

# Digital Gateway for Businesses Vision Analysis

## Executive Summary

April 2025

# 1. Current Situation

During the 2020 project to develop a vision of a unified contact point for entrepreneurs, the main concerns identified by businesses were:

- ▶ Lack of a comprehensive overview and detailed information of public sector services and support to businesses as well as obligations businesses have towards the state, because the information is fragmented across a large number of public agencies.
- ▶ Excessive time spent figuring out whom to contact with which issues and questions.
- ▶ High burden of submitting the same data repeatedly to different agencies.
- ▶ Absence of a comprehensive overview of public services offered in the country.

At that time, the vision was defined as enabling the entrepreneur's contact point to make e-services, information and interactions with the public sector accessible as an integrated service via the eesti.ee portal, both domestically and across borders. To address the concerns, the design of services for entrepreneurs and the vision of the contact point were based on an event-driven approach, aiming to provide e-services and information as a one-stop-shop integrated service on the eesti.ee platform.

Input received from entrepreneurs and agencies in 2025, shows that the earlier issues are now somewhat remedied through the new services provided via the Digital Gateway for Businesses (referred to as DGB in this document) on the eesti.ee platform. However, the future vision needs updates to make further progress. The main issue identified with DGB was its current catalogue-based structure where some of the information provided is of little value to entrepreneurs, information is hard to find and lacks an effective search function. Entrepreneurs prioritised the following directions for the next steps of the DGB:

1. Consolidation of time-critical data and information to an entrepreneur's dashboard in DGB.
2. Reminding entrepreneurs about urgent deadlines through an effective notification system.
3. Making information presentation principles in DGB more personalised.
4. Enabling once-only data submission, reducing manual data entry and enhancing data value through personalised services.
5. Improving search and discoverability using modern tools like artificial intelligence.
6. Providing business owners with a comparative overview of their company's "health status" and progress.
7. Developing and implementing unified design principles for services offered to entrepreneurs.

The main challenges of the services developed in the DGB from 2020 to 2025 that need to be addressed over the next period include:

1. **Fragmentation of services** - entrepreneurs still tend to use the self-service portals of various agencies and are not yet aware of what DGB has to offer.
2. **Only MVPs with incomplete functionality have been deployed in the portal** - many services in DGB have only been developed to a minimal extent and, as yet, fail to provide the expected value to entrepreneurs.
3. **Shortcomings in user experience** - the user interface is complex, its personalisation level is low and the abundance of information hinders navigation.

# 2. Vision

Estonia is one of the world's most progressive digital nations supporting entrepreneurship, where services adapt to users' needs and the state acts as an invisible yet supportive partner for entrepreneurs.

The Digital Gateway for Businesses is a smart and personalised environment where business-related services are provided as automatically or proactively as possible, reducing administrative burden and increasing the efficiency of both companies as well as public agencies. Service offering is based on data-driven and modern solutions, creating a transparent, trustworthy and user-friendly ecosystem where entrepreneurs can focus on creating value rather than dealing with bureaucracy.

**Services offered to entrepreneurs follow unified principles, their quality is managed and services are interoperable. These principles are applied both in institutional service environments and also in the Digital Gateway for Businesses.**

The implementation of service principles creates value for entrepreneurs through time savings and smooth, supportive service delivery. Agencies providing services benefit from cost savings through shared (IT) resources and infrastructure, services that meet user expectations, organised data and simplified work processes. The principles for services offered to entrepreneurs are governed, regularly updated and their implementation is coordinated, guided and advised by a competence centre.

This vision lays a foundation for optimising the number of agencies' self-service portals that are currently targeting entrepreneurs.

### 3. Focus Areas for Implementing the Vision 2026-2030

The vision for the next period addresses the provision of services to entrepreneurs somewhat more broadly than the previous vision (see also report section 3.1) due to following factors:

- ▶ There are only a few events that occur at specific times in a company's lifecycle, which is why it is not practical to treat all public sector services for entrepreneurs as event-based services that can be triggered proactively.
- ▶ Only a business event for which the public sector has a corresponding data event – i.e., data that allows to proactively trigger a business service – can be offered as a proactive event-based service. For many DGB services, such datasets are currently not available and the eesti.ee platform does not yet offer simple ways to collect and store such data.
- ▶ Personalised e-services are becoming the norm. This includes not only service tailoring based on user data, but also designing all stages of an integrated service as a seamless flow – linking services of different agencies into one smooth sequence requires central coordination and data interoperability.
- ▶ The Digital Gateway for Businesses should not only act as a central contact point and service information gateway but it should encompass all public sector services offered to entrepreneurs. The value proposition of the DGB can also be realised through institutional service environments, provided they follow the same service delivery principles.

Based on these assumptions, six main focus areas will shape the future of public sector services offered to entrepreneurs:

#### 1. **Defining and agreeing the principles and interoperability requirements of services offered to entrepreneurs, together with clear guidelines**

A framework of principles for developing and managing services offered to entrepreneurs will be compiled, based on existing standards, regulations, and guidelines and consolidated into a comprehensive guide for service providers.

#### 2. **Establishing and implementing a management structure for services offered to entrepreneurs**

To effectively align services with the framework of principles, a unified management and

governance model will be developed. This model will involve stakeholders with clear role distribution and responsibilities, ensure proactive participation of institutions in service development and management, and include consultations with entrepreneurs. The implementation of the framework will be led by a competence centre at the Ministry of Economic Affairs and Communications.

**3. All agencies have integrated their services with the Digital Gateway for Businesses**

Services developed in the Digital Gateway for Businesses will be enhanced based on entrepreneurs' needs and all agencies' services will be integrated with the DGB services where possible and necessary.

**4. New and personalised services will be developed in the Digital Gateway for Businesses**

To promote entrepreneurship, new services will be added to the DGB. For each service, the need and feasibility of personalisation will be assessed. Harmonising data and semantics across services is a prerequisite for personalisation.

**5. Supporting central services are integrated into services offered to entrepreneurs**

Central solutions developed by Information System Authority (RIA) (e.g., national mailbox, state mobile app, authorisation management solution Pääsuke, single-sign-on system GovSSO, authentication tool TARA, AI tools like Bürokratt, micro-presentation layer, etc.) will be adopted by as many agencies as possible to ensure a smoother and more consistent user experience for entrepreneurs.

**6. Services offered to entrepreneurs follow a unified design framework**

A unified design framework and a digital service standard will be developed for all service providers to follow. The Digital Gateway for Businesses will serve as the first portal to implement this framework and act as a model for other agency self-service portals.

Each focus area will have a detailed action plan with metrics through to 2030 (see analysis report section 3.5).

## 4. Impact of Implementing the Future Vision

The vision of the Digital Gateway for Businesses has significant expected potential in these domains:

1. **Economic** - help entrepreneurs operate more efficiently, increase productivity, and reduce administrative burden.
2. **Social** - strengthen trust towards the state and support the development of an entrepreneurial culture.
3. **Environmental** - reduce paper usage and digital waste and promote digital processes.
4. **Intangible impact** - increase the sense of security and clarity in interactions with the state.

The following table summarizes the expected impacts expressed by both entrepreneurs and institutions that should be achieved through the Digital Gateway for Businesses and the services offered to entrepreneurs during the next vision period.

Perspective	Entrepreneurs	Institutions
Current Challenges	Entrepreneurs feel that the administrative burden imposed by the state is sometimes high. There is no cross-service overview of all services provided by the state and local governments, hence, finding necessary information is often time-consuming and difficult. Time is the most valuable resource for entrepreneurs and should be directed toward business activities.	Institutions perceive that current service development and management occur in isolated silos – competence and resource management for creating and maintaining services lie within each institution. The maintenance burden of various self-service portals is high. A shared understanding and cooperation model is needed to achieve a standardised approach to services in terms of technology, processes, and competencies.
Economic Impact	Entrepreneurs expect to focus more on value creation rather than bureaucracy. The number of services and the time spent consuming them should decrease.	Institutions expect that the costs associated with service provision will decrease in a way that long-term development investments will pay off. Additionally, they expect reduced administrative burden for staff, lower IT infrastructure maintenance costs, and other indirect savings through shared infrastructure and standardised support systems.
Social Impact	The expectation is for a smooth, comprehensive and entrepreneur-centric service delivery. Business-related activities should occur automatically, be data-driven and in a personalised manner.	Institutional expectations align with those of entrepreneurs. Additionally, institutions emphasize the importance of equal and universal access to services (including compliance with the accessibility requirements).
Environmental Impact	Entrepreneurs have no immediate expectations regarding environmental impact. Indirectly, they expect added value from services in the form of (open) data to make better business decisions. For example, manufacturing companies can optimize operations, reducing energy consumption and carbon footprint.	Institutions aim to reduce the energy consumption associated with maintaining their services. This requires analysing the environmental impact of current service architecture, energy use and lifespan of devices, data storage and processing principles, etc.
Intangible Impact	Entrepreneurs expect that Estonia's digital and entrepreneur-centric reputation will support their activities in export markets.	Institutions aim to enhance Estonia's visibility as a digital nation that supports entrepreneurship, where services adapt to user needs and the state acts as an invisible yet supportive partner.

## 5. Conclusion

The Digital Gateway for Businesses is a guiding example of Estonia's strive toward becoming a modern, user-centric digital state.

The success of the DGB's future vision depends on how well existing technological and organisational solutions can be integrated into a functioning whole and how effectively can new supporting technologies be implemented.

Entrepreneurs expect, now more than ever, simplicity, clarity and reliability in their interactions with the state. The goals set for 2030 will make Estonia an even more entrepreneur-friendly, transparent and digitally mature digital nation.