

# Nortal

Priit Alamäe, Founder & CEO





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# Estonian e-transformation

Political Will	Incentives	Core Registers
Data Quality	Legal Infrastructure	Access to Internet
E-Identity	Awareness	IT-Literacy
Trust	(Government) Interconnectivity	Champions

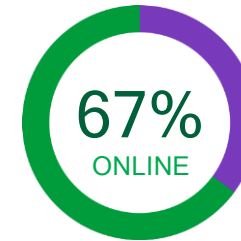
# Nortal impact - Estonian e-transformation



Estonian  
public services



Bank  
transactions



e-Census  
2011



Tax  
declarations

**1<sup>st</sup>**

EU Digital Public  
Services  
European Commission

**3 min**

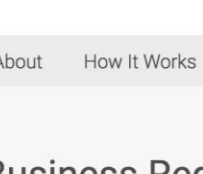
Average time to file  
taxes online

**1/3**

## Nortal impact



During the last 15 years, Nortal has delivered approx 1/3 of the Estonian e-transformation

# Transferring Estonian success to GCC





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ENTERPRISE  
REGISTRATION

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
[Select Language](#)



## Make Business Registration Easy, Everywhere

Join in the effort to improve online business registration processes and help entrepreneurs register their businesses around the world.











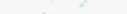



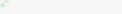




**Governments, Assess Your Website!**



 Map key

## Entrepreneurs, Find Where To Register Your Business! [Begin here](#)

### Online Single Windows (28)

	Denmark	 	<a href="#">Rate Website</a>	
	Estonia	 	<a href="#">Rate Website</a>	
	New Zealand		<a href="#">Rate Website</a>	
	Oman	 	<a href="#">Rate Website</a>	
	Switzerland	 	<a href="#">Rate Website</a>	





### Website Assessment

[SEE DETAIL](#)

[sort by assessment](#)

### User Experience

[sort by rating](#)

	(0)
	(0)
	(0)
	(0)
	(0)

Middle East &amp; North Africa ▼

Select Rankings by Income ▼



Economy	Ease of Doing Business Rank	Filtered Rank	Starting a Business	Dealing with Construction Permits	Getting Ele
United Arab Emirates	26	1	4	1	
Bahrain	63	2	5	4	
Oman	66	3	1	7	
Morocco 🌐	68	4	3	3	
Tunisia	77	5	8	8	
Malta	76	6	10	11	
Qatar	83	7	6	5	
Saudi Arabia	94	8	14	2	
Kuwait	102	9	20	17	
Jordan	118	10	9	14	
Egypt, Arab Rep 🌐	122	11	2	9	
Iran, Islamic Rep	120	12	7	6	
Lebanon	126	13	12	16	

Select an economy ▼

Select a topic ▼


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(1850.8KB, pdf)

**Region** Middle East & North Africa

**Income Category** High income

**Population** 4,490,541

**GNI Per Capita (US\$)** 16,920

**City covered** Muscat

190

66

1

DB 2017 Rank

1

67.73

100

DB 2017 DTF (% points)



Topics	DB 2017 Rank	DB 2016 Rank <span>i</span>	Change in Rank	DB 2017 DTF (% points) <span>i</span>	DB 2016 DTF (% points) <span>i</span>	Change in DTF (% points) <span>i</span>
Overall	66	69	↑ 3	67.73	65.65	↑ 2.08
Starting a Business ✓	32	159	↑ 127	92.85	72.39	↑ 20.46
Dealing with Construction Permits	52	46	↓ 6	74.64	74.92	↓ 0.28
Getting Electricity	69	63	↓ 6	76.22	76.27	↓ 0.05
Registering Property	35	34	↓ 1	76.95	77.37	↓ 0.42
Getting Credit	133	127	↓ 6	35.00	35.00	-
Protecting Minority Investors	118	112	↓ 6	46.67	46.67	-
Paying Taxes	12	10	↓ 2	90.60	90.60	-



„McKinsey“ territory, „Trusted advisor to the CEO/Minister“

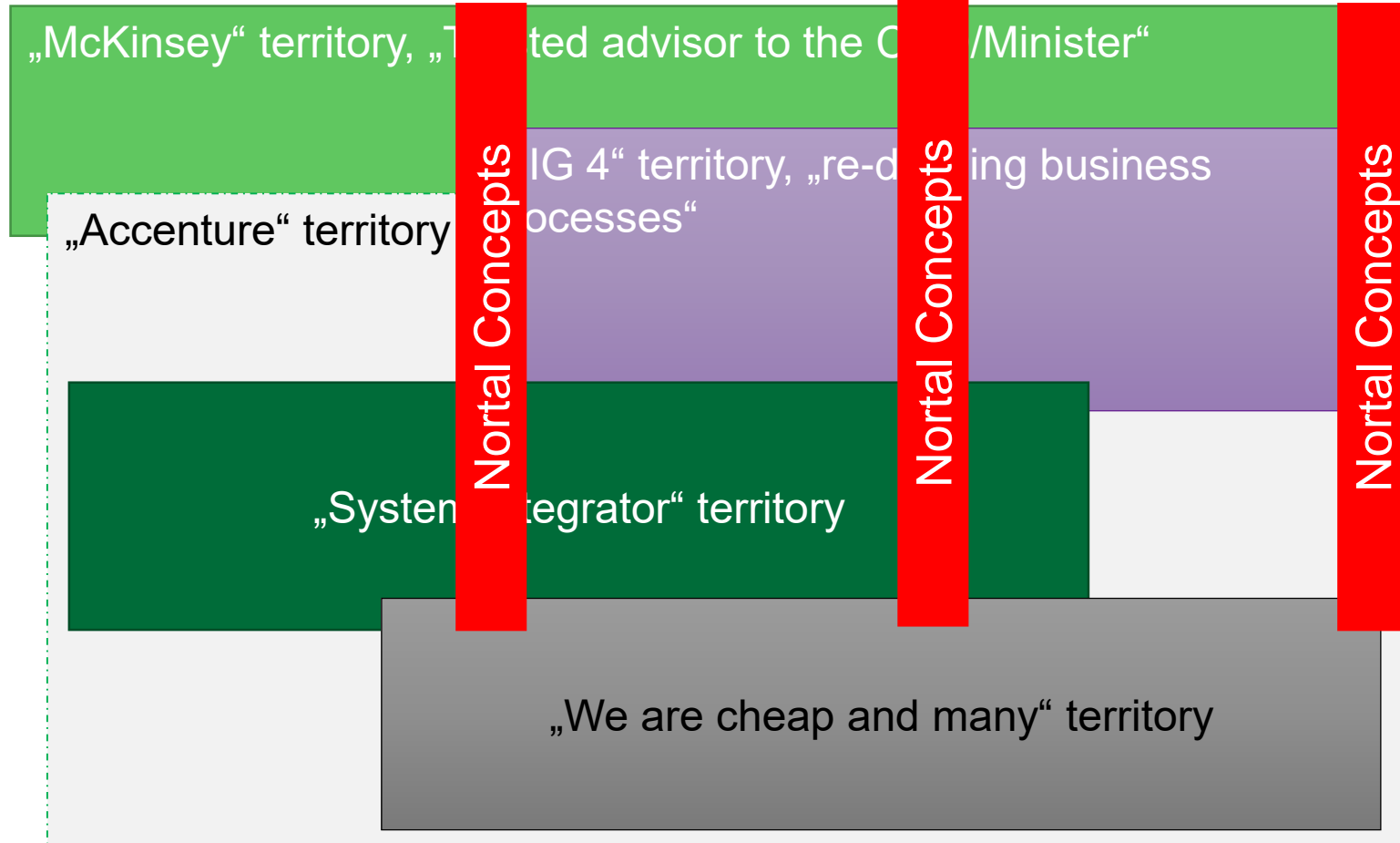
The diagram consists of several overlapping colored rectangles. A green rectangle at the top left contains the text '„McKinsey“ territory, „Trusted advisor to the CEO/Minister“'. Below it, a purple rectangle contains '„BIG 4“ territory, „re-defining business processes“'. To the left of the purple rectangle, a light gray rectangle contains '„Accenture“ territory'. Below the green rectangle, a dark green rectangle contains '„System Integrator“ territory'. At the bottom right, a gray rectangle contains '„We are cheap and many“ territory'. A dashed green line encloses the light gray, dark green, and gray rectangles. A horizontal green line is at the top left of the slide.

„BIG 4“ territory, „re-defining business processes“

„Accenture“ territory

„System Integrator“ territory

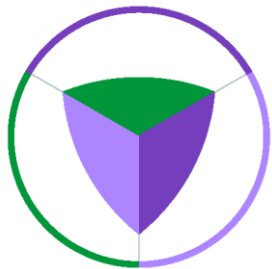
„We are cheap and many“ territory



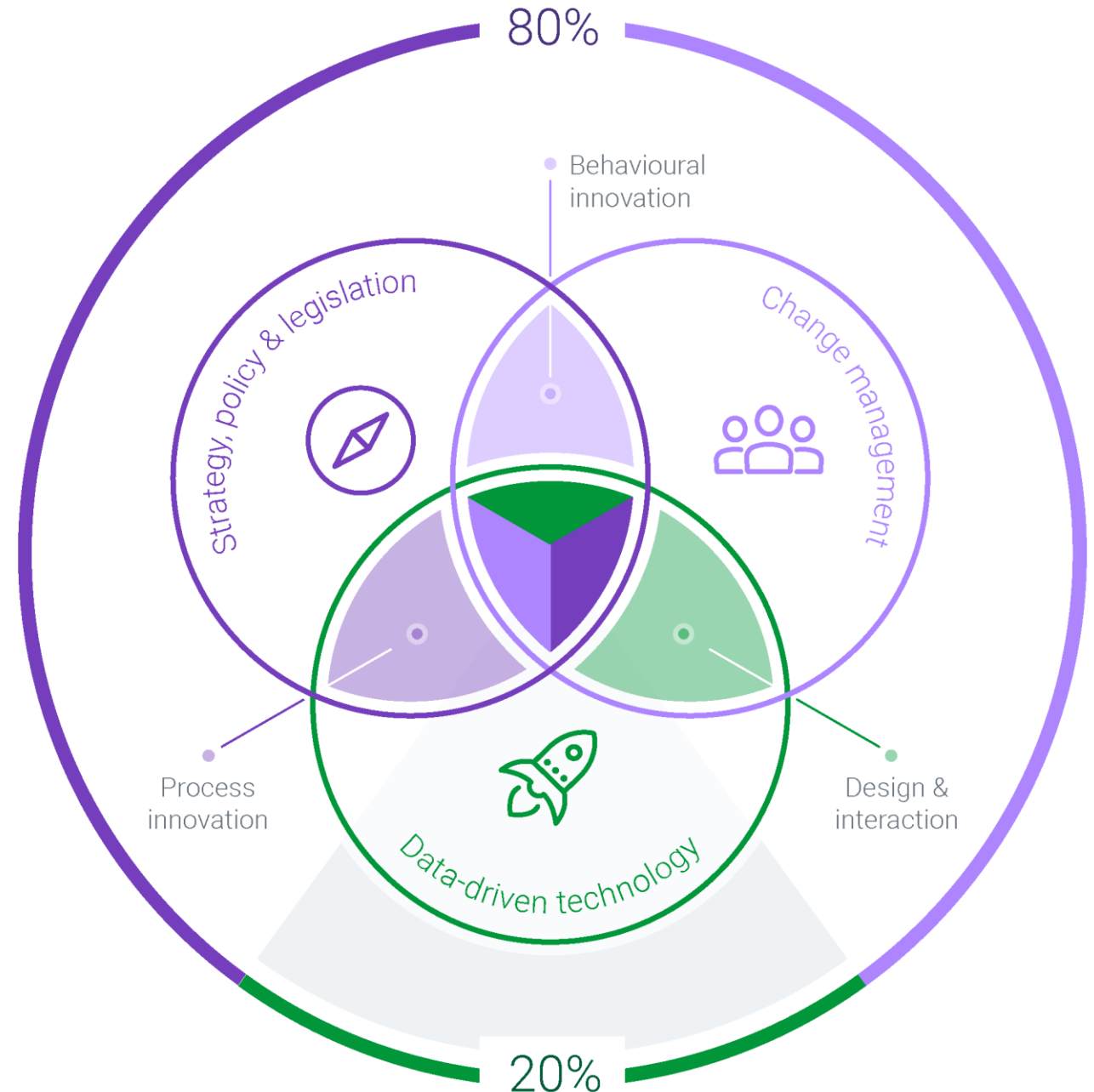


# Change through strategic approach and technology

Localized solutions to global problems, delivering the solution from strategy to technology

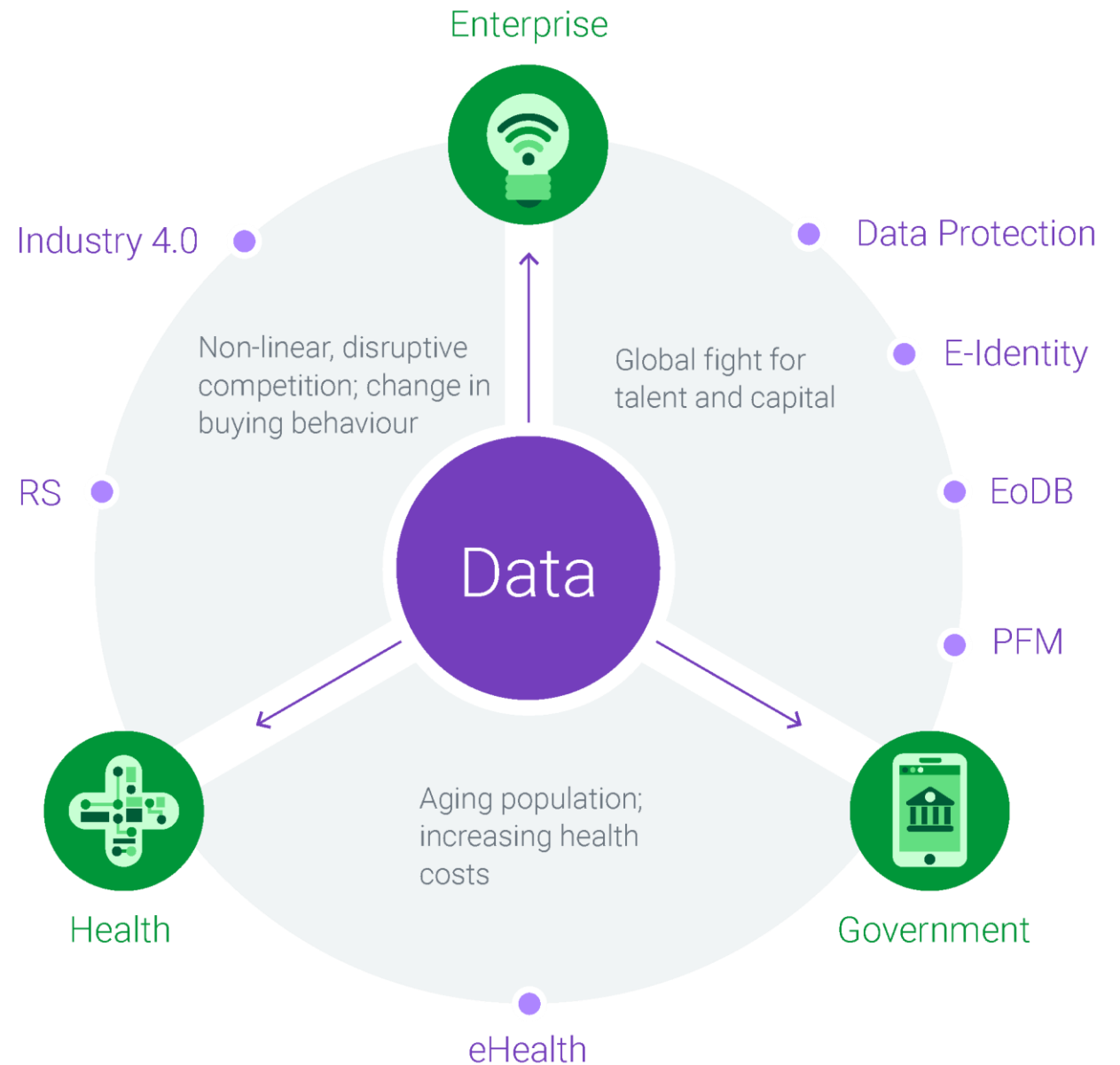
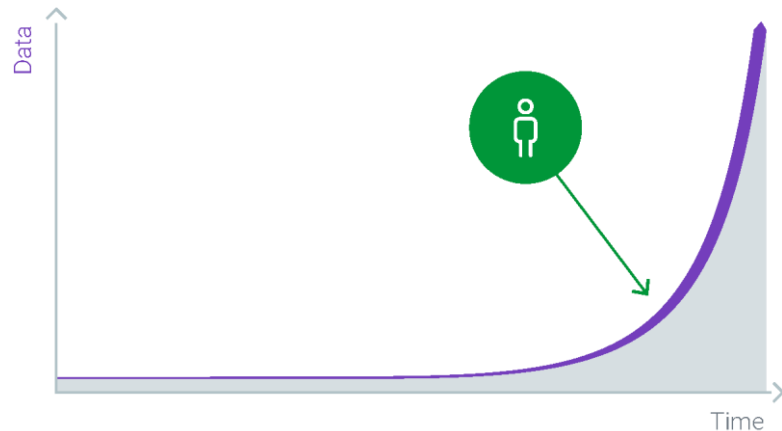


Experience innovation  
Meaningful impact



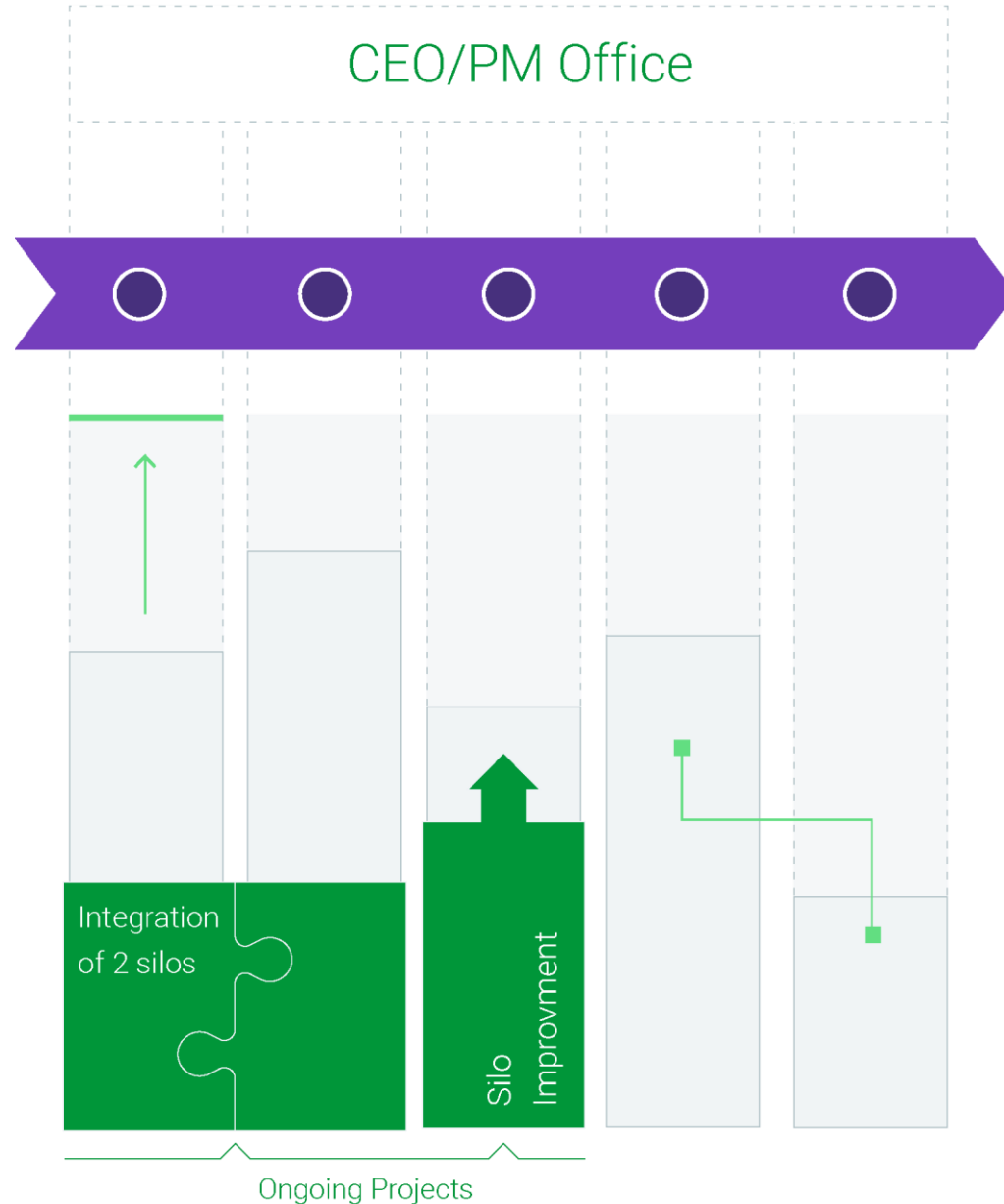
# We're seeing the biggest productivity leap ever

Customers expect seamless, personalized experiences



# Impact assessment model

To ensure sustainability and scalability, you need to look further than the initial problem



## Business Goals

- Growth?
- Customer satisfaction?
- Capital employment?

## Automate silos to perfection?

- "Good enough" level?
- RFP mode?
- Interdependencies?

## One integrated process?

- Human capital support?
- Technological capacities?
- Capital employed?

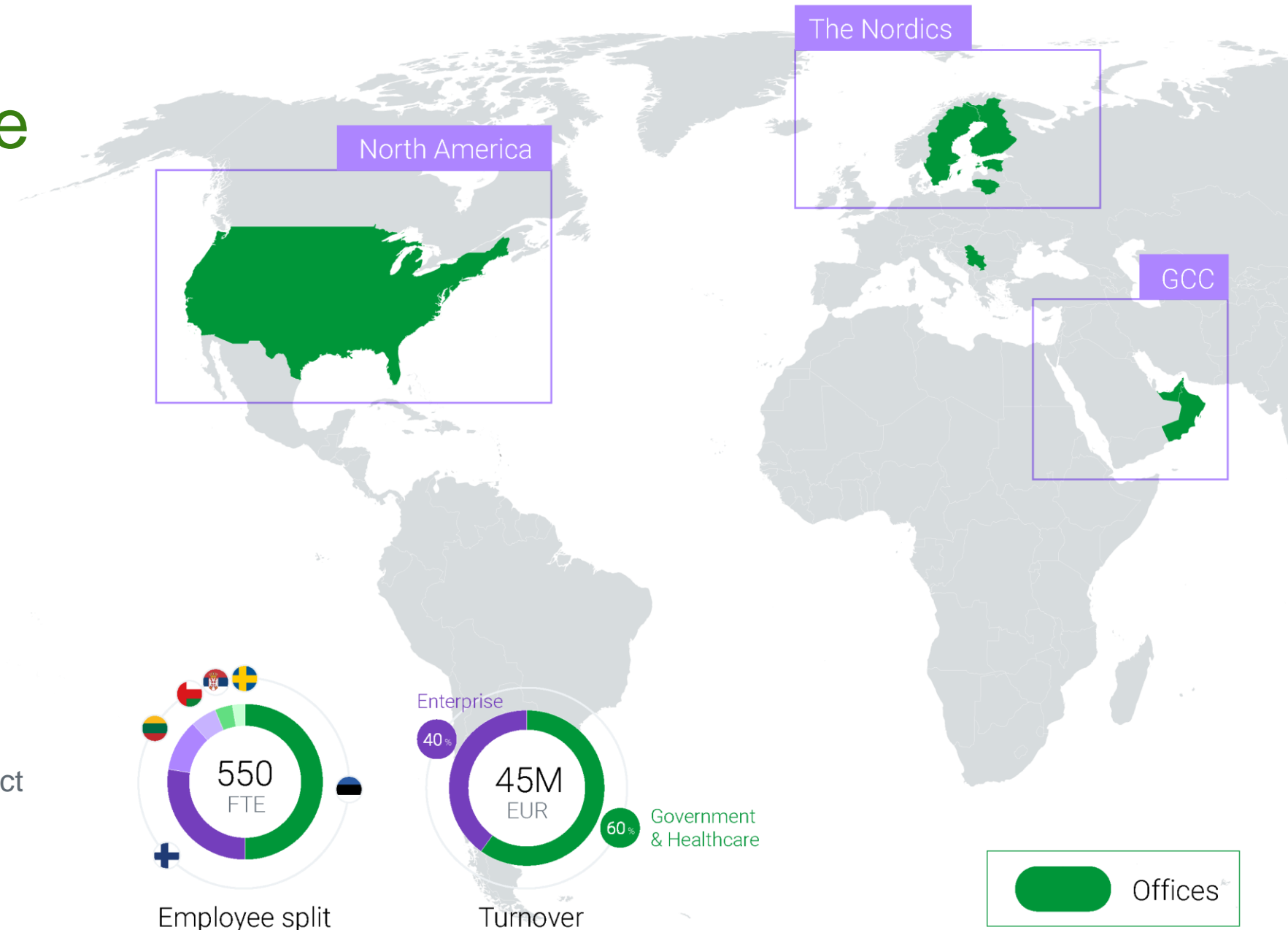
## Assesment, ROI per € spent

- Smart
- "Hype-free"
- No vendor bias

# A multinational strategic change and technology company

Estonian transformation,  
Nordic innovation,  
global delivery

**Nortal** operates in more than 20 countries and employs over 500 specialists who carry out high-impact projects across the globe.



# Thank you!

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