

Company: Dubai Digital Authority (DDA), UAE, Dubai

Company Description: The Dubai Digital Authority (DDA) leads the digital transformation of Dubai, ensuring seamless and innovative government services through advanced technology. DDA drives digital governance, enhances data security, and promotes a smart, sustainable city by fostering collaboration among public and private sectors to deliver efficient digital solutions.

Nomination Category: App Categories

Nomination Sub Category: HR & Employee Experience

Nomination Title: Smart Employee Application

1. Provide the applicable creative and production credits for this entry:

The Smart Employee App is a flagship initiative developed entirely in-house by Dubai Digital Authority (DDA) in collaboration with strategic government partners. The project reflects the unified efforts of cross-functional teams working together to build a scalable, AI-powered digital platform serving +76,000 government employees.

Key Credits:

- Project Owner & Innovator
 - Dubai Digital Authority (DDA) – responsible for ideation, strategy, architecture, and execution.
- Product Management & Strategy
 - Dubai Digital Authority- Product Manager, Smart Employee
 - Led the overall product vision, roadmap, feature definition, and cross-entity stakeholder engagement.
- Mobile Development Team (In-House)
 - Dubai Digital Authority – Mobile Application Unit
 - Initially developed the Smart Employee App using native iOS, Android technologies.
 - In 2023, the team migrated to Flutter after a cost-benefit analysis to streamline development, reduce maintenance, and enable faster cross-platform releases while maintaining performance and feature quality.
- AI & Data Science Integration (In-House)
 - Dubai Digital Authority – AI Unit
 - Developed and integrated advanced AI use cases, including the ChatGPT-powered Digital Assistant, Individual Development Plans (IDP), CV Matching, and Tender Evaluation.
 - Leveraged Microsoft Azure AI Services to enhance scalability, security, and natural language processing.
 - Implemented OCR (Optical Character Recognition) to extract and validate data from scanned documents, enhancing automation in document-driven workflows.
- Customer Experience (CX) & UI/UX Design (In-House)
 - Dubai Digital Authority – Customer Experience Department
 - Conducted user research, designed intuitive user flows, and developed role-based dashboards and entity-specific themes.
- GRP & Backend Integration (In-House)
 - Dubai Digital Authority – ERP & Integration Teams
 - Enabled secure integrations with Oracle E-Business Suite, HR, Finance, and Procurement modules via Government Service Bus (GSB).
- Government Partners & Contributors
 - Dubai Government Human Resources Department (DGHR) – Process alignment, HR policies, and central employee directory.
 - Department of Finance (DOF) – Integration with finance, payroll, budget, and expense modules.
 - Dubai Police – Field use case validation for Smart Attendance and remote approvals.
 - Dubai Health Authority (DHA) – Integration of medical insurance and policy limit data.

These teams collectively contributed to the successful design, development, deployment, and evolution of the Smart Employee App as a government-wide Super App

2. Date this app or site was first released:

- Initial Release Date: 01 January 2017
- Latest Version: Continuously being updated and enhanced with new features, integrations, and AI use cases through ongoing internal development by Dubai Digital Authority.

3. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 190 words used.

The Smart Employee App, developed by Dubai Digital Authority, is an AI-powered, mobile-first **Super App** designed to streamline HR, Finance, Procurement, and administrative services for Dubai Government employees. By offering real-time, self-service access to over **200 services**, the app supports Dubai's vision of a **paperless** government, employee empowerment, and AI-driven decision-making. It eliminates manual workflows, replacing them with smart, automated processes, enhancing operational efficiency, employee engagement, and service transparency. The app integrates AI for data-driven governance, personalized recommendations, and intelligent automation, transforming traditional service delivery. Achievements include onboarding **77** government entities and **76,000+** employees, and deploying advanced AI use cases such as:

- Digital Assistant (ChatGPT) for real-time inquiry
- Employee Development Plans
- CV Matching for intelligent talent acquisition
- Tender Evaluation to support procurement and sourcing decisions

The app has saved 95% of time and AED 260M in costs. Full accessibility is ensured for People of Determination.

The platform is transformed into a **Super App** that allows onboarding of all government entities via Progressive Web Applications (PWA) with secure, token-based integration.

The app is available on:

- iOS (Apple Store)
- Android (Google Play Store)
- Huawei (AppGallery)
- [website](#)

Attachments/Videos/Links:

[Smart Employee Application](#)

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