Winners and Descriptions

Chairman's Award

Winners	WITSA Member	
Institute for Information Industry (III) -- The Driving Force of Taiwan's Information Society	Nominated by: Information Service Industry Association of Chinese Taipei (CISA)	III was incorporated in 1979, through the joint efforts of public and private sectors, as a Non-Governmental Organization (NGO), to support the development/applications of information industry as well as information society in Taiwan. As one of the world's leading ICT innovators, III has around 1,800 dedicated professionals, with more than 75% of them holding a Master or above degrees. At the heart of Taiwan's ICT revolution is III, a joint government-private sector think tank and management consultancy, promoting the development of the ICT industry and deploying the information society. The III provides a neutral source of expertise independent of both partisan politics and individual corporate agendas, helping Taiwan to increase productivity, raise efficiency, and develop inter-national collaborative projects with key industrial and academic partners and global offices in various important ICT centers. The government contracts a wide range of functions to III, making use of its human resources in a flexible manner, from proposing policy, providing market analyses, incubating start-ups, developing such concepts as the integrated service model and the digital home, to generating consumer, communications, and computer technologies, and generating over 100 patent applications annually. The III provides professional IT training in both the public and private sectors, develops programs to address the digital divide, creates digital opportunity centers in remote areas and internationally for developing countries, and provides services to small and medium enterprises, as well as disadvantaged and handicapped groups. Over the years, III has provided training to some 400,000 professionals. III designs and manages projects to strengthen ICT infrastructure, including the planning of e-Taiwan, to extend broadband access to all households, and M-Taiwan, to provide mobile access through a combination of cellular telephone and WLAN networks. As manufacturing moves offshore, it moves the industry forward from tangible to intangible products, and aims to establish best practices in Taiwan as a model for the rest of the world". III has also developed programs that address the need for digital divide reduction by creating digital opportunity centers in remote areas of Taiwan that have promoted 133 IT related activities benefiting 11 counties, with over 63,500 people participating in those activities. Internationally, III has entered into cooperative agreements to help less developed nations in APEC to reduce the effects of the digital divide by means of providing services to small and medium enterprises and disadvantaged

		groups (women, children, handicapped, etc).

Public Sector Award

Winners	WITSA Member	
Seoul Metropolitan Government	Federation of Korean Information Industries ([FKII](#))	By providing public information to the citizens, Seoul Metropolitan Government has achieved a citizen's satisfaction with easy and convenient access to public information and service on the spot, diversified communication channels to citizens, and eventually improving citizen's lives based on mobile network. Launching since May 2007, mobile portal service known and called as *m 서울702* (Mobile Seoul 702), has provided useful and convenient public service such as policy suggestion, reporting a nuisance, providing real-time road traffic information, cultural events information and environmental information, mobile taxation, etc through mobile devices. All of them are available on the mobile portal by just pressing the number 702 and wireless Internet key button on the mobile phone. *m 서울702* Service is easy, convenient and most importantly customized for citizens to access to various useful information anytime anywhere. Seoul Metropolitan Government will focus on managing good mobile administration for citizens by upgrading various services and providing more convenience in mobile services. Later it will extend its service to multi language and introduce LBS (Location-based Service), emergency, payment and smart office applications and services.
U.S. President Barack Obama's Open Government Initiative	[TechAmerica](#)	As a candidate for President of the United States in 2008, Barack Obama transformed modern American political campaigning by using web 2.0 technologies to build the most powerful grassroots network ever before seen. He also campaigned on a promise to harness the power of those same information and communications technologies to improve government. As President, his Administration is delivering on those promises through a widespread Open Government Initiative. On his very first day in office, President Obama directed his Administration to craft this initiative, and a plan was put in place in December under the leadership of the national government's first-ever federal Chief Technology Officer (CTO), Aneesh Chopra, and U.S. Office of Management and Budget Director Peter Orszag. Early in 2010, technology is already helping the Administration to make a difference: The cornerstone of the Open Government Initiative is an effort to make widely and freely available the massive volume of data collected by the government to serve the public good. Mere weeks after the Administration's plan was released, it launched **data.gov**, a wide array of new, high-value datasets that federal agencies have uploaded pursuant to the **Open Government Directive**. The benefits of

		this data fit into two broad categories: First, they spur innovation by allowing entrepreneurs, scientists, and non-government organizations to use them in building new software applications and services and also in conducting studies that help the government to better serve Americans. Second, they provide a key means for citizens to hold government accountable. Both forces work to improve the government's ability to serve the people.
		In the Open Government Initiative, the Obama Administration is advancing the U.S. government, often seen as a laggard in the deployment of cutting edge technologies, into a position of global leadership in smart government. It is an ambitious attempt to deploy new solutions across the sprawling enterprise of the U.S. federal government. This would be a feat unto itself given that historically technology deployment has been left to each department and agency. However, the initiative particularly deserves recognition considering the principles in play and the fact that barely one year after its birth results are already widespread.

Private Sector Award

Winners	WITSA Member	
Air Asia	Association of the Computer And Multimedia Industry Malaysia (PIKOM)	Air Asia is demonstrated high success in the use of ICT as a core business model, and it casts a major influence over all segments of society in creating a compelling reason for the use of internet booking and eCommerce. It has demonstrated the strategic value of ICT to increase the competitiveness of businesses and succeeded in creating a compelling reason to use eCommerce through this ICT business model. The success of AirAsia as the region's leading budget airline is reflected not only in its fast growing passenger volume but also from the ICT perspective. It is very successful in the use of ICT as a core business model, and it casts a major influence over all segments of society in creating a compelling reason for the use of internet booking and eCommerce.

AirAsia has, almost literally overnight in corporate terms, demonstrated the strategic value of ICT to increase the competitiveness of businesses. It carried over 55 million passengers cumulatively over a short period of 6 years since 2002, achieving 18 million passengers in 2007 alone. A very high majority of AirAsia's passengers book online, partly because of AirAsia's ICT based business model, and partly because of the motivation of the population to secure free or very cheap seats through online booking. In this sense, AirAsia succeeded in creating a compelling reason to use eCommerce through this ICT business model. Many people started to use ICT where otherwise they would not have done so. The AirAsia website is the 2nd most popular transactional website in Malaysia today.

As a truly innovative airline leveraging technology, AirAsia is the world's first airline to allow sms booking and payment of airline tickets. Although a Malaysian company, AirAsia is now regional as |

		reflected on its website, the world's first truly multi-lingual airline website available in 6 languages.
Monedero	Camara de Empresas de Software y Servicios Informaticos (CESSI)	"Monedero" is a leading means of payment in the micro payment segment in Argentina. Its purpose is an attempt to give an idea of the impact that the solution has had on the community where it has been developed. The volumes administered with regards to card holders, transactions, recharge points and merchants accepting it, have made of Monedero a solution to be considered as one of the best experiences in the field. The simplicity with which it has been conceived together with its security and ease of operation, produced a meaningful change in the everyday life of millions of people who travel around one of the most important metropolis in the world by making daily operations simpler and providing a very efficient transaction alternative for a growing number of merchants partnered with its network. The solution has not only had an important impact on almost 3 million people but also has combined technological innovation with operational effectiveness achieving as a result an explosive growth in the last few years. As it can be seen in this document, at both software and hardware levels, the solution contains distinctive elements which are constantly updated and improved due to the critical nature that this operation implies. Conceived 100% under the logic of processes, it currently allows the user to pay -with a single *Contact Less* card *with prepaid recharge* - everyday expenses in the public and private transport network, retail chains, and shopping malls throughout the country.

Digital Opportunity Award

Winners	WITSA Member	
Mobile Link Service	Hong Kong Information Technology Federation (HKITF)	The 24-hour Mobile Link Service ("MLS" 隨身寶) aims to enhance the social inclusion, the quality of life and outdoor safety of senior citizens as well as all needy people by the use of information and communication technology (ICT). It is the first and unprecedented outdoor emergency support and caring service in Hong Kong, launched in December 2008. MLS is indeed an indispensable extension of the Senior Citizen Home Safety Association's (SCHSA's) existing core service Personal Emergency Link. With the use of a specially designed one-button Mobile Link Device and GSM mobile technology, users can easily seek assistance by simply pressing the one and only button and contact the call centre for timely assistance. Call centre operators can help users call the Police, ambulance and/or their family members for timely assistance. The users can also make call transfers to their

		family relatives and friends through our call centre, without the trouble of remembering their phone numbers or looking into the phone books as our call centre has already saved their favorite phone numbers. For seniors having dementia and often get lost in the street, we can also help their family members to locate the approximate geographical bearings of the Mobile Link device, giving a good reference for necessary rescue. In times of emergency, an emergency melody of Mobile Link Device can be remotely triggered to alert the people around to offer timely assistance and to help indicating the exact location for the rescue officials when they arrive. This has proven to be an efficient and cost effective way to supplement the not yet 100% accurate location tracking technologies. The MLS Service hopes to free the seniors and the needy people from staying at home to enjoy outdoor environment. Seniors with chronic illnesses like heart disease, asthma, etc, are afraid of going out for fear of sudden illness attack in the street. With MLS, they can now enjoy their freedom outdoor and have peace of mind when doing outdoor activities. This also helps all senior citizens in Hong Kong to achieve "Active Aging in Community".
Nick White of Consulting & Interim Management Solutions Ltd, and Mercy Corps	The Information Technology, Telecommunications and Electronics Association (INTELLECT)	We are nominating Nick White of Consulting & Interim Management Solutions Ltd, (CIMS) and Mercy Corps, a US based NGO working out of Jerusalem, for a Project aimed at building business relationships between Palestinian and Israeli ICT companies. The premise of the project is simple; by building closer win-win business relationships between Palestinian and Israeli organizations prospects for peace improve and the lives of both Palestinians and Israelis are enhanced. Nick White, Director of Consulting and Interim Management Solutions, is a former Vice President at Gartner. He has extensive experience in ICT research and all aspects of business strategy and development. He set up CIMS in 2006. Mercy Corps is an NGO operating on a world-wide basis, covering a wide range of Aid. (http://www.mercycorps.org/). The project involved gaining a deep understanding of the capabilities and requirements of both Palestinian and Israeli ICT companies, focused on the software sector. To support this and then widen the opportunities for Palestinian ICT a Palestine software outsourcing web site was developed as one of the key communication tools to provide both information about capabilities and to publicise Palestinian skills and knowledge to both Israel and the wider world ICT community. The site can be found at www.Outsource2Pal.com - The project has led to new relationships and new jobs in the Palestinian ICT sector already. - For the Palestinians as a whole; ICT provides jobs that deliver output values of around $40,000, against the average for the country of around $17,000. This translates to every ICT job having a multiplier effect on employment of about one to three. Currently about 5000 +

		people employed in the sector and about 2000 new engineers graduate from the universities each year.
		• The project has provided the start of a communications process that helps build both Israeli and International awareness of the benefits of ICT outsourcing to Palestine.
		• The awareness of the needs and capabilities of both groups have been increased and helped to reduce some barriers already, as evidenced by the Tel Aviv conference.
		• For the Israeli companies, it has helped to identify a source of highly cost effective skilled engineering resource that can help them to continue to compete in the competitive ICT economy.