

NASCIO 2018 State IT Recognition Awards



Title: INBiz – Taking Hoosier Businesses to the Next Level

Category: Digital Government: Government to Business

State: Indiana

Contact: Graig Lubsen, Indiana Office of Technology; 317-232-0618;
glubsen@iot.in.gov

Project Initiation Date: September 2014

Project End Date: August 2016 (initial go-live with functionality continuously added)

Executive Summary

Nationally recognized, INBiz is the state of Indiana's one-stop resource for registering and managing businesses and ensuring compliance with state laws and regulations. INBiz provides Indiana businesses with a “one-stop shop” to conduct business with multiple areas of government in the State of Indiana, streamlining operations for both businesses and State agencies. INBiz increases compliance, data integrity, and transparency while employing the most secure environment in Indiana government. The website offers Secretary of State (SOS), Department of Workforce Development (DWD), Department of Revenue (DOR), Professional Licensing Agency (PLA), and Office of Attorney General (OAG) services. SOS INBiz services went live in April 2016, and DOR and DWD services went live in August 2016. PLA and OAG services came on-line in late 2017 and early 2018.

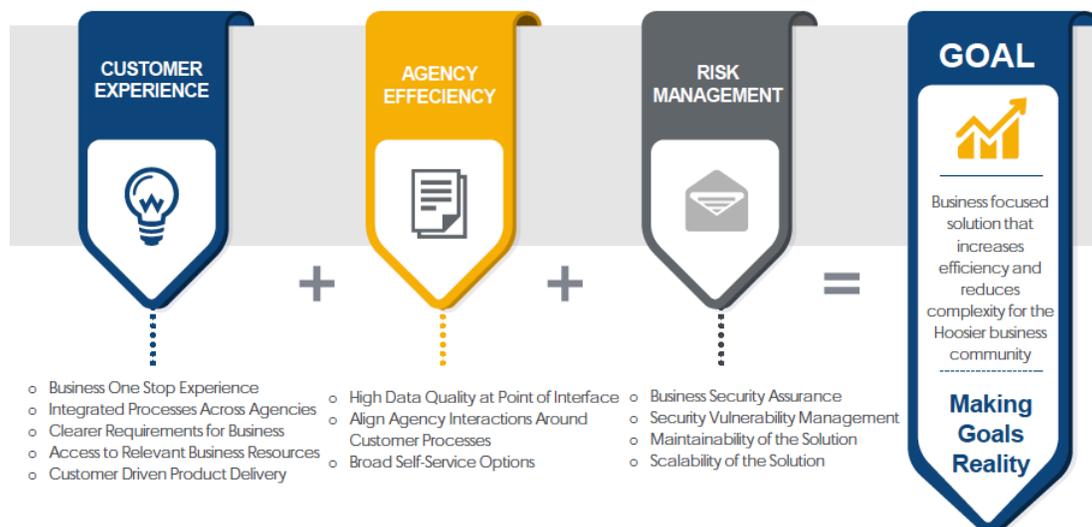
INBiz is open to anyone who wants to run a business in the State of Indiana. INBiz customers include businesses of all sizes, registered agents, accounting and law firms. It can also handle many of the needs of sole proprietors and general partners.

Businesses can register with the Secretary of State’s office, make changes to business registration filing and pay annual filing fees, among many other activities. With the addition of the Department of Revenue, businesses can register, add a new location, and add tax types to locations. For the Department of Workforce Development, users can conduct employer self-service activities through INBiz, such as paying liabilities and filing quarterly reports. INBiz links directly into the Department of Workforce Development’s current system, allowing businesses to do anything that is available online today. For PLA, realtors can currently manage their licenses, and beginning in January 2019, all professional license holders in Indiana will be able to manage and maintain their licenses. For OAG, businesses can file Holder Reports to support the return of Unclaimed Property to its rightful owner. INBiz currently has more than 300,000 users. Learn more at INBiz.in.gov.

Project Narrative

Concept

INBiz has one goal: simplify how Hoosier businesses interact with the State so they have more time to focus on their businesses. INBiz pursues four key tenets to support this goal.



INBiz is one of the furthest reaching programs for the “one-stop” solution in the country. To improve customer experience, increase agency efficiencies, and mitigate risk for businesses, INBiz has implemented steps to ensure the highest public record integrity:

- Increased security – the application requires users to login to perform actions that change their business record, using Microsoft’s Azure authentication tool to drive them through the on-premise “Protected Zone,” the most secure IT environment in the State of Indiana. The Protected Zone employs military and banking grade security features following the latest NIST guidelines.
- Business Alerts – INBiz sends email alerts notifying business owners of changes to their business record.
- Improved Search Function – INBiz provides advanced search capabilities, which allows public users to locate and access public records relating to a business, by Registered Agent Name, Principal Name, Incorporator Name, Street Address, City or Zip Code at no cost.

INBiz improves service delivery through a relentless pursuit of customer-focused innovations that include the previously mentioned Protected Zone, as well as an integrated Help Desk that fields more than 10,000 calls per month, constantly adding online services, and creating an “uber-brand” that transcends the individual INBiz partner agencies to create a common “look and feel” for users.



The innovative aspect of this project is that INBiz inter-links agencies in a way that is intended to provide one point of contact that can be used by existing or new businesses for interacting with multiple State agencies at one time. INBiz provides the greatest level of one-stop shopping that exists anywhere. A project goal is to blend other levels of government into this application, allowing customers to interact with municipal agencies. This component is actively being developed with two Indiana municipalities and will include the ability for businesses to file and manage local improvement permits leveraging the data they've already entered into INBiz, reducing processing time for businesses and local governments.

INBiz has yielded time savings of approximately 10 percent for current processes (system easier to use) as well as an additional adoption rate of greater than 90 percent for new on-line services. Support staff have realized an efficiency gain of 10-12 percent with the additional tools developed for them.

INBiz has a robust marketing and communications campaign. For each release, INBiz launches an outreach campaign to Hoosier businesses that consists of digital, social, and traditional paid and earned media efforts along with targeted emails to registered users (INBiz has more than 500,000 user email addresses). INBiz employs the Salesforce Marketing Cloud to reach its customers.

The application is primarily C#/.NET based on a heavily customized COTS package. This platform allows any vendor to become involved and work on the code, as evidenced by the fact that INBiz consists of the primary application that interconnects with several other vendors' systems

INBiz – 2018 NASCIO Award Submission

that have been modified to look like INBiz. Another innovative characteristic of INBiz is that it does not serve as the system of record for any partner agency except SOS. This allows individual agencies to maintain data ownership and conform to statute and policies. INBiz follows an Agile project management methodology and development approach.

The Legislature appropriated \$9.1 million to develop INBiz, while the SOS provided an additional \$6 million investment. Direct staff was not hired specifically for the INBiz project, although there was a shift in responsibility to provide the necessary internal support to ensure project success. INBiz is governed by a robust governance structure that consists of a multi-agency Steering Committee with subcommittees for Call Center / Help Desk support, Change Control, Marketing, and Technology Oversight and Alignment. Through this governance process and in collaboration with customers, partner agencies, and municipalities, the INBiz program has identified 300 potential touch-points that businesses may have with the State and has thus built a 5-year roadmap to incorporate the most pressing areas of need.

Significance

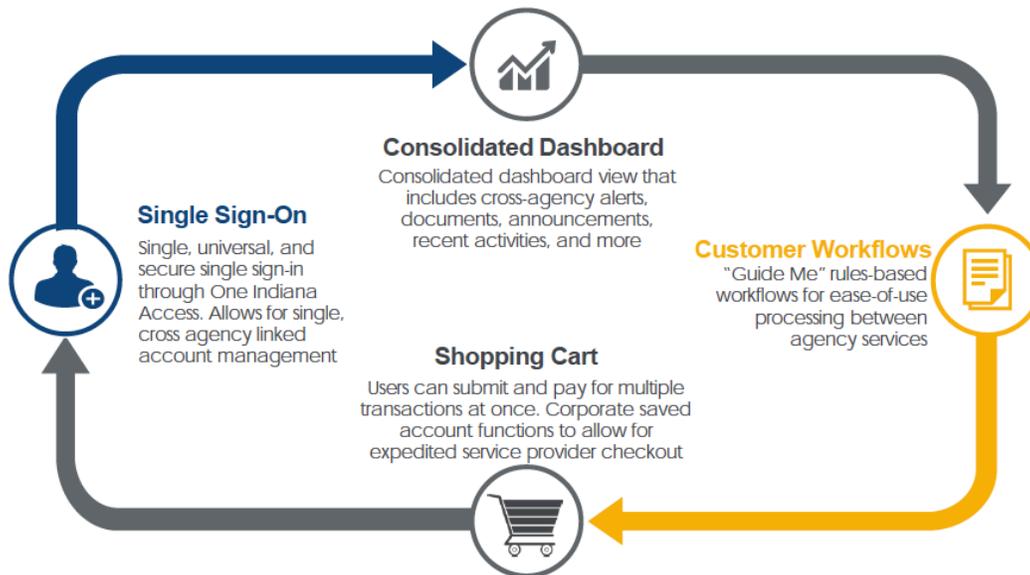
The Secretary of State worked with the Indiana Legislature to make a visionary shift in 2011, amending the Indiana Code concerning state and local administration. The Legislature initially selected the Secretary of State Business Services Division, Department of Revenue, and Department of Workforce Development based on constituent demand, because they represent the most basic activities that a business must do to legally operate in the State of Indiana. From filing incorporation papers with the Secretary of State, to registering to pay taxes with DOR, to filing quarterly reports with DWD, the Legislature recognized that making Hoosier business owners' lives easier meant making SOS, DWD, and DOR tools more accessible and simplified:

- INBiz shifts the State's view to a "business owner needs focused" rather than "State needs focused" model, centralizing responsibility for business registration activities in a system managed by the Secretary of State.
- INBiz was designed to be a living, evolving solution, as evidenced by the expansion of services available within SOS, DOR, and DWD while adding PLA and OAG Unclaimed Property Filing capabilities since initial launch.
- The Access Indiana (Microsoft Azure) single ID for state business was implemented with the system and accepted by all of the participating agencies. Microsoft has since recognized Indiana as a leader in government use of Azure.

One of the most significant aspects of INBiz is its cross-agency features, aligning values and objectives to the State's and Governor's strategic goals. Key features include:



In addition to cross-agency features, INBiz offers Hoosier businesses several core features that put business owners first, focusing on their needs over State agency requirements.



Impact

Since launching in 2016, INBiz has built its user base to more than 303,000 users. The Secretary of State’s office has had more than 475,000 transactions to-date, while DOR has had more than 85,000 new and existing business transactions, including approximately 39,000 new business registrations. DOR and DWD have both experienced increased transactions through INBiz, with month-over-month gains exceeding 100 percent. INBiz increased online filing rates for Business Entity Reports, a key Secretary of State filing, by nearly 200 percent year-over-year. INBiz has

INBiz – 2018 NASCIO Award Submission

also driven daily revenue collections up nearly 62 percent, helping the State with cash flow to support ongoing operations. To ensure that customers have as much support as possible as services become increasingly available on-line, the State also stood up a call center that has fielded more than 200,000 calls since April 2016. The INBiz program has also made dozens of enhancements through 24 releases while settling into a disciplined rhythm with ongoing operations and maintenance.

INBiz maintains a robust customer satisfaction survey program. In the Q3 2017 reporting period, more than 86 percent of users reported that they were satisfied with their INBiz experience, which is quite high for a government portal. The State of Indiana has established a goal of being recognized as technologically innovative. INBiz customers were asked how strongly does INBiz Support the State’s desire to be recognized for innovation. More than 65 percent of survey responders said INBiz very much supports the State’s recognition of technological innovation.

INBiz has had a major impact on how businesses interact with the State. Based on research such as ongoing customer satisfaction surveys and annual focus groups, customers were asked what was their primary method used to complete filings prior to INBiz. Nearly 60 percent of customers used mail or individual websites prior to INBiz’s launch; now, more than 95 percent of customers file on-line, saving themselves and State agencies time while increasing record integrity and compliance. Customers were asked to articulate the greatest benefit of INBiz provided to them as a user, noting that INBiz saves time, is easy to navigate, and provides a single location with access to multiple agencies. In fact, customers reported that INBiz saves 40 minutes per transaction when compared to previous methods.

Finally, INBiz has received three major awards over the past year:

- 2017 Merit Award from the International Association of Commercial Administrators (IACA)
- 2017 Digital Government Experience Award from the Center for Digital Government
- 2017 “Best Application Serving the Public” from Government Technology / eRepublic

While these awards are a testament to the efforts of the INBiz team, they also recognize the importance of the vision that the Legislature set forth several years ago.