

Title of Nomination: Annual Business Registration
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**2003 NASCIO Awards: Digital Government:
Government to Business
State of Hawaii
Department of Commerce and Consumer Affairs
Annual Business Registration**

In January of 2002 the Hawaii Department of Commerce and Consumer Affairs (DCCA), in partnership with eHawaiiGov, launched an Online Annual Filing application to allow all types of businesses to file their required annual registration online. All business entities in the State of Hawaii are notified of their capability to file online by a postcard mailed to the address of record. The card contains a unique login ID. They can then login to the system, view their existing record, and make changes to their business registration before submitting it electronically to the DCCA workflow system.

In 2002, 55,000 post cards were sent to business entities, and approximately 10,000 annual filings were processed online. The department was able to realize an 18.2% adoption rate in the first year. As of May 8, 2003 5,867 annual filings have been done online, raising the adoption rate to 37.5%.

Allowing businesses to file their annual registration, and pay the annual filing fee online streamlines the process and saves companies time. The state also benefits immensely through manpower savings and improved data quality. To further promote adoption; in April of 2003 the Governor lowered the cost of annual registrations for businesses that file online. Businesses that file using a credit card are now saving 25% and those using a subscription account are saving 50%. The fee reduction caused an immediate, dramatic increase in the number of online filings. One user who used the system in April of 2003 submitted the following comment, "*I just filed my annual report, and updated officer info too. The whole process was very easy to do, the use of the yellow notification card as a recognizable graphic was clever, the navigation and warnings were simple and excellent. And best of all, it is a secure site for credit card transactions. THANKS! Much appreciated.*"

This system is also saving the State of Hawaii both time and money. Since launching, the DCCA has saved over 1,300 man-hours due to the decrease in foot traffic and the reduction in temporary manpower for manual data entry.

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Description

Launched in January of 2002, the Department of Commerce and Consumer Affairs Online Annual Filing application allows all types of businesses to file their required annual registration online. All business entities in the State of Hawaii are notified of their capability to file online by a postcard mailed to the address of record (see attached). The card contains a unique login ID. They can then login to the system, view their existing record, and make changes to their business registration before submitting it to the DCCA electronically. Businesses pay their annual fee with a credit card or their subscription account.

Significance

In 2002, 55,000 post cards were sent to business entities, and approximately 10,000 annual filings were processed online. The department was able to realize an 18.2% adoption rate for the year. As of May 8, 2003 5,867 annual filings have been done online, raising the adoption rate to 37.5%. This application saved the DCCA staff 832 man-hours in 2002 and 491 man-hours thus far in 2003.

Benefits

Allowing businesses to file their annual registration, and pay the annual filing fee online streamlines the process and saves companies time. The state also benefits immensely through manpower savings and improved data quality. In April of 2003 the Governor lowered the cost of annual registrations for businesses that file online. Businesses that file using a credit card are now saving 25% and those using a subscription account are saving 50%. The fee reduction caused an immediate, dramatic increase in the number of online filings. One user who used the system in April of 2003 submitted the following comment, "*I just filed my annual rept, and updated officer info too. The whole process was very easy to do, the use of the yellow notification card as a recognizable graphic was clever, the navigation and warnings were simple and excellent. And best of all, it is a secure site for credit card transactions. THANKS! Much appreciated.*"

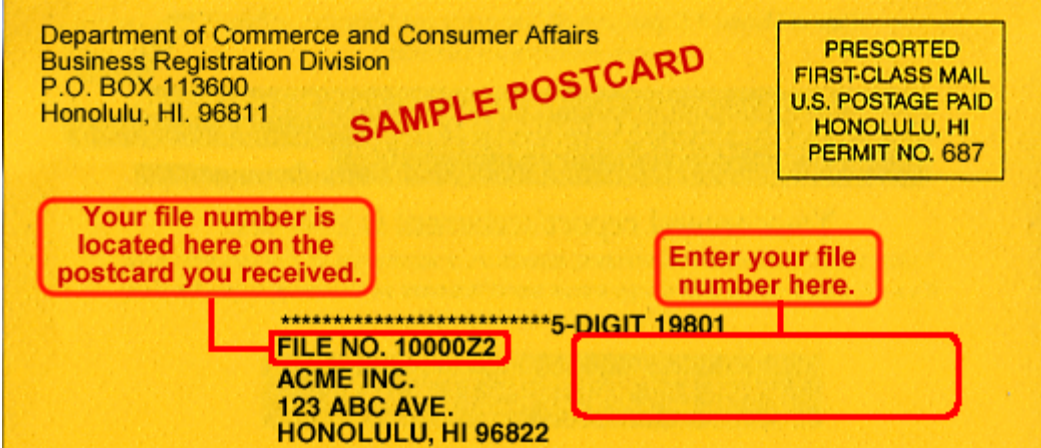
Return on Investment

The online Annual Business Registration is saving both Businesses and the State of Hawaii both time and money. Using a low estimate of \$10.00 an hour for staff time, the DCCA has saved over \$13,000 due to the decrease in foot traffic and the reduction in temporary manpower costs for manual data entry. The following chart further illustrates Hawaii's Return on Investment for the Annual Business Registration Application.

Hawaii ROI Checklist	Description
Operational Efficiency	
Reduce Overall Program Costs	Reduced printing costs, postage costs, and related administrative overhead because paper forms no longer need to be mailed to the thousands of electronic filers.
Redirect Manpower to Other Areas	Electronic annual business filings have saved a conservative 1,300 man-hours of effort.
Achieve Policy Objectives	Furthers the Governor's policy objective of reducing the reporting burden on business while reducing business costs.
Privatize a Govt. Responsibility	Developed at no cost by the private sector portal contractor
Constituent Service	
Add Constituent Value	Provides instant access to the business filing data, online help, and instant payment of fees.
Lower Constituent Cost	The governor has implemented a 25% cost reduction for online business filers, leading to a surge in adoption and even greater ROI to the state.
Greater Service Availability	Provides 24/7 worldwide access to anyone wishing to renew their business entity filing in Hawaii.
Constituent-Centricity	The application is designed for ease of use rather than compliance with governmental paper format.
Fewer Interactions with Staff	Provides full-function self service that eliminates most need to contact agency staff directly.
Political Return	
Greater Participation via Easier Access	Has become a very significant new channel for accessing this service as evidenced by a 37.5% adoption rate.
Area Economic Impact	This application increases the business community perception of Hawaii as a business-friendly state by reducing the time and paper burden of complying with this reporting requirement.
Greater Public Transparency	
Greater Accountability/Better Data	Allows the agency to more quickly deploy revisions to business entity data and results in improved data quality.
Improve Decisionmaking/ Policymaking	Allows citizens to complete an online evaluation form and rate the quality of the service. DCCA monitors this feedback and makes revisions to programs and policies accordingly.
This checklist was adapted from material in "Creating a Case for a Government IT Project", by J. Kost and A. Di Maio, January 6, 2003, Gartner, Inc.	

Link

Live: <http://www.ehawaii.gov/annuals/>



Attachment 1: Sample Annual Renewal Postcard

