Global Forum 2003
Infrastructures and Services
Strategies for success

VIRK,DK

The new Danish business portal:

an example of Government on demand

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IBM's Vision: The 'on demand' era

Responsive

Open

On Demand Business

Variable

Integrated

On Demand Operating Environment

Resilient

Virtual

New Financial Models

Focused
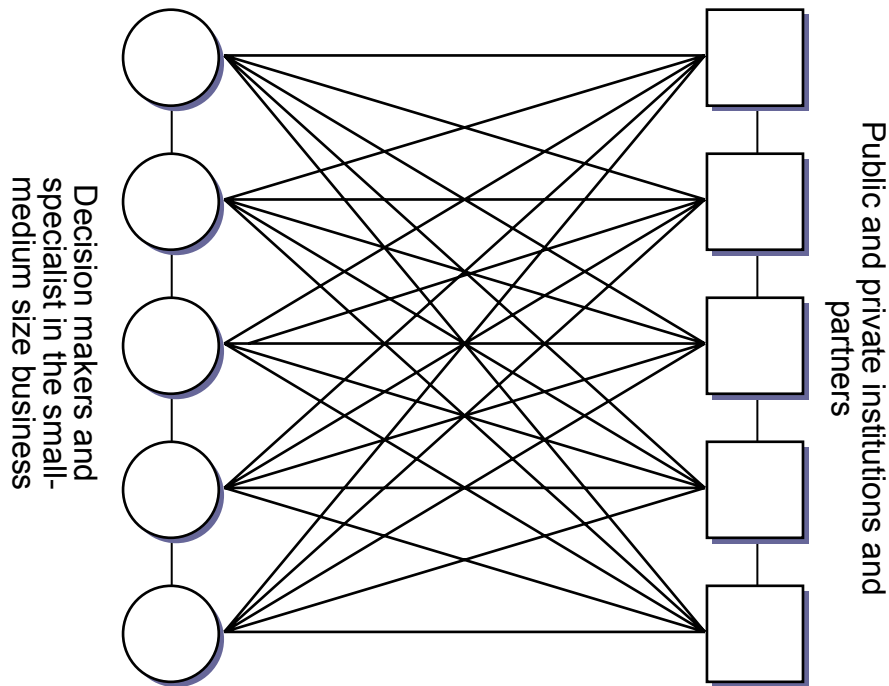
Autonomic

The Virk initiative: Political goals

- "The administrative burdens of businesses must be reduced by 25% before year 2010."

- "The businesses should have one business portal that holds <u>all</u> public information and services but also a wide set of private services."

- "The businesses should experience the public sector as one partner that acts coordinated and is capable to work in a public/private integrated model."
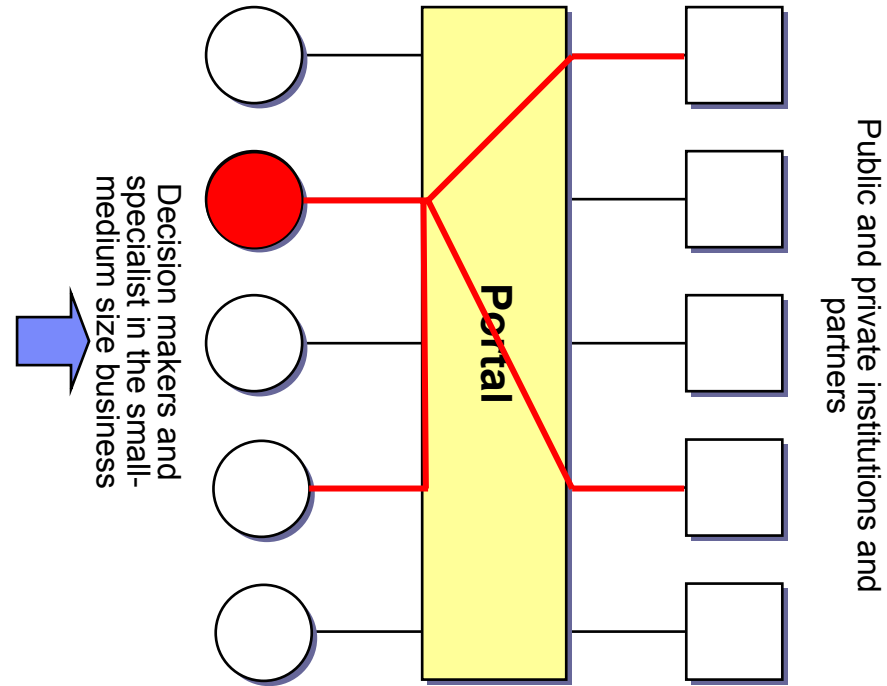
The Danish Government

The foundation of VIRK is to be *the* focal point between the individual decision maker in the small-medium sized businesses (SMB's) and it's public and private partners.
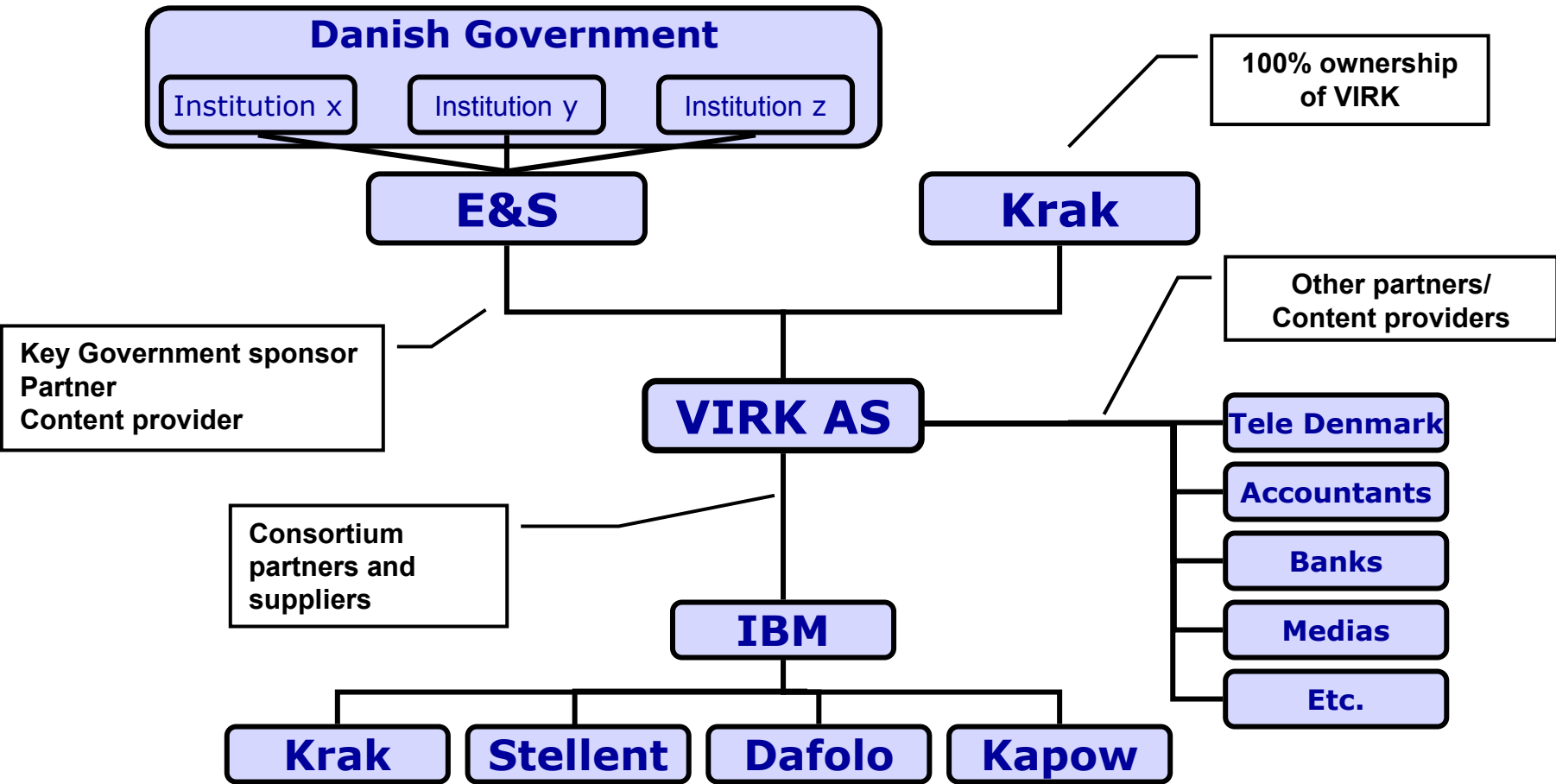
- Traditional dialogue -

- Portal dialogue -

Decision makers and specialist in the small-medium size business

Public and private institutions and partners

Decision makers and specialist in the small-medium size business

Portal

Public and private institutions and partners

VIRK is a complex project based on public-private partnership and with many partners and stakeholders

Danish Government

Institution x   Institution y   Institution z

E&S   **Krak**

100% ownership of VIRK

Key Government sponsor
Partner
Content provider

Other partners/
Content providers

VIRK AS

Tele Denmark

Accountants

Banks

Medias

Etc.

Consortium partners and suppliers

IBM

Krak   **Stellent**   **Dafolo**   **Kapow**

VIRK is the electronic virtual desktop of the individual user
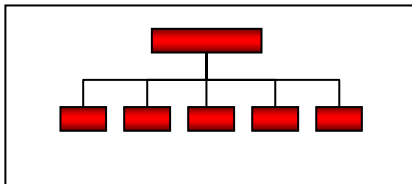
Personal

- Calendar, mail, inspiration, tools, career information, education etc.

Business

- Sales, Marketing, Production, Buy and Supply, Finance, Management etc.

Surroundings

- News, Market information, Marketplaces, Knowledge networks etc.

Vision: VIRK in may 2005…

"Any business
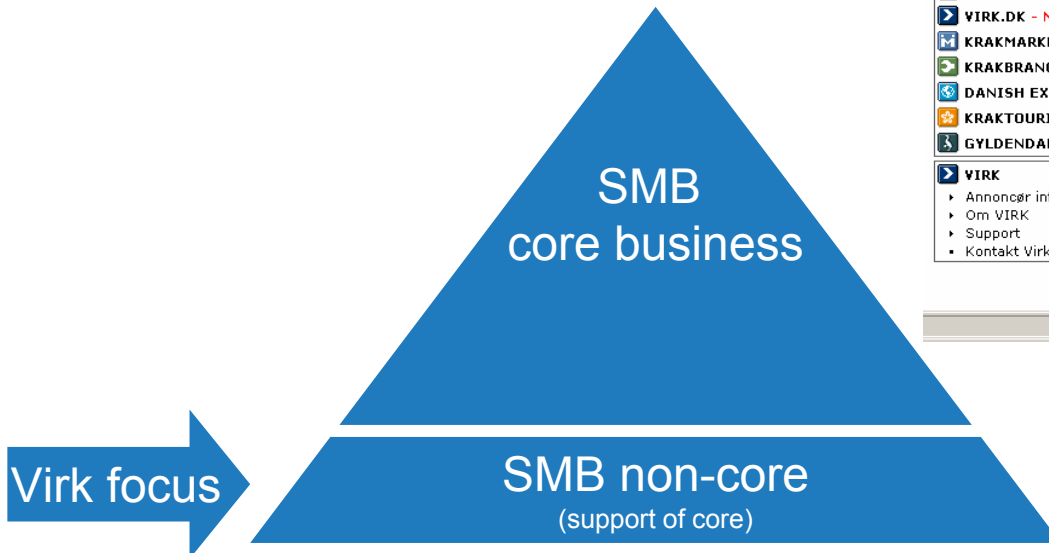has a bank account, an accountant
and virk.dk!"

- VIRK is the preferred source to business related information and services

- VIRK is the preferred partner for distribution (and development) and business related services

Virk go-to-market model

Focus is

- People in their professional job role (primary)
- Line of business (secondary)

Areas of business and services:

SMB core business

SMB non-core
(support of core)

Virk focus

The main Government sponsor is The Danish Commerce and Companies Agency (EogS)

ERHVERVS- OG SELSKABSSTYRELSEN

The Danish Commerce and Companies Agency (DCCA) is an agency under The Danish Ministry of Economic and Business Affairs.

The agency acts on behalf of the whole central government and the central cross agency e-government taskforce!

The day-to-day responsibilities and activities of the agency take place within three main areas:

- The administration of company and enterprise legislation.
- The registration and disclosure of certain information and documents about companies, including company accounts.
- Improving the conditions of the business community.

In all three areas the agency is involved in work at international level

"…It is of strongest importance that the portal lessens the administrative burden for companies. Companies should focus on growth and not on reporting to the public institutions…"

(Quote from the Danish Vice Prime Minister)

The main contract holder is Krak who 100% owns the newly formed portal company VIRK.

Krak is a well founded Danish information and service company with documented success in running business portals in Denmark.

Krak is running the biggest business portal in Denmark with more than 1.3 million hits per day and almost 700 thousand unique users per week.

The Krak brand is very solid and well known in the business to business marketplace.

Krak has deep knowledge of the Danish businesses and many years experience in bringing value add service to this market segment.

IBM is the main technology supplier with a number of partners.

IBM is responsible for designing, building, implementing and hosting of the portal together with the following main partners:

- Content is categorized and managed by use of Stellent Content Management System.
- Content will be captured using the unique technology from Kapow Technologies.
- The advanced e-form environment is delivered by Dafolo.
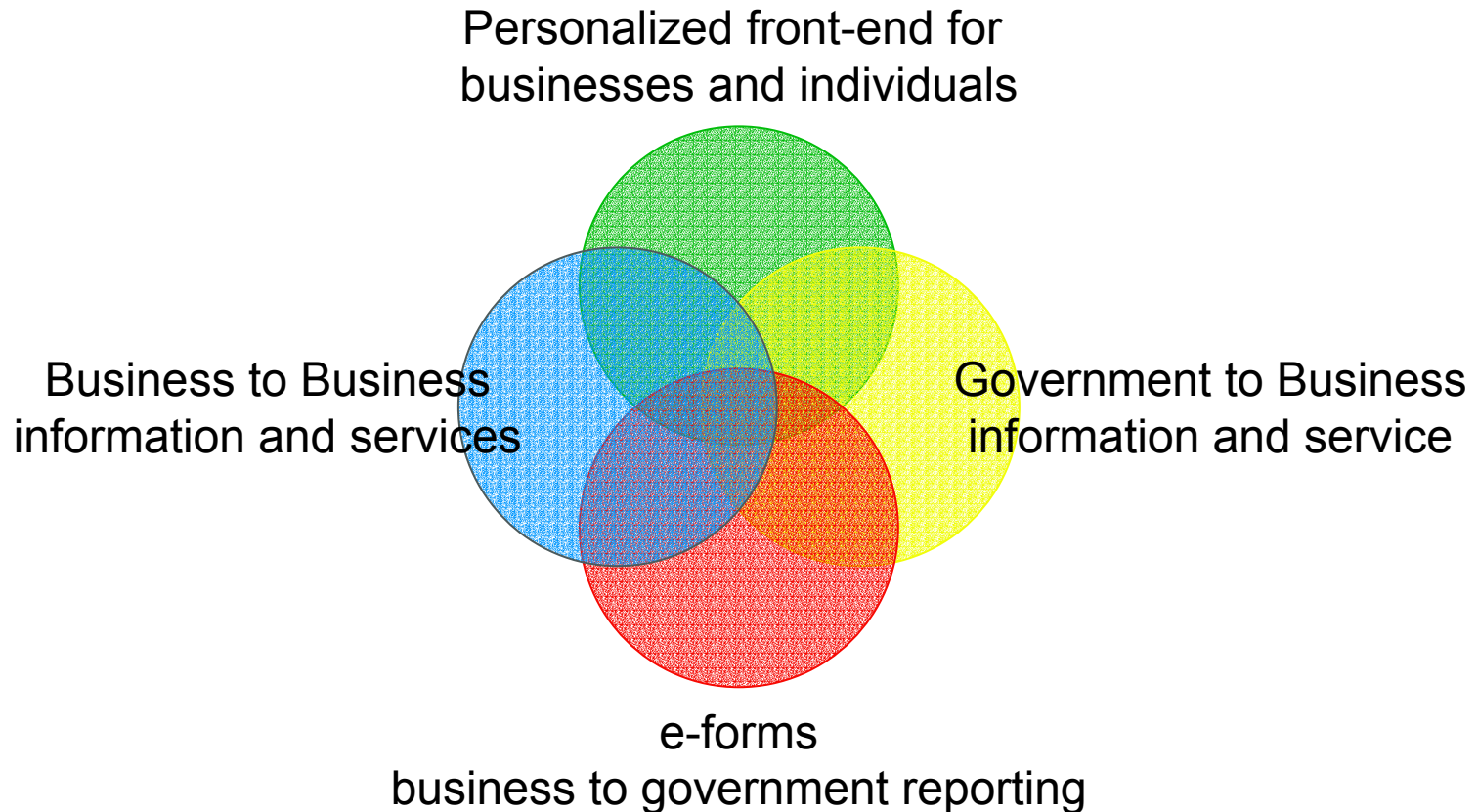- The personalization data and front-end is delivered by Krak Solutions

The portal consist of four major elements…

Personalized front-end for businesses and individuals

Business to Business information and services

Government to Business information and service

e-forms
business to government reporting

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VIRK.DK

Virk.dk er et samarbejde mellem Krak og staten.
IBM er leverandør af teknologi og drift.

Menu

VIRK.DK
- Forside
- Økonomi
- Personale og Løn
- Ledelse og Strategi
- Indkøb og Logistik
- Salg og Markedsføring
- IT
- Brancher
- Indberetninger
- VIRKviser

Portaler
- KRAK.DK
- KRAKGULE
- VIRK.DK - NY!
- KRAKMARKED
- KRAKBRANCHER
- DANISH EXPORTERS 🇬🇧
- KRAKTOURIST - NY! 🇬🇧
- GYLDENDALS LEKSIKON

VIRK
- Annoncør info
- Om VIRK
- Support
- Kontakt Virk.dk

VIRK.DK > Forside

Velkommen til Virk.dk

Virk.dk samler trådene for danskere på arbejde.

- Om Virk.dk
- Navigation
- Bliv registreret bruger
- Sikkerhed på Virk.dk

Søgeord: [   ] Søg

( ) Hele Virk.dk   ( ) Kun Indberetninger & Services

- Avanceret søgning
- Få hjælp til søgning

Log ind
- Ny Bruger
- Digital Signatur
- Indberetninger
- Mere om Virk.dk

[Log ind]

SYGEDAGPENGE

Anmeld fravær online med VIRKviser:sygedagpenge

TRANSPORT

Virk.dk viser vejen for folk på farten og deres hjælpere.
- Transport

TEMAER
- Skat, moms og afgifter
- Ansæt ny medarbejder
- Start af ny virksomhed
- Eksportfinansiering
- Ledelse i praksis
- Arbejdsmiljø
- Find vej i tilskudsjunglen
- Offentlige indberetninger

KrakMarked- Find produkt:
[   ]
- Avanceret søgning   [Søg]

Søg på Krak- Find navn, tlf.:
[   ]
[Firma] [Person] [Offentlig]

Brancher: Udvalgte informationer og services
- Advokater
- Autobranchen
- Grafisk Branche
- Hotel & Restauration
- Maskin & Metal
- Revisorer

Internet

Convergence of Business and ICT

Productivity   Governance   Economy   Capital and Asset Utilization

Security Threats   Pricing Pressures   Customer Preferences

Business

On Demand

Technology

Open Movement

Substitution

Autonomic Computing   Grids   Web Services

Clusters   Blades   Virtualization   Standards

VIRK,DK

an example of Government on demand

THANK YOU !!

Giorgio Prister
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