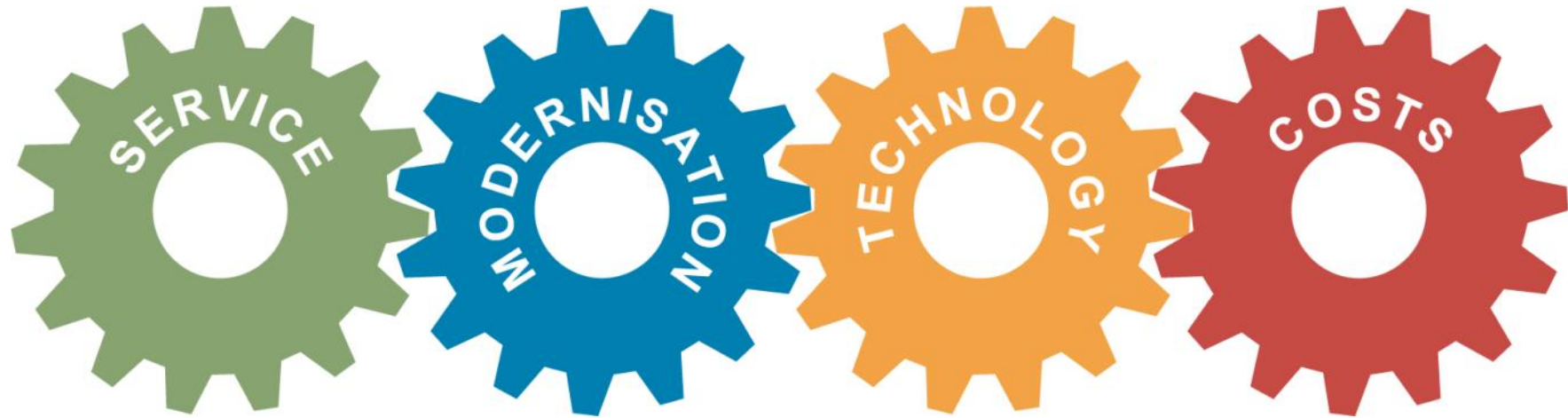


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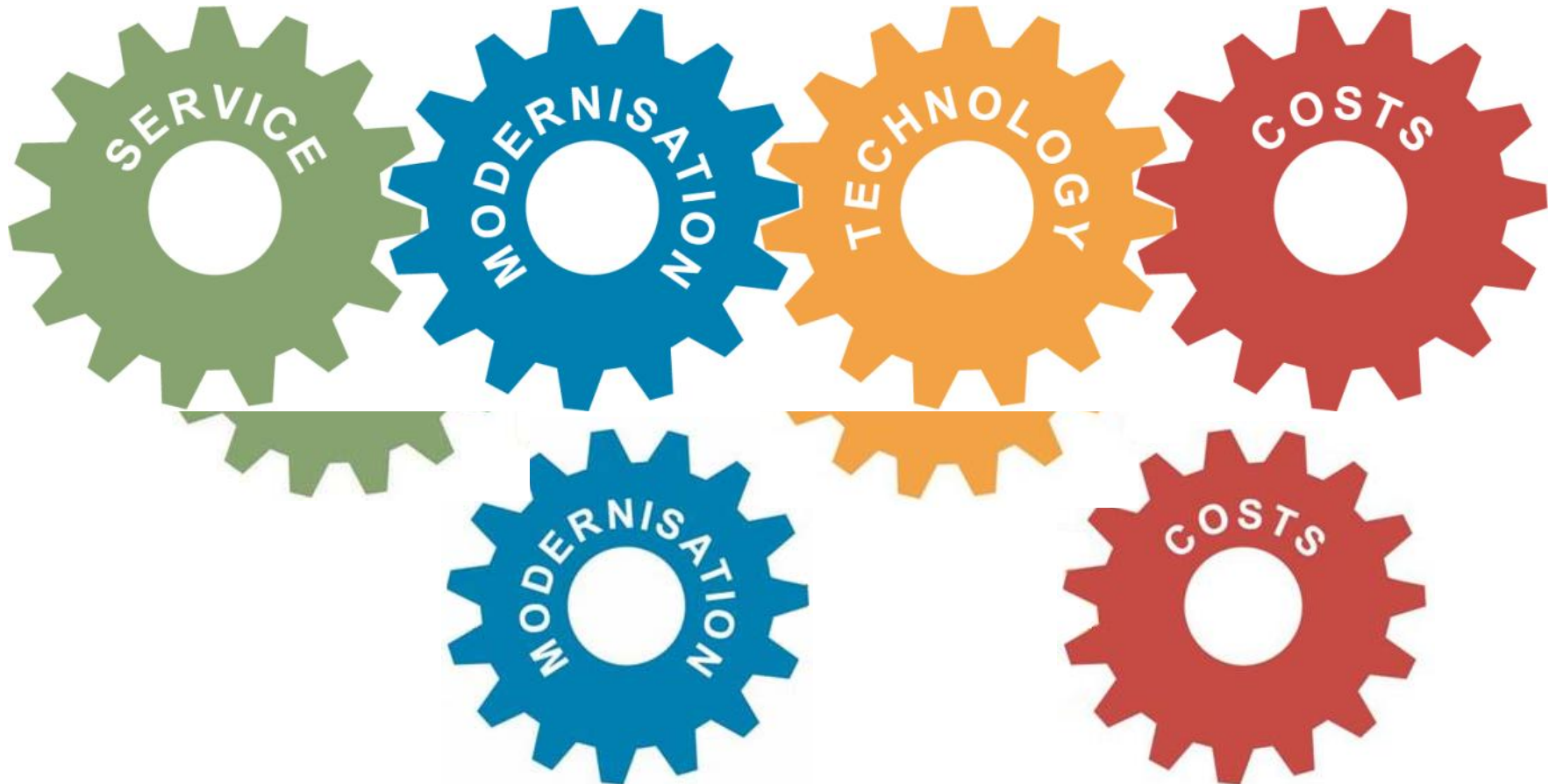
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# SUMMARY





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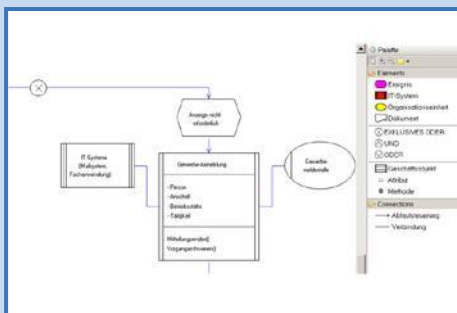
City of  
Düsseldorf

## Impact

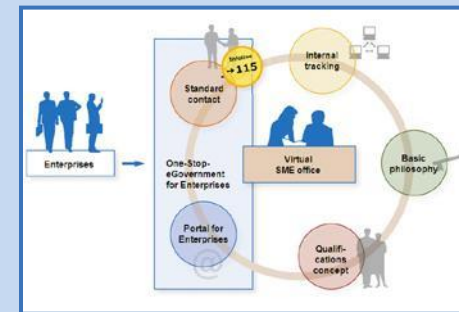
- Complete electronic process handling for companies in Düsseldorf has been implemented



- More than 200 administrative processes are recorded and optimised with the open source tool



- Personnel development concept expanded: components to increase the service quality for companies



- New service philosophy of the 'Virtual SME Office' established in administrative culture







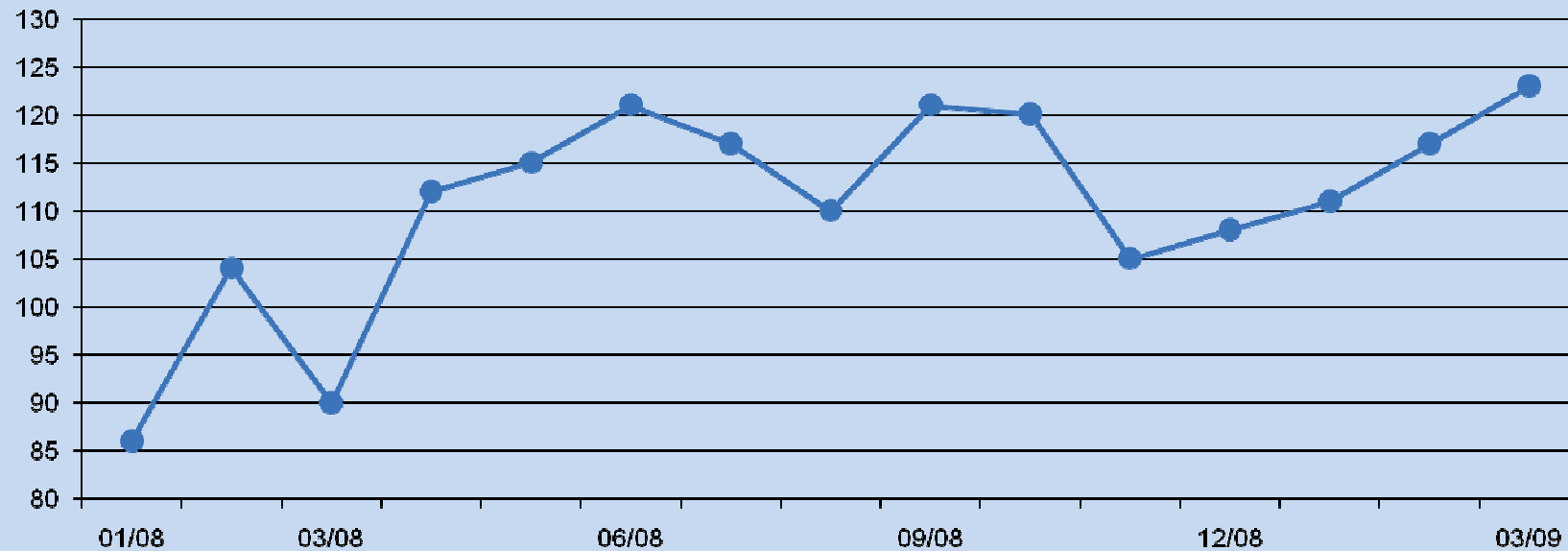
# SUMMARY



City of  
Düsseldorf

## Impact

### High acceptance of Düsseldorf's company portal (1)



### Visitors per day (from going live to EPSA submission)





## New service philosophy: what it was like yesterday



I would like to create a few jobs!

Just a moment!

On cupboard door:  
Regulations –  
Conditions –  
Guidelines



## Düsseldorf innovation project: New service quality





## Business and administration as synthesis

### Synergies for citizens and companies through the pooling of competences



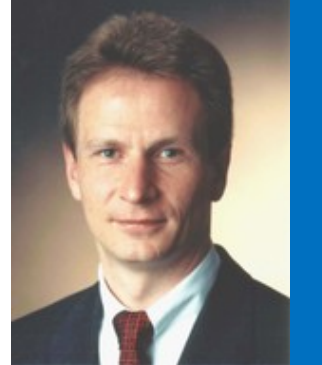
**Wilfried Kruse**

Commissioner for Business Development, IT, Organisation and Personnel, project management eGovernment, reduction in bureaucracy, modernisation of administration



**Frank Hogrebe**

office management, Department for Business Development, IT, Organisation, overall coordination eGovernment



**Prof. Dr. Markus Nüttgens**

University of Hamburg  
Research focus information systems/ eGovernment



**Beate van Kempen**

Consultant for IT, technical coordination e-government, system technology



**Andreas Brauer**

Project coordinator business development, further development of company portal



Many thanks for your attention!

EP/A 2009



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