



**Digital Government: Government to Business:**  
*KSBusinessCenter* – One-Stop Online Business Resource

Submitted by: accessKansas, a service of the Information Network of Kansas  
([www.accessKansas.org](http://www.accessKansas.org))

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**Category for judging:** Government to Business (G to B)

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## Executive Summary

KSBusinessCenter (KBC) is a one-stop online business resource for state government. Business owners, especially new ones, often do not know which agency to contact in order to complete the necessary forms and payments for their business. Often they will need to visit several different agencies to complete their transactions. KBC offers the ability for any business owner to successfully conduct business with several different state agencies simultaneously, whether or not they know whom to contact.

Participation in the KBC is free and available to anyone with access to the Internet, an email address, and, in some cases, a printer. Through the use of an online “MyBusinessfolio,” the user is able to log in and view their business filing history. Similar to keeping important documents in a locked briefcase, MyBusinessfolio securely stores electronic copies of the business owner’s filings. KBC is located on the state portal: <https://www.accesskansas.org/apps/kbc.html>.

KSBusinessCenter has introduced the concept of a unified face of government to Kansas’ business owners. By provided a one-stop shop for interaction with various agencies, we have streamlined the new business process on both sides – for government *and* business. The user survey allows us to monitor feedback, and leverage that feedback to further improve the online process. The reduction of phone calls alleviates work for the office staff and frustration for the caller, virtually eliminating standing in line or waiting on hold for assistance.

The KSBusinessCenter is an Internet-based business portal dedicated to providing total turnkey solutions to new and existing businesses in the State of Kansas. The KBC business portal provides business-critical applications and services on municipal, state and federal levels. State agencies and citizens, both in savings of time and money, realize benefits. An additional benefit is the promotion of a collaborative team environment within Kansas government.

accessKansas, a service of the Information Network of Kansas, Inc., built and developed KSBusinessCenter at no cost to KDOR, KSSOS, KDHR, nor were any taxpayer dollars used to build these services. With the investment of time and thought leadership to build this portal, each agency instantly realized a reduction in paperwork, phone calls and office labor. These savings are then passed on to the business owners of Kansas.

## **Project Description**

accessKansas, a service of the Information Network of Kansas, Inc., facilitated a work group including Kansas Department of Revenue (KDOR) - (<http://www.ksrevenue.org/>), Kansas Secretary of State (KSSOS) – ([www.kssos.org/](http://www.kssos.org/)), and Kansas Department of Human Resources (KDHR) – (<http://www.hr.state.ks.us/>), whereby each agency made its resources and data available for this comprehensive online application. This multi-agency work group collaborated to provide KBC users a visibly unified face of government, and eliminated much of the intimidation felt by first-time government interaction. KBC allows the user to conduct business with the government on his or her own terms, any time night or day, without waiting in line or on hold.

KSBusinessCenter was launched in December 2002. Statistics to date:

- Total site hits = 85,000 (average of **342 per day**)
- KBC Name Reservations = 260+ (which reflects a **200% increase** in total name reservations for the Kansas Secretary of State's office)
- Business Tax Filings = 700 (**10%** of all filings now performed online)
- Unemployment Tax Determination = 800 (nearly **20%** of all determinations performed online)

KBC is a work in progress that currently involves three core agencies mentioned previously. These three agencies have defined the internal structure of Phase I, and have been integrated in the development and design to complete the initial service application. The state has quickly recognized the strong foundation of the KBC and is developing plans for future enhancements, added services, and integration with more agency legacy systems.

### *Phase I*

The objective of Phase I was to design, develop and implement the formalized processes that fully integrate the three defined core agencies into a comprehensive new business registration application.

The KBC Phase I service application provided *new* businesses with a one-stop business portal designed to offer a host of services including:

- Business Name Availability: allows a prospective business to search online for its potential company name (complete with online demo).

- Business Name Reservation: allows start-ups to search and reserve new business names for up to 120 days, with very little effort (complete with online demo).
- Business Tax Registration actually determines which tax document is needed for the user, based upon their answers to a series of questions (complete with online demo).
- Unemployment Insurance Liability Determinations (complete with online demo).
- Informational Resources, such as [Steps to Success](#) - A Guide to Starting a Business in Kansas from the Kansas Department of Commerce and Housing.

MyBusiness*folio* is an outstanding innovation of the portal. This feature serves as the hub of a member's interactions with the various state agencies. Users may log in to their personal MyBusiness*folio* (customized by their user name/password) and track individual businesses and their individual filings. Similar to a locked briefcase, MyBusiness*folio* securely stores electronic copies of the user's filings.

Users can register with the Center to become a member, or use an existing subscription account with accessKansas. For the non-subscriber, the registration is completed online, and an email is sent to the user to complete the process. At that point, the new user is requested to set their own password, and provide a hint phrase in case they forget it later.

Payments are made by credit card or by accessKansas subscriber account (portal - [www.accessKansas.org](http://www.accessKansas.org)).

#### *Future Plans*

In the near future, business owners will be able to return to this site to perform many maintenance functions for their existing business. Future services include annual report filings, articles of incorporation/business entity filings (live in the summer of 2003) existing business tax registration filings, tax forms/audit information, licensing renewals and alcohol, beverage & tobacco filings.

The KSBusiness*Guide*, will provide a step-by-step guide for new business registration. This service is designed for people who are new to business ownership. It helps the business owner perform all the necessary transactions, in a continuous process, and will submit the filings to all the necessary agencies instantaneously. The KSBusiness*Center* currently allows users to file individual filings one at a time.

## Significance to the Improvement of Government

We are measuring success in a variety of ways.

- Incremental revenue increase for the Kansas Secretary of State. Name reservations have **increased 200%** overall. The promotion of the KBC and its instant availability have contributed to this increase.
- A user survey was employed during Phase II, so that user feedback can be leveraged to implement improvements to the application.
- Less follow up contact with customer for missing registration information - KDOR customer representatives have more time for other duties.
- Increased accuracy for name reservations and checks at the KSOS office.
- Reduction of calls to KDOR requesting duplicate copies of registration certificates.
- Reduction of KDOR registration backlog - fewer paper returns received for processing.
- Reduction of KDOR registration data entry errors - logic built into KBC system ensures accurate registration of various tax types.
- Online payment reduces office labor to process payments.

## Benefits

The *KSBusinessCenter* (KBC) is an Internet-based business portal dedicated to providing total turnkey solutions to new and existing businesses in the State of Kansas. The KBC business portal provides business-critical applications and services on municipal, state and federal levels.

In addition to the current functionality, consistent updates are performed on the system based upon user feedback. There is an extensive Helpful Hints section that not only includes general questions and answers, but also includes local, state and federal phone numbers to call for assistance. We can immediately update the Helpful Hints section with new tips and information so that it is relevant to questions that users encounter.

### *State Benefits*

This initiative has improved government operations by receiving and processing business applications, licenses and renewals in a timely manner, and by reducing data entry errors, while

providing an opportunity for the state to disseminate accurate, up-to-date information to those who choose to register businesses online.

The Kansas Secretary of State's office found that the online Name Availability check system on KBC has become the **only tool** for name checking within their agency. This was an unexpected benefit, as the system was originally developed only for external users. Now the agency uses this reliable tool for accurate, 24x7 name checks, **internally**, and has realized a **20%+ increase in efficiency** for the Corporations Division staff.

The Kansas Name Availability check system is the **1<sup>st</sup> in the nation** to prove **100% accuracy** in name checks. The system has implemented precise rules for the search logic and database design, so that the online system is **more reliable than human discretion** in the past. The KSSOS office believes that now there is virtually no way that a company could reserve a name owned by another company, preventing potential litigation, and saving time and money for the businesses involved.

#### *Kansas Business Benefit*

Electronic filings offer a single source for up-to-date information regarding the startup of a new business, a user-friendly interface, a single point of entry and quicker response from the agencies with which the business is interacting. Our payment model allows a single source payment for all services rendered.

#### *Multi-Agency Collaboration*

KBC is a work in progress initially involving three core agencies in Phase I. The three agencies that defined the internal structure of the portal are Kansas Secretary of State, Kansas Department of Revenue and Kansas Department of Human Resources. These primary agencies were integrated in development and design to complete the initial service application. This project has been invaluable in presenting a unified face of government to the citizens of Kansas. Users can contact and interact with multiple agencies in one centralized location.

## **Return on Investment**

The three core agencies and the state portal have quickly realized the benefits to their agencies and to their constituency. These savings are then passed on to the taxpayers of Kansas. Specifically, the agencies reported:

- Reduction of KDOR registration backlog – fewer paper returns received for processing.
- Reduction of KDOR registration data entry errors – logic built into KBC system ensures accurate registration of various tax types.
- Fast, accurate and easy – enhanced customer service.
- KDOR budget savings – no registration certificates, tax forms, tax guides and publications, or tax applications to mail to the customer.
- Instant promotion of a little-known service (i.e. KSSOS Name Reservation)
- Online registration helps to keep the agencies within the cutting edge of technology. This conveys the message to our citizens that Kansas is a forward-thinking, proactive state government.
- Less follow up contact with customer for missing registration information - KDOR customer representatives have more time for other duties.
- 20%+ efficiency for KSSOS Corporations Division staff on a daily basis
- Enhanced voluntary compliance for itinerant customers - tool for KDOR Compliance field agents to insure business registration at miscellaneous events.
- Reduction of calls to the department requesting duplicate copies of registration certificates.