

Swedish Tax Agency

You have to earn trust!!

Kay Kojer

Strategic direction

■ Vision

A society where everyone is willing to do their fair share

■ Contributions

- We nurture the willingness to comply
- We earn the trust of the taxpayers
- We are working to ensure that all pay the right amount
- We make it easier and smother to comply

Active

Trustworthy

Helpful

The development of the Swedish Tax Agency



1970

1980

1990

2000

2010

Enforcement

Service

**Balance
between
enforcement
and service**

**Right from
the start**

Trust

**Taxpayer
focus**

**Right from
the start**

Trust

**System
focus**

Technical solution

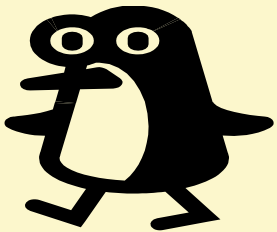
Developed from W3C standard which is independent of used platform



Macintosh – 1,4 % of the users



Windows – 98,3 % of the users



Unix/Linux – 0,3 % of the users

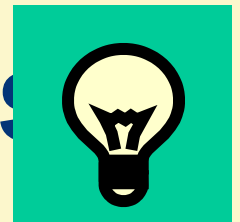
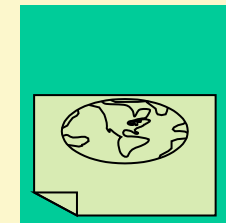
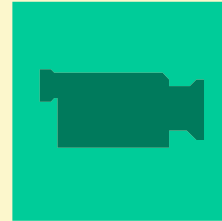


History towards EITR

- **1902 The first Tax Return**
- **1918 Legislation of universal franchise**
- **1928 Municipal tax law**
- **1935 Legislation of income statements**
- **1947 Tax Collection by employers etc.**
- **1987 Simplified Tax Return 1**
- **1995 Simplified Tax Return 2**
- **2002 Electronic Tax Return**
- **2011 EITR App**
- **2012 EITR App with mobile e-leg**

Attitude - Who are our clients

- **Public**
- **Partners**
- **Personal-Ambassadors**



Attitudes_Trust Carrots_Whip

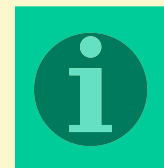
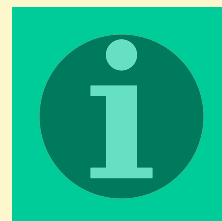
- **Get your fastest tax refund possible**
Efile today and have your refund in as fast as 7 days

Email Confirmation
Receive
confirmation
within 48 hours

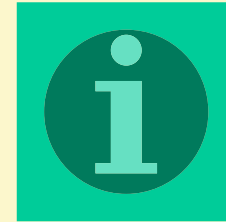
Efile Your Return
File your return
electronically



Receive Refund
Get your refund in
as fast as 7 days!*



Attitude - Sweden

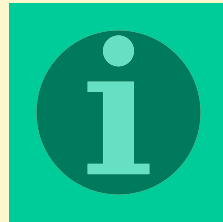


Attitude - DK

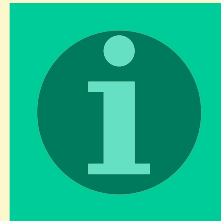


Attitude - Azerbaijan

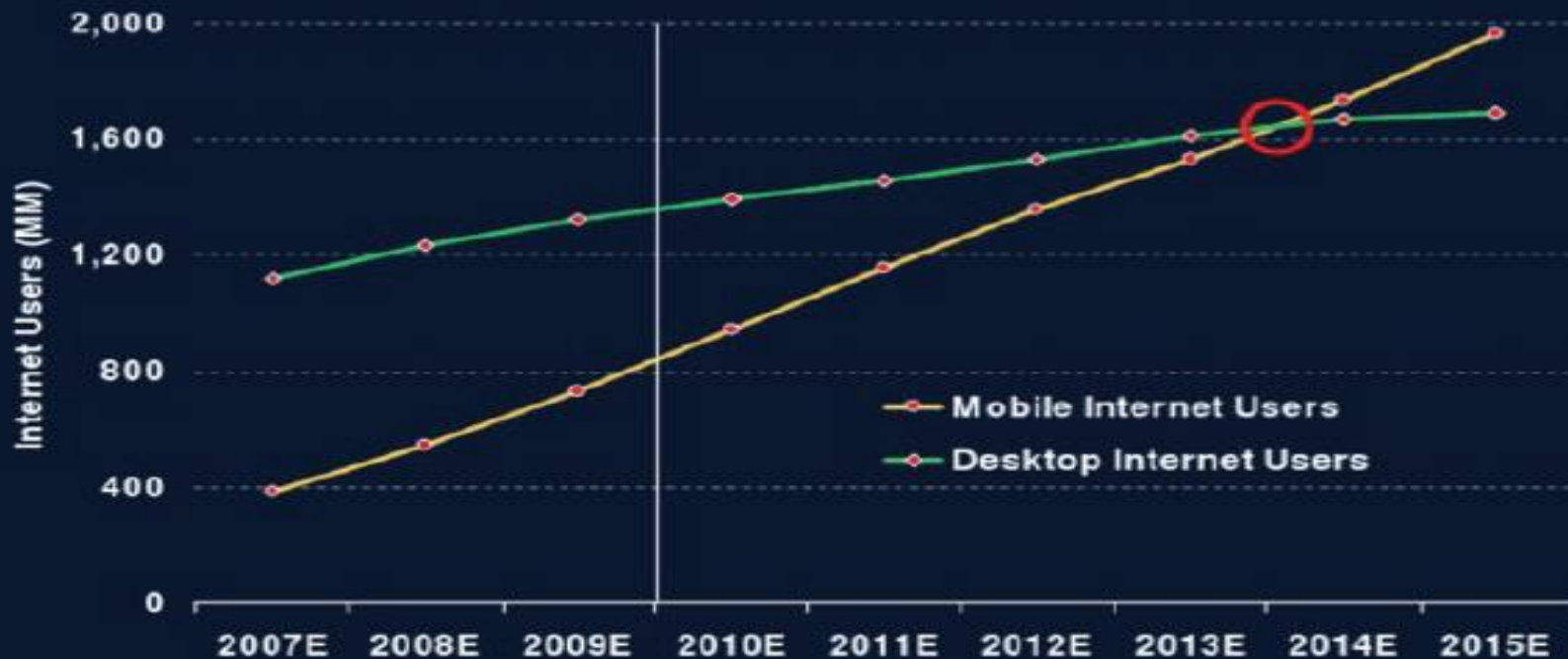
- **Children**



- **Webb TV**



Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



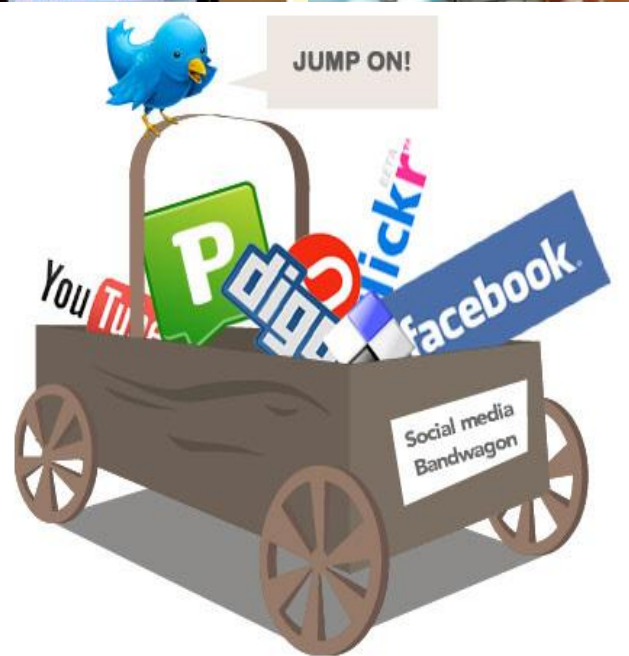
Morgan Stanley

Source: Morgan Stanley Research.

8

- In an international level mobile surf will be more common than PC surfing in the year of 2014
- In Sweden this will be a fact in the year of 2013
- 2,5 milj smartphones were sold in Sweden in 2011 (tot 3,8 milj). There are 11 milj. mobile phones in Sweden and 4 are Smartphones.

Where can we find information about behaviour



Mobile payment becoming reality in Oslo

250 Oslo residents can now leave their phones at home when buying their morning coffee.



Mobil webb

Telefonbank



Underteckna med din BankID-app!

BankID säkerhetsapp

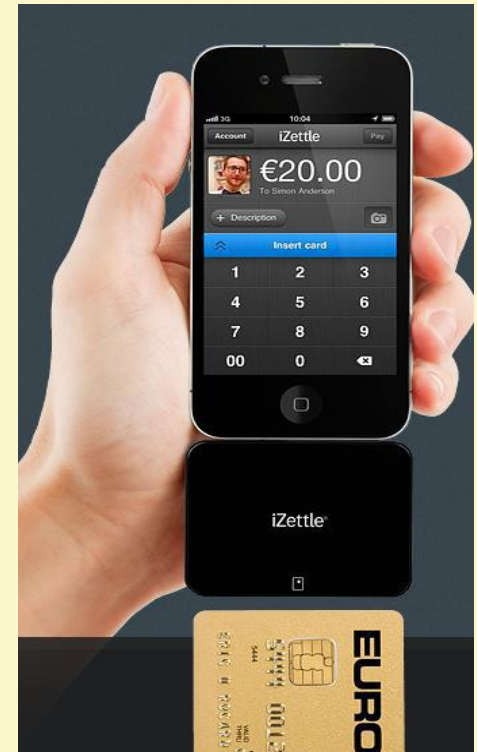


Mobile payments

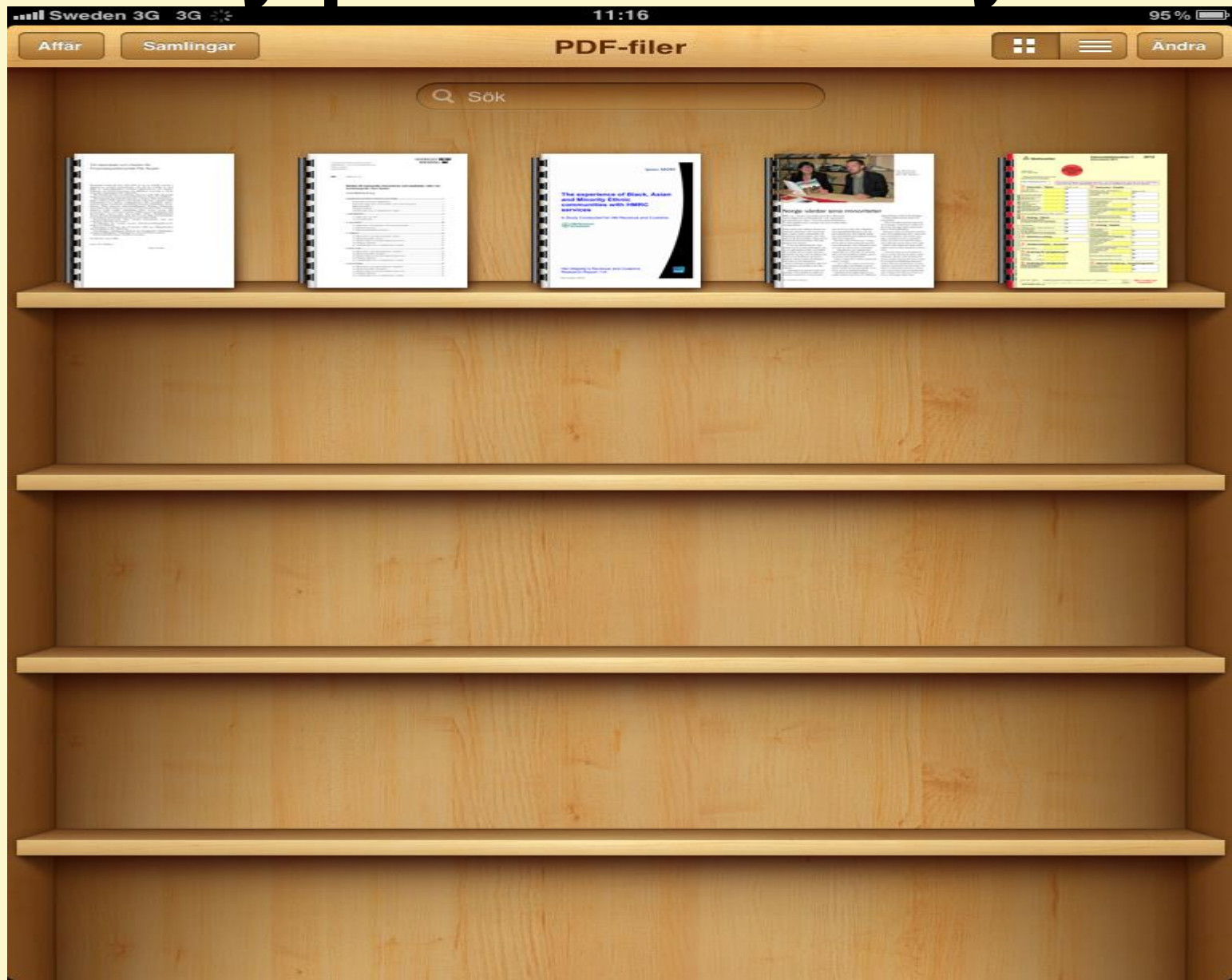
- QR-codes
- NFC
- Bluetooth
- SMS

Mobile payment becomes a reality in Oslo

250 Oslo residents can now leave their wallets at home when buying their morning coffee.

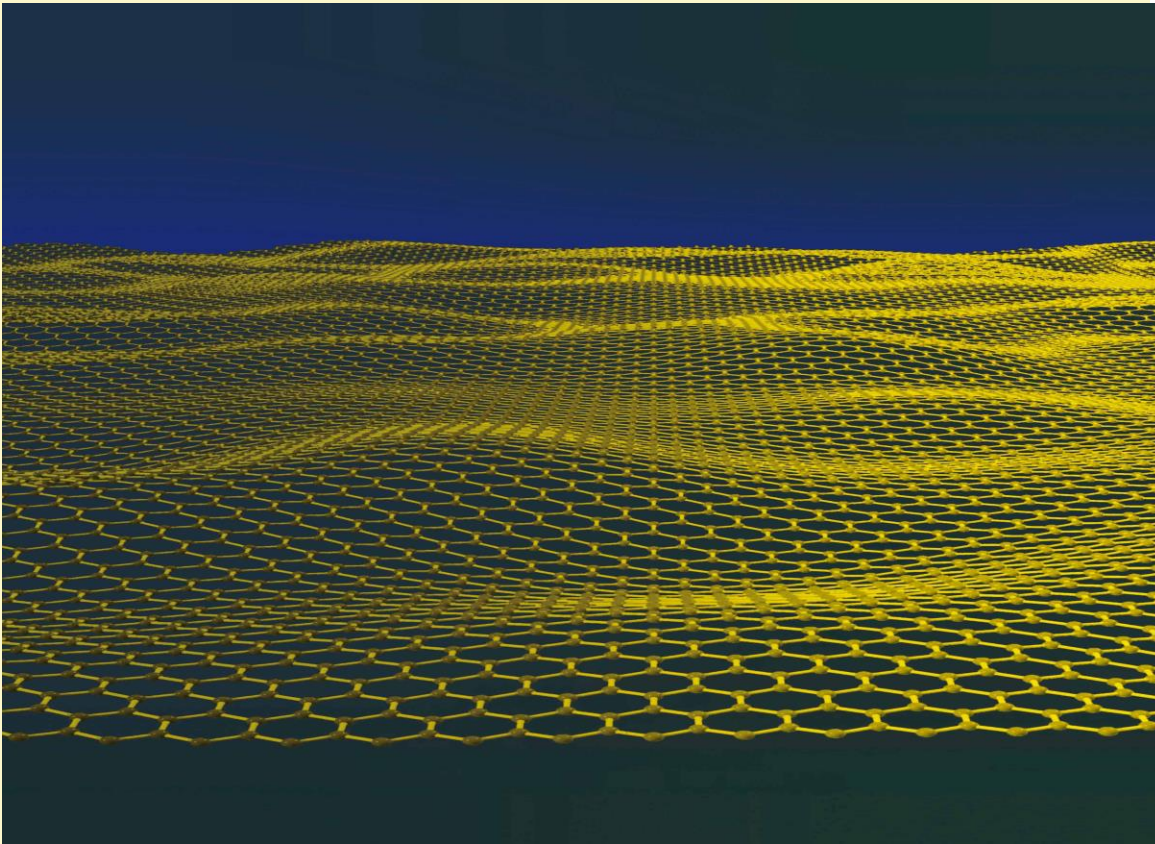


My personal library



Grafén

- André Geim och Konstatin Novoselov, 2010



My sources of inspiration

- **Network (IT-Security)**
- **Network (Needs driven services)**
- **Network (IOTA)**
- **Network (Data storage)**
- **Network (ÄAIK F00)**
- **Network (Open data)**
- **Network (Mobile services)**
- **I walk happy to work every day**
-

Here is the future !!!!!



Thank you for your interest

