

data-driven authority | sustainable operation

transactional data | digital relationships

NEW TECHNOLOGIES, DIGITAL ECOSYSTEM

A PARADIGM SHIFT IN THE HISTORY
OF TAX AND CUSTOMS ADMINISTRATION

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NTCA



National Tax and
Customs Administration

automated administration | competence development

WHERE ARE WE?

NTCA'S MAIN ACHIEVEMENTS

2013
Online cash register system

2014
eKÁER
Electronic Public Road Control System

2017
eSZJA
5.5 million offered draft PIT returns

2018
Online invoice data disclosure

2021
The beginning of artificial intelligence research
eVÁM

2022
NTCA Taxpayer Portal
Flat Rate Tax Wizard web application
Vehicle tax in the NTCA-Mobile application

2025
eRECEIPT

2026
ePayroll – pilot
Event-based Data Reporting Platform
Rules as Code

2024
eVAT

2023
Integrated Data Warehouse
eVÁM AIS National Import System

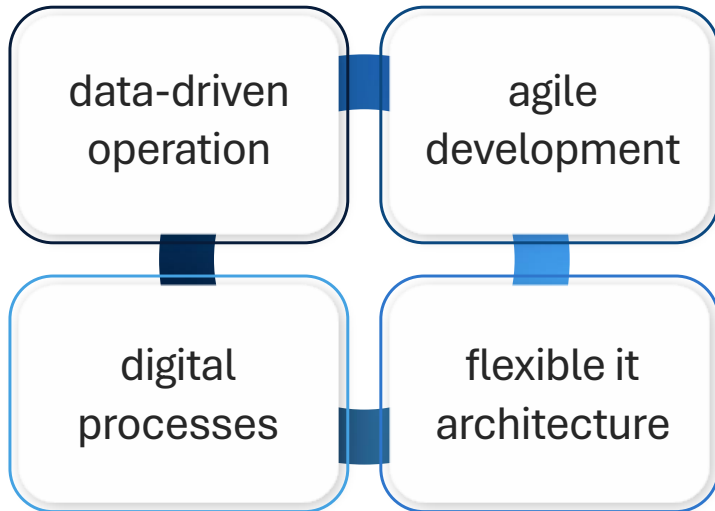
Coming soon

DIGITAL TRANSFORMATION

enav
eNTCA

DIGITAL TRANSFORMATION

DEVELOPMENT DIRECTION:
„SEAMLESS TAXATION“



The key to success is not technology, but senior management commitment and top-down management.

Customer expectations: event-based, simple, automated administration, seamless taxation

System: taxation is part of everyday economic transactions, the tax authority is acts as an ecosystem participant, operating on a real-time, transaction-based logic (OECD Tax Administration 3.0).

Implementation

EU Technical Support Instrument (TSI) project: a **step-by-step** planned process.

A long-term development and operational concept for a **conscious, realistic and financially** sustainable development **path** leading to a complete transition.

Data management

the most critical prerequisite

The foundation of functional development is the discovery of data assets.

TSI project result: a framework that can be implemented, validated with the actual data sets and processes of the NTCA.

eNTCA DIGITAL CUSTOMER SERVICE ECOSYSTEM

Advanced digital services and interfaces

- customer portal
- e-tax returns
- online data services

A COHERENT CUSTOMER RELATIONSHIP ECOSYSTEM STRUCTURED AROUND CUSTOMER PREFERENCES

- One-stop shop
- Proactive notification system
- Life-event-based navigation
- Automated case processing
- Bulk operations
- Data synchronization and interoperability
- Machine interface, standard API
- Mobile-first and responsive operation
- Behavioral science and plain language knowledge base



MACHINE
INTERFACE



WEB



MOBILE APP

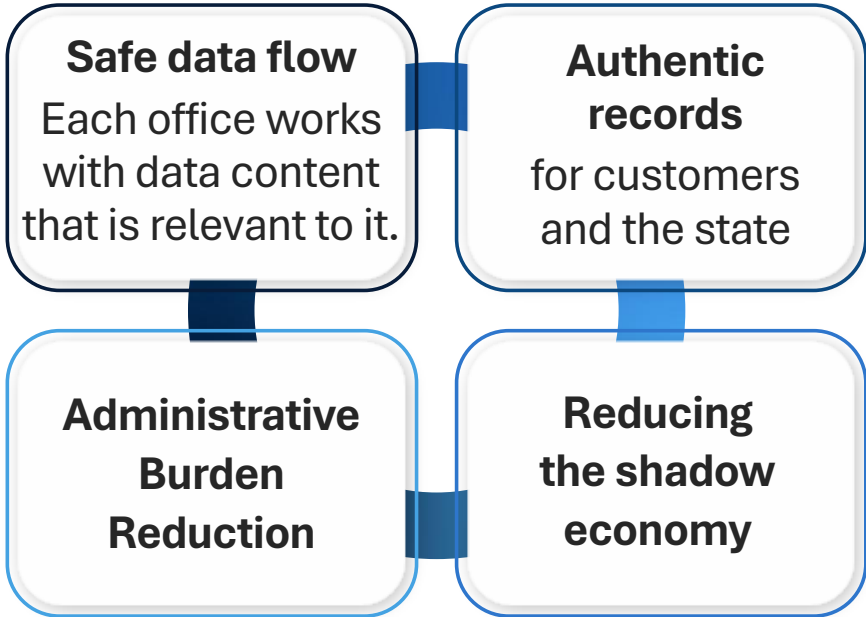


PERSONAL
CONTACT

COMMON DATA LOGIC

BLOCKCHAIN IN PUBLIC ADMINISTRATION

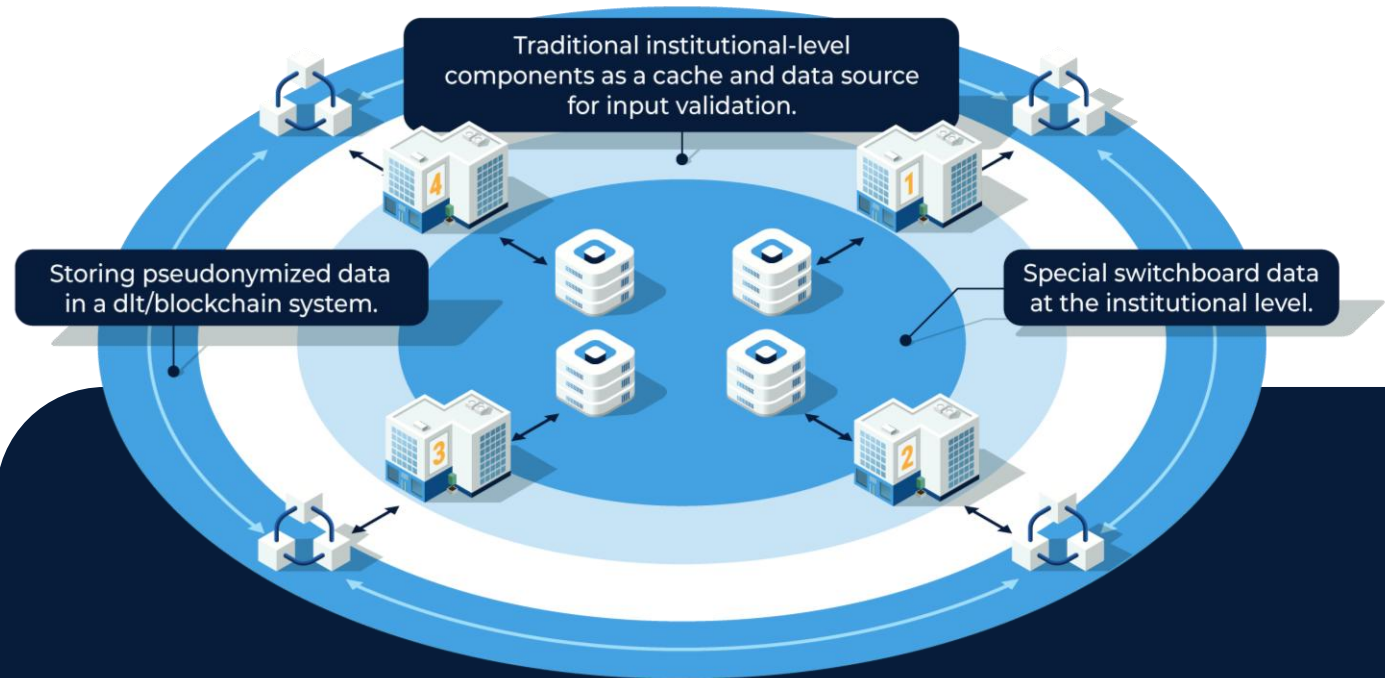
EVENT-BASED DATA PLATFORM (ePAYROLL) PILOT PROJECT



Secure data sharing

The model could be a key element of the digital public administration of the future

THE ePAYROLL IS BUILT ON THE HYPERLEDGER FABRIC TECHNOLOGY



It makes employers' single-channel employment data provision available to multiple offices while strictly adhering to data protection restrictions.

ARTIFICIAL INTELLIGENCE

New office skills

for example, in fraud detection, risk identification

Expansion of digital services

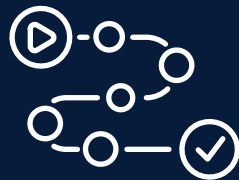
automated and personalized solutions

MIMCS (AI WG)

research and analysis projects involving professional organizations and university researchers (since 2022)

NTCA AI Strategy is needed to move forward

Use case prioritization roadmap
AI governance and model lifecycle
Target Operating Model



Scheduled for the end of 2026

APPLICATION EXAMPLES



Risk analysis and tax administration

machine learning models for risk assessment to identify deviant behavior, with human supervision



COURT DECISIONS REFERENCE NETWORK - RULES AS CODE



Image processing and border control

self-developed AI model that identifies suspicious objects in border traffic using X-ray images



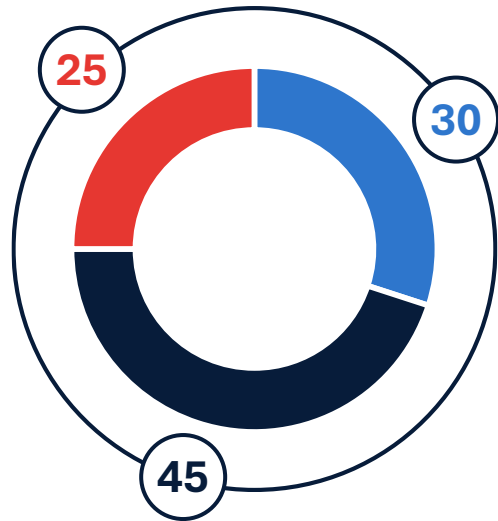
Natural language processing

experimental solutions for developing e-mail customer service question-answer pairs (as the basis for a RAG system)
categorization of invoice item names for risk management purposes

DIGITAL COMPETENCES

A PREREQUISITE FOR DATA-DRIVEN OPERATIONS

1. DIGITAL KNOWLEDGE MAP (%)



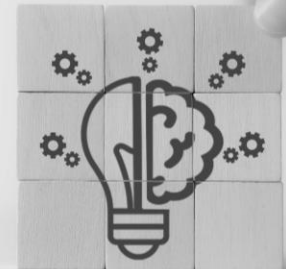
- lack of basic digital skills and data literacy
- advanced user level, limited data literacy
- some kind of analytical or exploitation ability

3. CONTINUATION

- Strengthening leadership commitment
- Expansion and integration into HR planning
- Leadership development and training in priority competencies
- Measurement and feedback mechanisms

2. COMPETENCY BUILDING FRAMEWORK

- data citizen, senior data citizen, data analyst-specialist, data IT-specialist
- internal training system, expert network, mentoring program, data briefing events
- **coursera** 2 thousand learners by 2028
2,700 completed courses, most popular: Everyday Excel, Data Analytics, Data-Driven Decision Making, AI for Everyone, Generative AI for Leaders



DEMOGRAPHIC CHALLENGE!

Digital transformation builds the competencies needed to unlock new resources through automation and data-driven decision-making.



THANK YOU!

16-18 | **30TH**
June | **GENERAL**
2026 | **ASSEMBLY**

Budapest
Hungary