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## Company Profile



# ABOUT US



At **Meila**, we are an innovative **GovTech** company who deliver innovation. We simplify complex platforms and business models with our unique portfolio to make them more accessible and hence more enabling.



Our portfolio of products & services offer creative solutions tailored to public sector and large enterprises digital domains. We innovate in Digital Health, e-Finance, e-Taxes, Digital Identity and e-Services platform.



We are a data champion company where we build, operate and manage data offices by providing tools, processes and talent.



# VISION

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# MISSION

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# PROCESS / METHODOLOGY



Being an inventive GovTech Company, we constantly endeavour to provide **ingenious solutions** with our bouquet of products and services. Our products are in operation in many countries serving our clients employing simplified and user-friendly structures.



We work on a **PPP model** with governments across the world. Our process is based on **structuring data to be workable with AI** in a way to be applicable across multiple platforms uniformly giving us the power of the whole government model.



The **Products and services** offered are backed up with a vast practical experience in each platform.



# PRODUCTS



Digital Trust And  
Identity

e-Finance

e-Health

Data Exchange  
And Management



# DIGITAL TRUST & IDENTITY

## Mobile-ID

- ✓ Mobile-ID is the digital future. A strong e-ID tool from Meila, customised according to the local conditions and requirements, is applicable across e-banking, health, tax, customs, commerce, and more.
- ✓ Strong security deploying elliptical curve cryptography and PKI, Mobile-ID is legislation compliant with KYC, AML & KYB.
- ✓ User friendly and accessible, the mobile-ID ecosystem uses vital e-services, all of which are open for future development.

## Digital Signatures

- ✓ Meila's e-signature platform is a secure way to create, share and store legally binding documents. With the world moving towards an increasingly paperless environment, digital signatures are becoming the norm.
- ✓ Our e-signature solution is legally binding, works with all e-ids and supports all document formats from MSWord to PDF files. With strong security features and multilingual user interface, our platform is safe, reliable and simple.

# e-FINANCE



## e-Budget

The National Budget is the most important policy instrument of any country. We assist countries to formulate fiscal policy objectives and political strategic priorities into a national annual budget, thereby helping to strengthen and streamline the economic objectives of the government.



## e -Tax

The cornerstone of e-Finance is swift, reliable and hassle-free transactions. Meila offers an agile and user-friendly solution for tax administration in the form of its RIISIKO Toolkit. RIISIKO offers quick implementation of tax administration, revenue collection, and public financial management reforms. Tax administration systems, processes and institutions are assessed in accordance with TADAT methodology with quick payment of taxes online.



## e-Accounting

Meila Digital provides business ecosystem of e-accounting platforms like customer relationship management (CRM) platform, treasury, budget preparation, budget execution, national accounting, revenue collection etc.

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# e-HEALTH

Meila offers a healthcare management tool to not only organize the national healthcare but also manage its funds and expenditure. Working with a highly structured and evidence-based tool, our innovative system provides the opportunity to compare the quality of healthcare at all levels. It organizes the healthcare network of a country, assisting in resolving and managing the organizational, monetary and research process problems at the level of all stakeholders like patients, doctors, nurses, pharmacists, lab staff and the administration.



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# DATA EXCHANGE & MANAGEMENT



## Analytics Functional Excellence – AfX

The analytics team of any organization is one of the key drivers of competitive innovation.

Our AfX solutions support the analytics team with optimal capabilities and technology enablers to improve their end-to-end efficiencies. Finetuning issues around strategy, processes, performance & impact measurement models help to improve results thereby contributing to the bottom-line.



## Data Monetization & Optimization- RevX

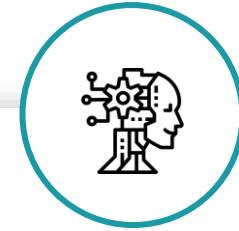
The importance of Data cannot be stated enough in today's digital age.

At Meila, we help you to maximize value generation by leveraging your data assets through our RevX tool. We assist you to monetize your data by providing actionable insights throughout the data lifecycle. Our innovative analytics and cutting-edge technologies help to predict outcomes and optimize the actions.



## Customer Experience Analytics-CxA

Satisfied customer experiences(CX) lead to engaged and loyal customers. Meila provides a data driven perspective to empower CX management helping to devise winning strategies. By collecting data, processing feedback, sentiment & process performance, we help to quantify the CX impact. Our forecasting and future scenario simulation algorithms help to optimize experiences & improve customer service, risk & compliance management.



## Robotics Decision Automation-RdA

Decision Automation powered with AI improves accuracy and efficiency. Intelligent Automation (IA) based on effective design & data-based implementation provide sound input to decision makers optimizing the outcomes.

Our RdA model takes into account all human interfaces & critical dependencies to establish a sound governance model thereby streamlining the operations.

# SERVICES



Digital  
Transformation  
Advisory



Technology  
Architectures And  
Frameworks



PPP  
Platforms



# DIGITAL TRANSFORMATION ADVISORY

## Digital Government

- Meila provides innovation in the public sector sphere by designing ecosystems for public sector service platform. Our ecosystem provide delivery of services between governments and between governments and public.
- Since the relevant information is collected through digital ecosystems, the need for private players is eliminated.

## IT Reforms

- Meila helps organizations in drafting the IT strategies. We also undertake public sector financial IT system modernizations and reforms.

## Software Development

- With a strong focus on innovative technology consultancy and development, Meila provides inventive software solutions for organizations.
- We have a pool of highly skilled software developers having expert domain knowledge paying keen attention to detail all the while offering solutions that are customized to suit your needs within reasonable budgets.

## Professional Services

- Meila offers professional services to organizations ranging from consulting, management support, software/hardware implementation, data automation, complex system development, website development, mobile application development, networking solutions and much more.

# TECHNOLOGY ARCHITECTURES AND FRAMEWORKS

01

Our digital transformation experts design and develop organisational & public sector IT frameworks and architecture.

02

Meila's team of highly specialised Technology domain experts offer design and implementation solutions on a turnkey basis.

# PPP PLATFORMS

## Platform monetization and Public to Private Partnerships



Meila helps businesses achieve platform monetization. We apply different strategic techniques to monetize the dedicated and nominated platforms ultimately generating the revenue.



Meila has a vast experience in the domain of Public to Private Partnerships (PPP). Utilizing evidence-based implementations, Meila offers its professional services to act as a bridge between the private sector and government body for long term contracts for providing a public asset or service in which private sector bears a sizeable risk and management responsibilities.

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# OUR TEAM



**Ali Aalsiri**

A seasoned technology executive with a computer engineering background, Ali has extensive experience in digital transformation, strategic planning, and growth across both public and private sectors. With over 20+ years of experience, he has many impressive accomplishments and is adept in matters of corporate and institutional governance and currently sits on the Boards of the National Centre for Health Information, General Authority for Statistics, Al Madinah Region for Development Authority, Tamkeen Technologies, National Centre for e-Learning and Saudi Center for Economical Business.



**Utku Sarioz**

An experienced business transformation leader, Utku co-founded Forte Partners and heads it's advisory team. He has competently assisted industry leaders in telecom, finance, retail, e-commerce, automotive, among others proficiently handling large scale management consulting projects in the Middle East, Turkey, Eastern Europe, Africa and the US. He is a fervent advocate of data & analytics driven value creation, digital transformation and CX management.

# OUR TEAM



**Jana Krimpe**

An influential personality in e-governance, digital ID & e-signatures, Jana has over 15+ years experience in implementing innovative ICT solutions and served as an advisor in the office for two consecutive Presidents of the Republic of Estonia. In addition to being the founder of B.EST Solutions, an award-winning company in e-governance, Jana is the head of the Mobile-ID Consortium in Azerbaijan and co-chair of the Global Alliance for National Mobile Identities (GANMI) established in Brussels. Awarded “Top 100 Influencers in Identity” by One World Identity (USA) in 2018/19, listed as among the “Top 100 change-makers in Europe” in 2016 by the Financial Times and Google. A seasoned speaker and panelist, Jana has contributed to several global and national reports as an expert (UN expert for Paperless Trade and Transport in Asia and Pacific. Her contribution has expanded and re-defined how identity and signatures are managed digitally, issued by governments, all to create a seamless business environment and a holistically connected society.



**Ivar Tallo**

Former MP of Estonia, Ivar is the founding director and the Board Member of e-Governance Academy. Having held various important public offices, he has extensive experience in e-governance and information & communication technologies. He is a strong proponent of E-Gov and digital development, presenting before heads of states globally. During last 10 years he has worked as team leader in EU financed project Transactional e-Governance Development in Armenia and as a Resident Twinning Advisor for the Governance in Georgia (II) project. He has led e-Justice component of the EU Pravo Justice project in Ukraine and created the methodology for assessment of digital developments for the Digital4Development project of the EU. Currently he is advising Botswana and Kazakh governments.



# OUR TEAM



**Aare Lapõnin**

CEO of software consultancy, Fiscal Admin, Aare Lapõnin is a reputed e-Governance expert and an IMF trained TADAT assessor. His expertise include business process modelling, public finance IT modernization and development and management of software products. Aare is currently modernising several tax administrations in Europe and Africa and managing the development of several business environment products.



**Ms. Selma El Karim**

A renowned e-governance expert, Selma has a degree in international business relations and extensive sales experience in East European, Middle East and African markets. A skilled negotiator and a superb communicator, she works on promoting efficient working practices, knowledge sharing, project and task management and internal communications



# THANK-YOU