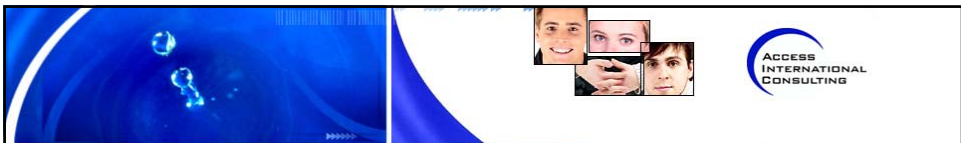




Case eTampere: Transferring Services into eServices through a local Smart Card Scheme

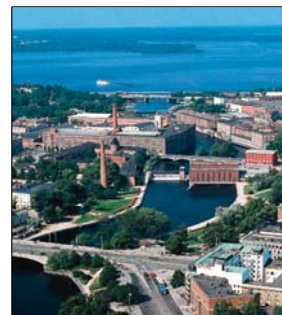


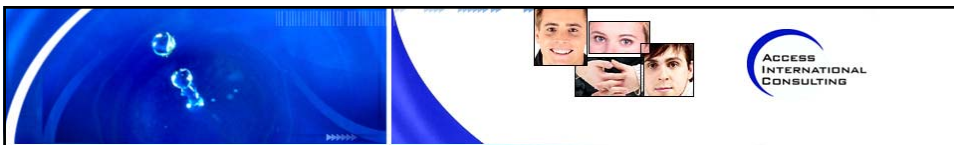
Laura Aho
Access International Consulting Ltd



Introduction of Tampere:

- City of Tampere population: over 200 000
- Population of Tampere region: 300 000
- Land area: 523 km²
- Water area: 168 km² (>200 lakes)
- Center of science and research
- Active in ICT development: Five year eTampere program to make Tampere a model city of Information Society





Development of eTampere City Card, Drivers:

- eTampere initiative for information society development
- Successful Travel Card Scheme:
 - City Transport and swimming halls
- Market development
- Variety of Smart Cards in use in Tampere
- Low number of Finnish National ID Cards
→ need to develop own card



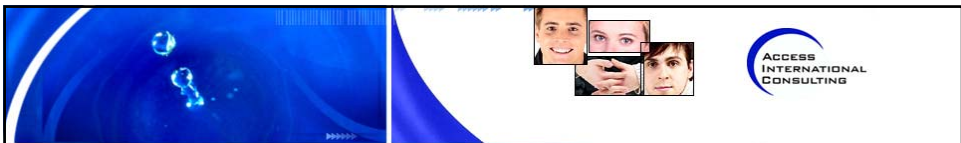
Piloted Services:

- All current Travel Card services: public transport and swimming halls
- Tampere City Administration electronic services (digital signature)
- Payments at the City Library
- eHealth: Student health care services: personal consultation, web forms
- Lunch payment at Tampere Polytechnic and TUT restaurants
- Tampere Polytechnic and TUT services: authentication, forms, digital signatures etc.
- Event Ticketing Pilot
- eVoting Pilot
- Physical Access control
- City Card Portal
- Payment ceiling monitoring in public health services



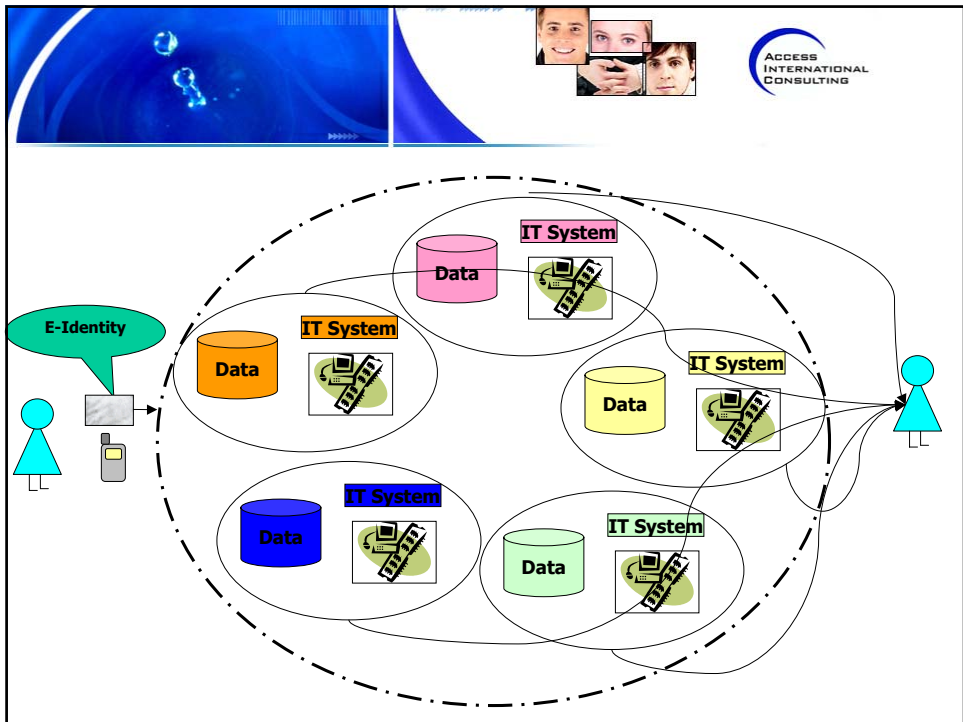
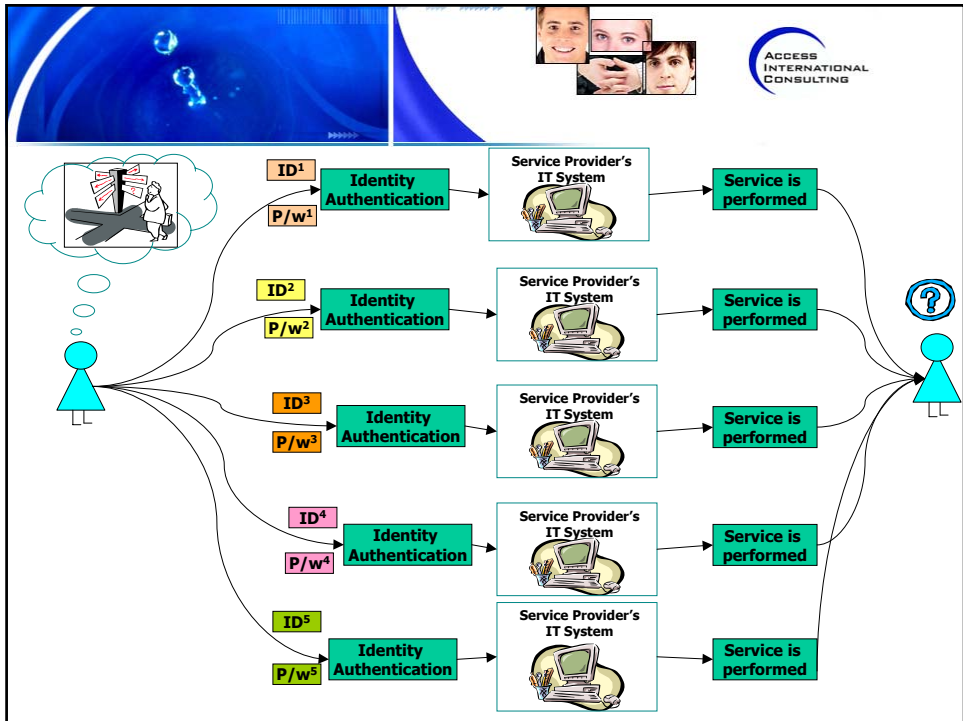
User Study Results:

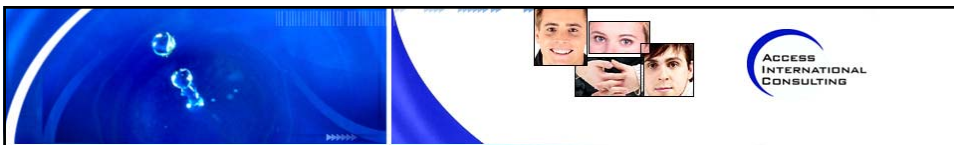
- 64% of the users think the City Card is easy to use
- over 80% use the card in public transport
- 8% say they now use more public transport services than before
- The City Card is more convenient and secure way to conduct electronic services
- over 50% say strong authentication is important



Future...

- Not about Smart Cards but:
 - Electronic Identity
 - Identity management systems and federated ID solutions
 - Role-based portals
 - XML based messaging- and work flow systems over own organization boundaries (integrated, standard interfaces between different organizations)
 - Citizens "one-stop shop" in the Internet





Thank you!

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