ROUNDTABLE DISCUSSION 2

Online Administrative Services and Processes

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Salvador Ortiz: We will start the second roundtable of this day: "Online Administrative Processes". The moderator will be Doctor Alejandro Pisanty Baruch who has an undergraduate and graduate degree in Engineering from the National Autonomous University of Mexico. He also had a postdoctoral stay in the Max Planck Institute in Stuttgart, Germany. He has been general director of Academic Computing Services in the UNAM.

Currently, he is the president of the Mexican Internet Society and, internationally, one of the best known figures in Computing.

Alejandro Pisanty Baruch: Thank you very much. I appreciate the distinction given to me by the National Institute of Public Administration and the kind personal invitation made by Jesús Suárez MD to participate as moderator of this roundtable discussion.

I will moderate this discussion by trying not to disrespect the speakers, who are truly important, the present audience and the audience present through streaming.

This discussion will be moderated by adjusting the required time. In this position, I face various possible discourtesies; interrupt a speaker, finalize the discussion without a conclusion and adjust the time to make way for the next roundtable.

I have made up my mind and the speakers have agreed to speak between 7 and ten minutes. Thus, this will leave a time to discuss several topics, this can be forgotten if we do not adjust the time we have.

I am very thankful for the participation of colleagues on the panel. There is much to say, condense and allow you to pose and answer questions, which will be even more valuable.

The speakers will participate in the following order: David Pantoja MD, Carlota Fernández Mendoza MD, Ramsés Gutiérrez Zepeda B.Eng., Adi Loza Barrera BA, who is accompanied by María Elena López Francisco.

All of them have huge merits; however, I apologize for not reading their résumés, you can find them in your programs. Their most important feature is their credibility, vouched by Jesús Suárez MD, who selected them.

I now yield the floor to David Pantoja.

David Pantoja Meléndez: Good morning. I have been the manager of the Civil Registry's system for eight years. The Civil Registry started a project because there were some very serious problems. I imagine many of you have been in the Civil Registry's Offices over the last years and have face an inefficiency problem; it was nearly impossible to request certified copies and receive them a week later.

All of this generated serious corruption cycles which obscured the institution's internal operation. Thus, in 2003, before I even got there, a strategy to fight these problems was developed; however, the situation was very serious.

The thing is we have enormous archives in the Civil Registry. Mexico City is one of the biggest cities in the world; we approximately have over 28 million records, which have to be transformed into digital entries. Thus, we decided the Civil Registry should do it.

After analyzing the records kept by the Civil Registry, we developed technology so the institution could do this by itself. The cost of the project rose to approximately one billion pesos; the city's government could not pay for it so we developed our own technology.

The Civil Registry hired specific people to take photographs. This is very interesting because we did not have to buy planetary

scanners, which cost 450 thousand pesos each. The digital cameras that were used cost 12 thousand pesos each; a series of solutions were generated to solve our problems.

This technology which was generated using our own resources characterized this project which is currently owned by the Government of the Federal District.

Capture islands were installed, each of them had 120 people per shift who were in charge of digitalizing documents with the help of our own programs. It was a very interesting project. We could call it a homemade project as some of the previous speakers said; however, this homemade project is worth millions. We calculate that Mexico City saved 850 million pesos approximately.

Currently, all of this information has a series of more stable and robust systems. Our main product is the distribution of certified copies in 50 courts of Mexico City, ten mall kiosks, ten Treasury service centers and via the Internet. There is even the possibility of having the certified copied mailed to our houses.

Allow me to establish a comparison. In 2004, the information highlighted in bright yellow in the screen refers to the automated certified copies. That is, someone went to an office, paid and got a copy, which was only 10%; currently, 93% or 94% of copies are handed out automatically. Most of the Civil Registry's processes already have an immediate response.

In 2004, 380 thousand procedures were processed every year; we currently process one million 133 thousand. Its growth was astounding. The Civil Registry's current efficiency is very high. We still have some problems because we have a great number of records. We have an historical record that dates back to 1862, which entails all kinds of troubles and particularities.

Basically, our message is that the development of human resources generates knowledge and should be a part of the institution; this process has to be encouraged. We are not undermining the private

sector, which can also generate knowledge within the government; however, outsourcing has to be used only for specific products.

This cooperation should be based on the fact that the institution will always own the source code, whichever the software is. This will allow future administrations to keep this technology up to date. I have nothing further to say. Thank you.

Alejandro Pisanty Baruch: Thank you very much Mr. Pantoja. I now call on Carlota Fernández, Director of the National Institute of Statistics, Geography and Informatics, INEGI.

Carlota Fernández Mendoza: Thank you Doctor Pisanty, doctor Jesús Suárez and present public. I appreciate the kind invitation to participate in the "E-government, instrument to strengthen trust" symposium.

It is an honor to share this discussion, "Administrative Services and Processes of E-Government" with such important employees of the public sector; Doctor Alejandro Pisanty, moderator of this discussion; David Pantoja Meléndez, Director of the Federal District's Civil Registry System; Ramsés Gutiérrez Zepeda, Informatics Director of INIFAP; Adi Loza Barrera, head of the Connection Unit of the SEP and Salvador Ortiz Montero.

I will now share with you the following topic: "National statistics in technological means", which results from my experience in the National Institute of Statistics, Geography and Informatics.

The Institute makes sure every person in the world can Access national information on demographic, social, economic, environmental and national territory phenomena.

My presentation is divided into two sections. The first one refers to the normative framework of the institution, which gives it life and sustainability and recognizes it as generator and disseminator of statistical and geographical information. In the second part I will give you a general overview of products, systems and services offered through electronic means.

In 2006, the Official Journal publishes a decree to amend the 26th article of the Constitution; the INEGI was appointed as an autonomous body. Also the 73rd article of the Constitution gives Congress the faculty to legislate in national statistic and geographical information.

Through this faculty, in 2008, Congress published a decree in which the National System of Information, Statistics and Geography Law would regulate the system, rights and obligations of system informants, the INEGI's organization and functioning and administrative offenses and penalties as well as revision options.

The INEGI is presided by the Board of Governors, which has five members, four vice-presidents and a president. All of them are appointed by the Executive Power and sanctioned by the Republic's Senate.

The second article of this law defines the National Information and Statistics System as a series of organized units through subsystems, coordinated by the Institute and articulated through the National Information Network; its goal is to provide quality, appropriate, accurate and timely information to society and the State to contribute to national development, free of charge.

The system is organized into four national subsystems of information. The first one includes social and demographic information which generates population, housing, health and other indicators.

The second subsystem has economic information which generates national accounts, science, technology and financial information indicators.

The geographical and environmental information subsystem generates atmosphere, water, soil and flora indicators.

The newest subsystem provides government, public security and administration of justice information and generates indicators named after these.

Public service of information's goal is to provide users, via Internet or reference centers all of the information considered to be of national interest.

In this sense, INEGI's webpage provides the State and society with statistic and geographic information which is produced through diverse products and services which will be briefly addressed.

Statistical Products. There is an economic information bank which has 207 thousand 892 records of Mexican economic information and of other countries. The "Interactive Data Consultation" allows the user to develop his own statistic tables from the selected indicators and variables.

The product we are most proud of is the National Statistics Directory of Economic Units. This allows us to Access the information of 4 million 374 thousand 600 active establishments. This is used in marketing processes. If for example, one of you wanted to open a school, hairdressing or beauty salon and wanted to know how many businesses follow this line in the surrounding areas; the geo-referenced search engine lets us know how many economic units we have registered, their location, distance; this way the user decides if it is a good idea to open their business or not. This is one of the ways we can use it.

The INEGI Stratifier allows us to build groups or stratifications of geographical areas with over 160 indicators that the user can select to form stratus according to procedures in state, regional or municipal areas.

The National Housing Inventory includes statistical housing information for towns of over 2 thousand five hundred inhabitants and municipal capitals even if they do not have as many

residents. The information is divided into three sections: housing, population and urban environment. State, municipal, local and census area disaggregation levels can be also obtained.

Mexico at a glance is highly demanded by society. It contains national statistical and geographical information of every state and municipality. It has over 280 indicators from 1994 to date. We can view maps and dynamic graphs though simple and user-friendly apps. Graphic representation of indicators can help us understand its importance throughout time.

Microdata. Microdata from national surveys in homes and census samples are registered and presented without any kind of treatment or assessment; they can be accessed directly by downloading for free the tables.

Economic Cycle Clock. These products allow us to visualize our country's economy at a single glance. It is an instrument that helps analyze the country's cycles; there are different ways to access the data which analyzes the behavior of Mexican economy.

Cyclical Component Series. Instrument used to easily visualize the behavior of cyclical indicators, its components and other interesting variables.

State and Municipal Database System. Allows us to make cross-tab queries of different projects, as well as their graphic representation and thematic maps.

2009 Economic Census. It includes different statistical methods to know the characteristics of national establishments, goods producers, marketers of goods and providers of services.

We have four important instruments to analyze National Indices Prices. Up until recently, the Consumer of Producer Price Indices depended on the Bank of Mexico. Now, the INEGI manages this and offers four products:

- Kaleidoscope: an instrument that shows how consumers distribute their spending on generic groups.
- Dynamic Graph: provides graphic elements to understand the concept of price variation.
- Price Map: represents the annual variations of prices by city and region, as well as an inflation simulator.
- Digital Map of Mexico: makes the temporal study of geographic objects easier through knowledge.

A recent product is the System for Census Statistics of Geo-electoral Scales, developed in coordination with the IFE, it includes 190 indicators and analyzes data from the 2010 Housing and Population Census in electoral districts and sections, as well as the results from the 2006 and 2009 elections.

We have a system related to the information of the goals of the development of the millennium; the achieved results can be viewed; this is integrated by the Presidency of the Republic and the INEGI.

If we talk about services and geography, we have the water flow simulation of river basins and where to visualize ortophotos. It is well known that ortophotos are aerial photographs corrected through technology.

We also have a web service of geographical information. It is a very interesting webpage for kids and adults. It is ideal for people who do not know about statistics. The site's name is "Tell me about Mexico", where we can see territorial, population and economic aspects.

Lastly, we have Mobile INEGI, where people can register to obtain information. We have RSS technology so you can receive data, widgets to put in your computer with important data from the Population Census and also a chat for other kinds of services.

We also have a page Facebook and Twitter. You can include our calendar in your agenda to receive all of the information.

Finally, the INEGI provides the general public, elementary students and specialized users national statistical information through technological means.

Thank you for your time, thank you moderator for your support.

Alejandro Pisanty Baruch: Thank you very much. There will surely be a lot of questions brought on by this presentation, with no continuity as people used to say. I now turn the floor over to Engineer Ramsés Gutiérrez of the National Institute of Forestry, Agriculture and Livestock, INIFAP; currently Head of Evaluation and Systems.

Ramsés Gutiérrez Zepeda: Thank you so much. I am very thankful for the invitation. I am honored to be here with you and talk about the INIFAP's experiences to provide high quality services and make them more efficient for the population.

First I would like to tell you what the INIFAP is. It is an agriculture, forestry and livestock body of investigation that provides analysis, revision, monitoring services regarding application in agriculture and forestry and livestock technologies.

How does the INIFAP operate? The institute reviews and establishes a diagnosis to establish a strategy, or several strategies and solve said problems.

The processes yielded by said diagnosis, are analyzed to determine if they are strategic or of support, so as to interrelate them and determine a solution that directly impacts citizens.

In the end, we also look for interaction, interoperation between them and outside them to achieve continuity and have specific definitions to impact producers, peasants and rural people.

These INIFAP strategies are implemented according to the modules in each of the solutions. You can see in the screen that

through the project module we can see what we are going to do, who is going to do it, when and how.

Nationally, we have a communication infrastructure to link several centers distributed all over the country. We have approximately 70 links of different capacities due to geographic distribution; suppliers of communications technology do not offer the same capacities everywhere. We solve this by using microwave links or satellite ones.

Currently, INIFAP has services or provides videoconference services. This has helped our get closer to the citizenry, producers and peasants to train them, educate them according to their needs and teach them how to use technology to solve their problems.

We have 200 IP phone extensions, located in every center to provide information or solve specific situations all over the country.

How does this work? If someone is in the experimental field in the northern part of the country, Sinaloa for example, and requests soil analysis somewhere in his lands and if this service cannot be provided in this area, but in other areas or states, we link ourselves and communicate with other centers to establish a dialog, a videoconference, an immediate consultancy so that the citizen can obtain what he needs.

To provide these services we have a series of instruments that can help us; firstly, we must guarantee that the data the citizen has provided will not be misused, copied or transferred. We have firewalls and anti-spam filters. We have antivirus instruments and a GRP app to help us fulfill the needs of the citizenry.

Curently, this operation has three stages: the citizen registers his need thorough an online validation based on regulations; it is revised and authorized and the process continues; and finally the responsible area, in charge of said request, acts based on current regulations.

To monitor service requests we have control dashboards to observe how many requests or movements have been made, captured, which ones are pending, how many have been rejected and how many are missing or have not been addressed. This allows us to know if we have the user's information is inconsistent or if a checkpoint is missing.

On the other hand, we also have monitoring panels to identify what center in which State, which citizen, in which geographical area is requesting said information. We can also see the staff which can address that request, their budget, material resources and infrastructure in general which can be used by the INIFAP staff to solve their problems.

In general, internal and external interoperability regarding our processes are currently interrelated to guarantee the consistency of the information and its quality.

We have transversal processes and functions, as well as vertical functions which interact with the three administrative areas and the substantial part which in our case is research.

INIFAP also has the ability to inter-operate with other bodies through systems. Agreements established in research projects, various entities that require information which is stored in current systems, which can be used by other bodies.

What are we currently doing? We are seeking to accredit some processes under the 17025 regulation. Here I am showing you some processes, some request for this regulation that will help us structure all of our processes, improve them and experience further growth.

Thank you very much.

Alejandro Pisanty Baruch: Thanks a lot to you for succinctly explaining such valuable and interesting information to highlight their outstanding aspects. I yield the floor to Adi Loza Barrera, who currently heads the Connection Unit and is President of the Information Committee in the Ministry of Public Education.

Adi Loza Barrera: Thank you very much. It is an honor for me and María Elena López Francisco to be here and talk about the implementation of the new consultation of the National Registry of Professionals and how we won the federal government management transparency award and the reasons the committee had to give us the award.

We simplified and improved the National Registry of Professionals to protect private data and make the information in the registry transparent.

What happened? We received on a daily basis, 50 requests to Access information; citizens asked us to determine if a person or professional did or did not have a professional license. Some citizens even asked for a search of 300 or 400 professional licenses.

What was happening? The Connection Unit sent the requests to the General Direction of Professions, which in turn checked if the person did or did not have a professional license. One citizen asked us every year to check if 300 people pertaining to the Federal Judicial Power had a license.

We devoted our time to look for these licenses and solve requests made by citizens to know if someone in particular had a professional license. In the Ministry of Education's former website, we have a search engine to look for professional licenses. If you had the number of professional license, you could introduce it and check if the person did or did not have a license.

The problem most citizens faced was that they did not know this number; except when they had documents such as prescriptions, which have the number of professional licenses. Thus, they could know if their doctor was really a gastroenterologist if they had this number.

The people working in the Ministry analyzed these situations and thought about the relevance of knowing if certain people did or did not have professional licenses.

The Connection Unit joined the Department of Information Technology to open the National Registry of Professionals so that the information could be found through other fields.

Currently, the webpage allows you to search by name and other bits of information; this has made this process easier.

Citizens want to know if public employees or other people they know have professional licenses; it is a fair request, a need. Now you can also search by name.

You can now go to your homeopath or family doctor and take their professional license number to know the truth.

The people also wanted to know how many professional licenses have been issued in a certain period of time, citizens find this very important. The new search engine allows you to download the National Registry of Professional's entire database. Through simple steps you can download pages of text and paste them in an Excel page and establish your own search criteria to know how many licenses were issued to lawyers and how many master degree licenses to other lawyers, etc.

The new search engine reduced 66% of requests to access information. We only receive one a week nowadays because most citizens know about our new service. We also guide citizens to access this system. We wrote some standard answers to explain step by step how to access, obtain statistics or consult information. This process used to take up to 20 and 40 days; now, we can provide this information in 1 or 3 days. We help citizens that do not know how to use it.

Obviously, our webpage receives now 50% more visitors; citizens that are looking for something, or need to fulfill a need are welcome to use it. We have even advised our coworkers who are undergoing surgery to check the database and find out if their doctors have the adequate specialty. Some doctors do not have their professional licenses, very impressive situations. Whenever

I go to the doctor, I jot down their number of professional license and check it out as soon as I get home or the office to verify if the information is true.

The most important thing is that people benefit from it and safeguard their legally-protected rights like life, health and liberty. Many charlatans fool people by telling them they are architects or engineers and in reality do not have a professional license.

These mechanisms guarantee an easy and quick access. We also protect personal data because we store a great number of personal data of every one of you. If you have a professional license we maintain equilibrium between protection of personal data and transparent information.

We obviously we do not only provide mechanisms to access information, we have also made this processes more efficient. We give quicker responses, in less than three days. We used to get requests from the United States embassy which gave us an enormous list of people to confirm if they had or did not have a professional license. Now the embassy checks this directly.

María Elena López Francisco: We receive 5 thousand visitors every day and our service is available 24/7. The number of visitors is increasing and we have visitors of over 100 countries.

The system started to work on December 30th 2010, since then 2 million 200 thousand queries have been made to check professional license numbers and other 2 million 500 hundred queries for other reasons.

Which are our goals? Take these mechanisms towards other areas of the Ministry to implement similar mechanisms also have the same services in mobile devices. The other speakers have showed us it is a primary need. We already have the license to have these mechanisms for Apple, tit only needs to be validated.

The search for professional licenses can also be accessed through the citizen's webpage: www.gob.mx, we already have the gadgets to consult them.

Adi Loza Barrera: In conclusion, it is a really simple system. There are some restrictions to reading online professional licenses, excluding cases where citizens want an authentic document of the General Direction of Professions to determine if a person has or does not have a professional license. This happens a lot, especially in trials to determine if a person is usurping a certain profession. Everything is written in a simple and pleasant language. I urge you to visit it www.sep.gob.mx so you can personally use this system. Thank you.

Alejandro Pisanty Baruch: Thank you so much. We are three minutes away, not of ending this panel, but of starting the next one. If Mr. Suarez approves, I would like to ask for ten more minutes. This is a terrible imposition for the speakers of the next discussion who surely have time pressing commitments. Thus, we will use these ten minutes to answer the public's questions. I only have two questions. I am asking you to take them into account when answering the other ones. The first one is, which is the most important ethical dilemma you have faced when trying to solve these problems? Each and every one of you have put forward solutions that have potential ethical dilemmas of abuse, more importantly, which is the most important one and how have you solved it? Furthermore, what is the most important effect you have found? That is, we make systems to get rid of paper, printing, avoid lines; but what other impacts do they have? Which is the most unexpected impact of these systems? These questions are in addition to the questions posed by the audience.

Omar Palomeque, de la FES Acatlán: My questions are addressed to Ramsés Gutiérrez Zepeda. What is the real impact the system has had on the population? How many queries have been made by the people? Does the population really know about this option to make analysis?

Ramsés Gutiérrez Zepeda: I do not know the exact number of queries or the impact it has had; however, we do know about the benefits the citizens have received. The benefits received by producers and peasants that use technology generated by the INIFAP can be found in the following website: www.inifap.gob.mx, under the name: INIFAP numbers and data.

Question: Mrs. Adi and Doctor Carlota: what would the strategy be to make most young people interested? Young people, not undergraduate and graduate students; but adolescents, i.e., high school or teachers.

I would like to know what the strategy in both institutions is, this is very interesting and congratulations on your information.

Carlota Fernández Mendoza: INEGI has a program called "INEGI visits your school". This program is implemented in elementary and middle school. We have met the SEP's authorities, established the projects and sent promoters which give the kids a statistics lesson regarding population, territory and economy; so as to promote statistical and geographical culture from a very early age.

In the UAM, we have a lecture regarding INEGI's statistics given by our institution's employees. The lecture includes socio-demographic statistics, economic statistics, national price index, geography and geo-reference.

This is done all over the country, not only in the Federal District. INEGI wants to promote statistical culture in elementary schools and every level of society.

Adi Loza Barrera: Regarding the elementary school strategy my companion has showed us, I would like to add that federal SEP since 1992, decentralized elementary education to the states and the Federal District did the same with the Federal Administration of Education Services in the Federal District.

I would be a good opportunity to point out that our main strategy is focused on parents. Many kids consult the system, a very friendly system; we have heard stories of kids that have checked if their teachers have a professional license. Diffusion is made through our social networking sites. An area of opportunity would be to make parents teach their children.

I would now like to talk about the problems. One of the main problems we face is related to the opacity paradigm within the Ministry itself. We already had everything else, especially the support of the technology and information area. We had the support of minister Lujambio, who was committed to transparency, he said: let us open the registry of professionals.

The unexpected effect is that we planned to address only a part of the population which sent us requests to access information; however, we wanted to benefit society. That was our main goal: benefit the entire population.

María Elena López Francisco: I just want to say that the impact was unexpected; we did not think a project done with our own resources in a brief period of time would be so successful. We realized this with the US' embassy experience on having saved a lot of time.

States no longer ask for statistical reports because they can be found in our database. We kept on adding additional modules, videos and contact pages. We are very happy our system has improved. This statistics were given to us by Google Analytics, not by a counter we designed.

Also, our webpage has a way to contact us. We get requests in different languages to know information regarding our citizens. We are proud to give them information regarding Mexican professionals, their licenses and specialties.

Question: This question is for David Pantoja. You mentioned you have digitalized 24 million records. Are you planning

to digitalize past records? I have seen Pedro Infante's birth certificate in a museum. So I sense the General Direction has carried out this process in some places. I ask you this because in bibliotechnological terms we always tend to safeguard valuable documents. I think the Civil Registry has many documents, some of them may not be so important; nonetheless, some of them are important pieces of Mexico City's history. Is there a project to digitalize the past?

David Pantoja Meléndez: We have digitalized every document we have since 1861. You should be able to look for Pedro Infante's birth certificate and it should theoretically be easy to find. We have problems with the archives condition; some of them are very old. Also, some documents are full of bugs. The National Population Registry made a specific format to distinguish several documents; i.e. a birth certificate is one because it contains certain data. This breaks the document's spirit of documenting; in 1861 the documents were a true register, because they also contained the attorney's loquacity, etc, all of this is lost now.

The document's photo can be used to retrieve this information; however, the digitalized document does not show this because it is not important; however, it is an important key to finding the original document.

To answer Doctor Pisanty's question, I think the most severe problem ethical problem we have faced has been the new way of corruption. We found out some employees had abused the system; however, it can detect this kind of abuse. Technological modernization increases, as well as corruption. This is the truth.

Alejandro Pisanty Baruch: Thank you very much. I would like to know if Mr. Ortiz has anything to say. Mrs. Carlota.

Carlota Fernández Mendoza: I would like to address an ethical dilemma the INEGI is currently facing. INEGI went to some businesses to carry out census or surveys; however, most businesses already have a computer. We already have a system that allows the business to capture their information on the

webpage. What does this mean? Every pollster that had to go to these businesses no longer has to go anywhere. Should we fire these employees which have been working for us for the longest time and that know the city perfectly? Or do we look for other activities for them to do?

What did we decide? Be modern. We invited companies to send their information via the Internet. We even gave them computers to make it easier. So the work team which has a vast knowledge of surveys was transferred to the new subsystem of government and security. This ethical dilemma the institution faced could be solved.

The other question had to do with the effects of modernity. They have been positive in the INEGI, using the webpage means people do not have to visit the institution or buy any information. Even if the topic is hard to understand, there are tutorials that can help us. This has decreased the flow of users to information centers.

Ramsés Gutiérrez Zepeda: INIFAP, has implemented several ITC instruments; these have generated fear, people say: what am I going to do? They are afraid to operate it, they fear they are going to be fired o replaced by an app or machine.

We have faced situations where people resist change because of these reasons. What have we done to solve this? We have trained them to use these instruments; we have showed them the benefits of using these instruments and they will save time by using them. We have brought down these fears and people accept these instruments and grow with them.

The achieved effects exceeded expectations; people propose new solutions based on new processes we have implemented. People ask us to apply and improve our processes; this motivates us, it helps us. They themselves seek to generate more participation when their proposals have been applied.

Alejandro Pisanty Baruch: Thank you so much. It is time to pass on the baton.

Salvador Ortiz: I thank Mr. Pisanty. I also thank the National Institute of Public Administration, Mr. José Castelazo, President of the Management Committee for our distinguished speakers who showed us the use of technologies to improve the society-government relationship through services, information and transparent public policies.