

We confidently move towards achieving more milestones, prioritising the use of the latest technologies to enhance government performance and meet community expectations.



## Our Success Stories

### Ta'heel Platform - Ministry of Social Development

An electronic platform that brings together people with disabilities, their families and various rehabilitation centres under one umbrella, with the aim of facilitating and streamlining the provision of rehabilitation services.

#### ◀ The platform is designed for:

- ◀ People with disabilities and their families
- ◀ Governmental, private and non-governmental rehabilitation centres
- ◀ Employees working in governmental, private and non-governmental rehabilitation centres
- ◀ Individuals interested in opening private rehabilitation centres

#### ◀ Services Provided to People with Disabilities:



Apply for rehabilitation services at one of the governmental, private or non-governmental rehabilitation centres



Obtain evaluation appointments and the option to reschedule to a convenient time for the guardian



Track the status of rehabilitation requests before and after evaluation



Submit a request to transfer from one rehabilitation centre to another

#### ◀ Services Provided to Rehabilitation Centres:

- ◀ Request to obtain a licence for a new rehabilitation centre
- ◀ Request to open a branch of the centre
- ◀ Request to renew the centre's licence
- ◀ Request to add an activity at the centre
- ◀ Request to hire employees at the centre

## Platform Contributions:



Facilitated access to rehabilitation services through a unified platform linking beneficiaries with rehabilitation centres



Enhanced administrative efficiency of rehabilitation centres through integrated electronic services



For more information, scan the QR code Ta'heel Platform



## Ma'roof Oman Platform: Your Guide to E-Commerce

The platform aims to authenticate and organise local e-commerce stores, improve the reliability of e-commerce and ensure compliance with approved regulatory frameworks, while enhancing the digital shopping experience.

## Ma'roof Oman Services:

1

Authenticate e-commerce stores and grant them a trust mark

2

Facilitate the registration of licensed companies in the e-commerce sector

3

Provide a digital gateway for trusted e-commerce stores

4

Enable beneficiaries to evaluate and search for certified stores

5

Market e-commerce stores on the platform and enhance consumer access

## Impact and Contributions of the Platform:

Strengthening the e-commerce environment through a legal and regulatory framework

Improving the investment environment and diversifying the national economy

Reducing fraud, scams and commercial deceit

Keeping pace with global developments in e-commerce regulation

Accelerating licensing processes and business transactions



# Key Achievements of Central or Shared Solutions

## "Ejada" System for Measuring Individual and Institutional Excellence

A system for the governance of human capital through providing the necessary tools and methods to build a culture of excellence in job performance, improving performance evaluation systems and linking productivity with incentives.



### Main Objectives and Expected Impact:

- « Achieve integration by linking employee goals with the annual plan in alignment with Oman Vision 2040
- « Facilitate the implementation of the annual plan by clarifying operational goals and enhancing communication between employees
- « Develop a scientific methodology for job performance evaluation based on specific standards and indicators
- « Establish a culture of excellence in job performance and reward top performers
- « Enhance efficiency in human capital investment
- « Strengthen communication between employees and direct supervisors to increase loyalty, motivation and improve performance



### Achievements:

- 1 Oman became the first GCC country to implement the Objectives and Key Results methodology in the public sector
- 2 Ejada system selected as the best practice in the Gulf countries at the 2023 Global Summit



### Key Targets:

- « Continuous improvement of the system in terms of interfaces and adding new technical features
- « Enable integration with other systems, such as "Mawrid", job rotation and HR training platforms
- « Design and development of institutional excellence interfaces within the Ejada system
- « Implement a training plan for employees across entities



# Tahawul Events

## ◀ Training Camp on Digital Transformation Project Management



# Applications of Advanced Technologies

## Traffic Control Centre - Muscat Governorate

The Muscat Governorate adopted the Traffic Control Centre project as one of the leading initiatives in smart city management, leveraging advanced technologies such as the Internet of Things. The centre aims to improve traffic flow and enhance road safety through a smart system that links traffic lights and enables remote monitoring of roads and major intersections. It also allows for immediate response to emergency situations, such as power outages or accidents, ensuring the continuity of traffic light operation by connecting them to generators quickly.

The project also enhances the driving experience through electronic boards providing real-time data on road conditions and traffic flow, helping drivers choose optimal routes. Future services will include advanced parking reservation systems, weather predictions and innovative solutions based on data analytics to meet users' needs efficiently. These services will be implemented in phased stages that consider operational priorities to achieve maximum traffic management efficiency.

## Telecommunications Regulatory Authority Digital Transformation in Postal Services

### Digital Transformation Programme in Postal Services

A three-year programme starting in January 2025, aligned with the Authority's efforts to meet community aspirations and enhance Oman's competitiveness in the global digital economy.



#### Objectives:



Increase the efficiency of postal services provided to beneficiaries



Enhance beneficiary experience with high-quality services



Achieve integration between digital systems



Support innovation in the sector



#### The programme includes:

1

Postal services management systems

3

Asset management

2

Enterprise resource planning

4

Security and protection systems



## Upcoming Activities and Events

Workshop on API Index for Government Services (Targeted at Specific Entities)

Regular Meeting for Heads of Government Digital Transformation Teams

Global Tech Conference "LEAP"  
"Together We Progress" Forum

