

# Michigan's One-Stop Business Services Portal



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# From Vision...

## *Governor's Cabinet Action Plan*

Continuously improve our business climate:

- ◆ Reduce time for businesses to begin operations
- ◆ Simplify transactions with the State



## ...To Action

Michigan's Business Portal: A Web system allowing businesses to electronically interact with the State via a single Web account:

- Registering new businesses
- Modifying registration status
- Filing tax reports
- Paying taxes
- Receiving statements
- Updating business information



**Starting a Business**

[www.michigan.gov/businessstartup](http://www.michigan.gov/businessstartup)



# On Tap Today

- ◆ Background Issues
- ◆ Solving the Problems
- ◆ Hurdles we Encountered
- ◆ Investment & Benefits
- ◆ Technology Tools
- ◆ Partners
- ◆ Questions & Contacts



# Background Issues

- ◆ Process was labor intensive; costly for businesses and for the State
  - Lengthy turnaround on paperwork
- ◆ It was not customer friendly
  - No single point-of-entry for business services and no single point-of-reference for employers
  - Different processes and mailing addresses for transactions
  - No consistent feedback mechanism



# Case Studies #1: Out with the Old

The old registration process...

The old access to account information process ...



# Solving the Problems

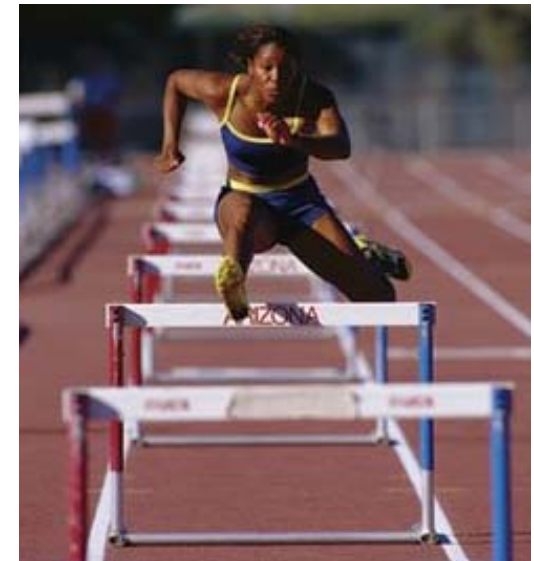
We needed to:

- ◆ Create a single electronic registration
- ◆ Develop a central business portal
- ◆ Edit for accuracy and completion
- ◆ Minimize information collection and avoid redundancies
- ◆ Automate workflow
- ◆ Provide expected turnaround and feedback on transactions



# Hurdles we Encountered

- ◆ Integrating with agency legacy systems
- ◆ Data issues: Common, “semi-common” and agency-specific
- ◆ Common and clear Web interface
- ◆ Physical data sharing between agencies
- ◆ Security
- ◆ Penetration rate



# Investments



- ◆ \$1.3 million to develop and expand over 18-months
- ◆ Up-front costs: hardware, software licenses (WebSphere, Oracle, MQ Series) and contractual programming
- ◆ \$335,000 for on-going maintenance
  - 24X7 hosting
  - Back-up and restore
  - Software maintenance and break-fix resolution

# Benefits: At-a-Glance

- ◆ Assisting the employers
- ◆ Improving state government
- ◆ As seen through usage
- ◆ Financial returns
- ◆ Short-term paybacks



# Benefits

## *Assisting the Employers*

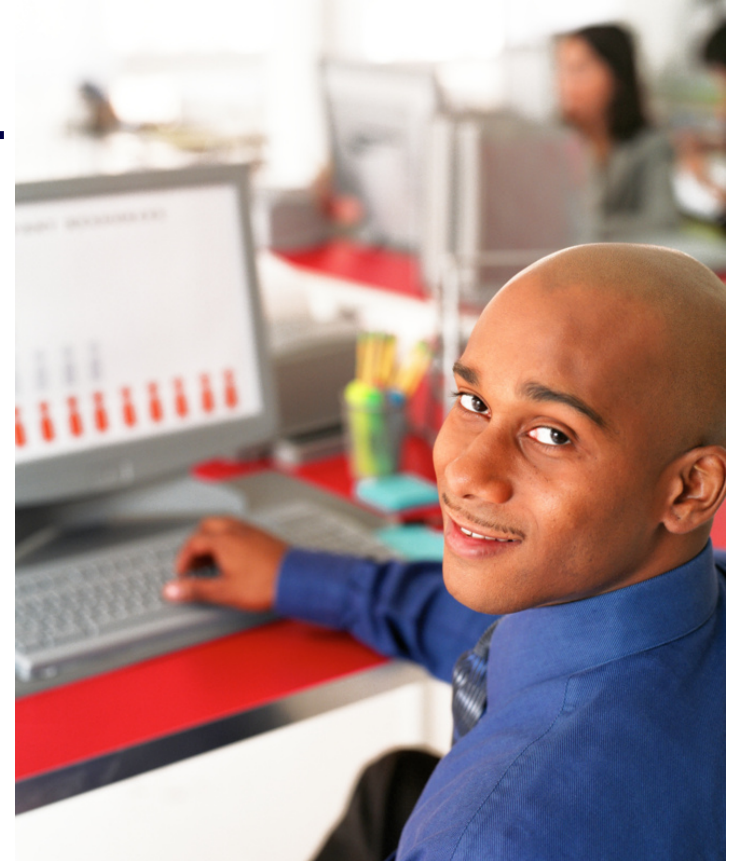
- ◆ Saving time
  - Single registration for multiple taxes/agencies
  - Cycle time for tax ID reduced to under 5 days with some at 5 minutes
  - Approval to operate down to 30 days
- ◆ Improving service
  - Single point-of-entry for online transactions
  - 24/7 real time access
  - Instant confirmation and historical repository of transactions
  - Total account ownership



# Case Studies #2: In with the New

Benefits of online Registration..

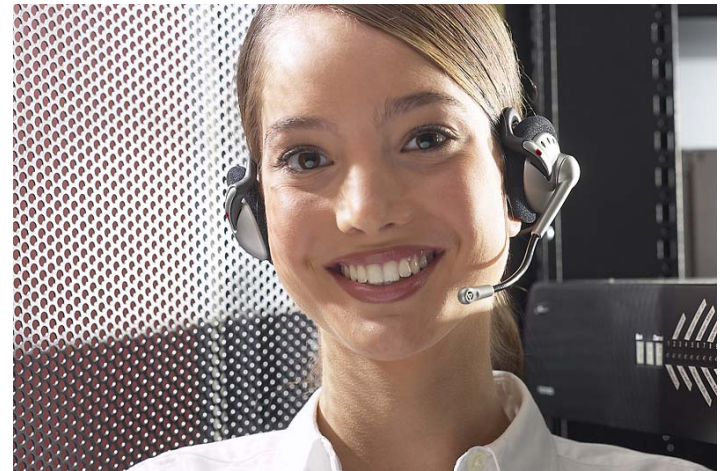
Benefits of online access to  
account information...



# Benefits

## *Improving State Government*

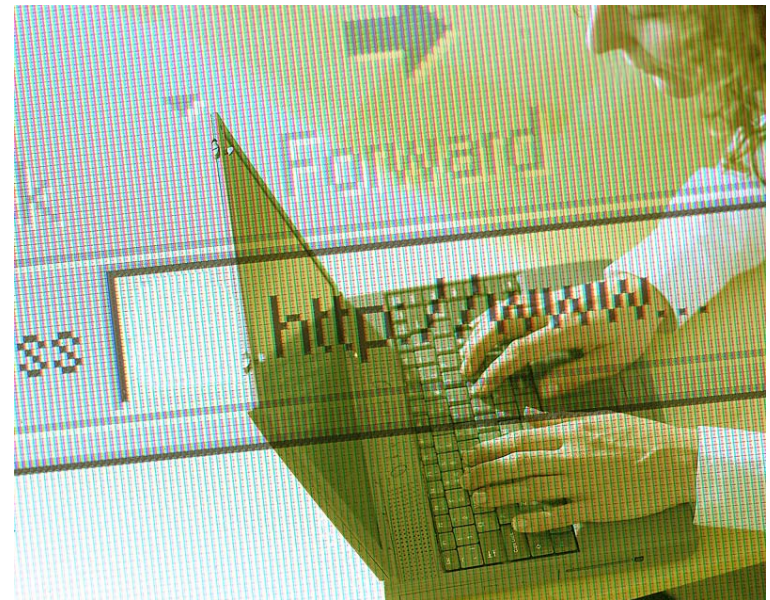
- ◆ Reduced vendor fees for services: key punch, lockbox, file transmittal, scanning and microfiche
- ◆ Reduced staff labor and overtime
- ◆ Improved citizen service
- ◆ Enhanced public relations



# Benefits

## *As Seen through Usage*

- ◆ Registrations
  - Online: 18,491
  - Total: >50%
  
- ◆ Business Web Accounts
  - Employers: 35,000



# Benefits

## *Financial Returns*

- ◆ Labor
  - Staff cost avoidance of \$1.35 million with over 10 full-time positions redirected to agency priority workloads
- ◆ Vendor fees
  - Volume based reductions of \$515,000 for keypunch, lockbox, scanning and microfiche



***Long-term payback increases  
with adoption rates***

# Technology Tools

- ◆ Web/application servers
- ◆ Oracle database
- ◆ .NET
- ◆ Java, C#
- ◆ Web services
- ◆ Websphere (message broker)
  - MQ
  - FTP (XML)
- ◆ FileNet (imaging/workflow)
- ◆ PDF



# Partners

- ◆ Department of Information Technology
  - Agency Services – eMichigan
  - Agency Services – Treasury
  - Agency Services – Labor & Economic Growth
  - Office of Enterprise Security
  - Data Center Operations
- ◆ Other Agency Business Staff
  - Department of Treasury
  - Department of Labor & Economic Growth



# Continuous Improvement



*“Information technology continues to play a critical role in creating efficiencies, and it remains at the heart of everything we are doing to provide government service to Michigan citizens...”*

— Jennifer M. Granholm, Michigan Governor

# Questions & Contacts

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