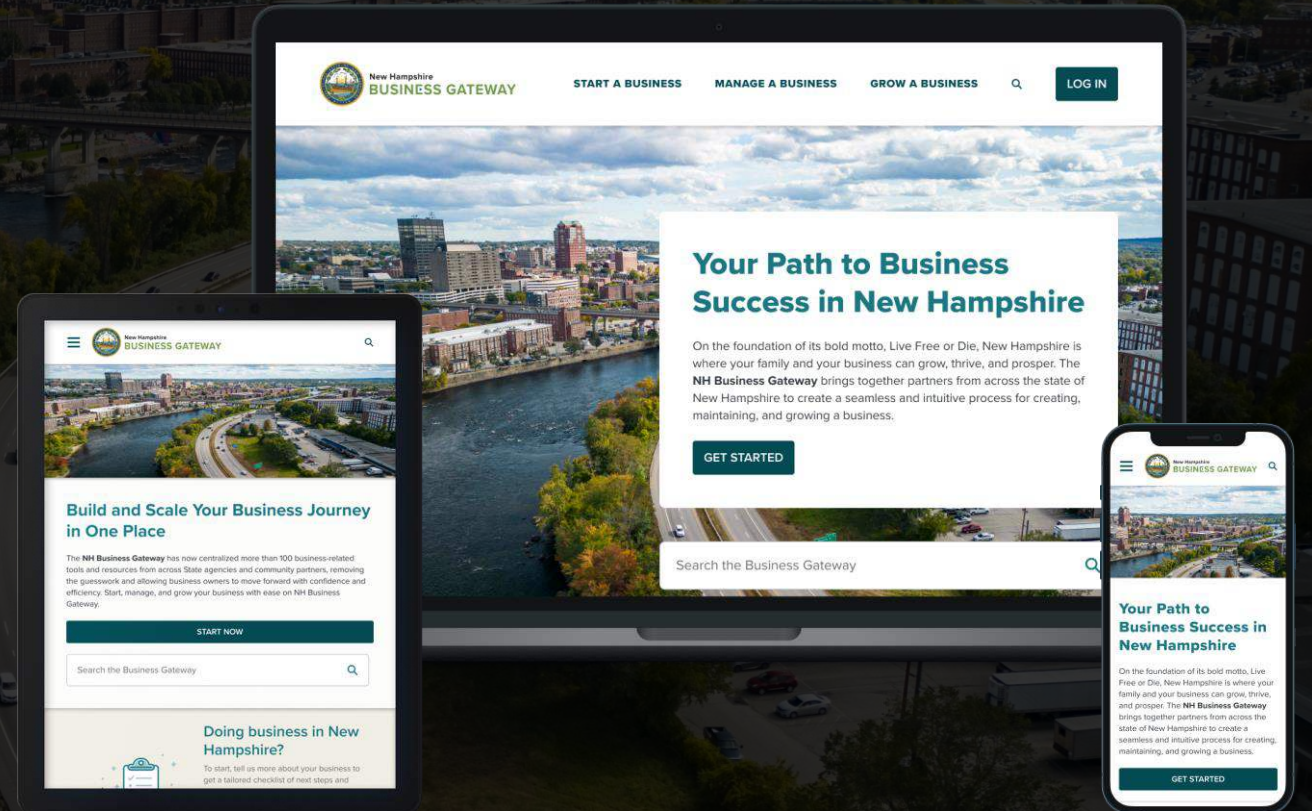


New Hampshire Is Open For Business.

NASCIO State IT Recognition Awards Submission from the State of
New Hampshire Department of Business and Economic Affairs
(BEA) and Department of Information Technology (DoIT).

Category	Digital Experience: Enterprise Solutions
Project	NH Business Gateway and New Hampshire Access
Dates	January 2024 – Present
Contact	Mark Laliberte, Business Development Manager for BEA, Mark.J.Laliberte@livefree.nh.gov



A New Digital Gateway for New Hampshire Businesses

The NH Business Gateway is more than a portal; it is a statement that New Hampshire is open for business and committed to leveraging technology to foster economic opportunities.

New Hampshire has fundamentally transformed its customer service approach with the business community by launching the **NH Business Gateway**, a "no-wrong-door" enterprise platform that makes the state a true partner in economic growth.

Background: Before the Gateway, entrepreneurs faced a fragmented digital landscape, navigating over 130 resources across 19 different state and federal websites. This created significant friction, delayed business startups, and hindered economic potential.

Approach: By uniting 13 state agencies and 6 business partners under a single, customizable portal with an enterprise single sign-on (SSO), the NH Business Gateway delivers a seamless, intuitive, and personalized experience.

Impact: This initiative has produced immediate and measurable results:

- **Drastically Simplified Startups:** The integrated New Business Checklist has significantly reduced the time to navigate the startup process, turning a weeks-long research effort into a guided, 10-minute questionnaire.
- **Unified Cross-Agency Experience:** Consolidated business registration, licensing, and tax compliance into a single, secure user journey, with integrations from the Department of Transportation (DOT), Office of Professional Licensure and Certification (OPLC), and Secretary of State (SOS).
- **Strong Early Adoption & Positive Feedback:** With 80+ new users signing on every month, feedback has been overwhelmingly positive, with one business owner stating, "A tool like this [sooner] would have been incredibly helpful. It was a year-long process [before]."

*"I'm proud to share an exciting step forward for our business community. The New Hampshire Business Gateway is a new centralized hub for everything businesses need to start, grow, and thrive here in the Granite State. Whether you're launching a new start up, expanding operations, or navigating compliance, the New Hampshire Business Gateway makes it easier than ever to do business with and in our state. We built this portal with you in mind, **a single point of access connecting businesses to licensing, permitting, tax reporting, regulatory compliance, funding resources, and more, all in one place.** It's intuitive, mobile friendly, and **personalized to your business type and stage**, whether you're a solo entrepreneur or a growing manufacturer.*

*We're making government work better for business, saving you time, reducing confusion, and helping you focus on what matters most, **running your business.** Visit NHBusinessGateway.gov and discover how our state's new business portal can work for you. New Hampshire is open for business."*

- Governor Kelly Ayotte

Access.NH.gov



NHBusinessGateway.gov



The Idea

New Hampshire’s economic vitality depends on the success of its businesses; 99% of which are small businesses. However, the discovery process with business owners and state employees revealed significant barriers to success.



"I did not even know we were supposed to register as a health club until a year into it"

NH Fitness Club Owner



"I never know who is supposed to be in charge – the town or the state?"

NH Fitness Club Owner



"The departments are proud of what they do...but it's not a great user experience. Its time-consuming for the business to chase down and follow up on these services"

NH Restaurant Owner



Pain-points and implications

- Fragmented Guidance:** Entrepreneurs were forced to navigate a confusing web of over 130 resources across 19 different platforms. There was no single source of truth, leading to compliance risks and delays.
- Disconnected Systems:** Each agency had its own login and portal, creating password fatigue, security vulnerabilities, and a disjointed user experience. Simple tasks required redundant data entry and manual follow-up.
- Operational Inefficiency:** State employees were burdened with high volumes of repetitive inquiries and manual request routing, diverting focus from high-value support and creating process bottlenecks for everyone.

Opportunity: Fundamentally redesign the state's business-to-government experience.

- **Establish a unified, "no-wrong-door" digital gateway** to serve as a single-entry point for all business interactions with state government, replacing a confusing and fragmented online landscape with a single source of truth.
- **Deploy an enterprise-wide single sign-on (SSO)** to break down agency silos, allowing business owners to securely access a wide range of services across multiple departments with one set of credentials.
- **Deliver a human-centered, personalized user journey** that provides tailored guidance—like the actionable New Business Checklist—to reduce complexity, ensure compliance, and empower entrepreneurs to move forward with confidence and speed.
- **Create a scalable, enterprise platform** that not only solves immediate business needs but also provides a foundation for future cross-agency collaboration and digital service delivery, positioning New Hampshire as a leader in digital government.

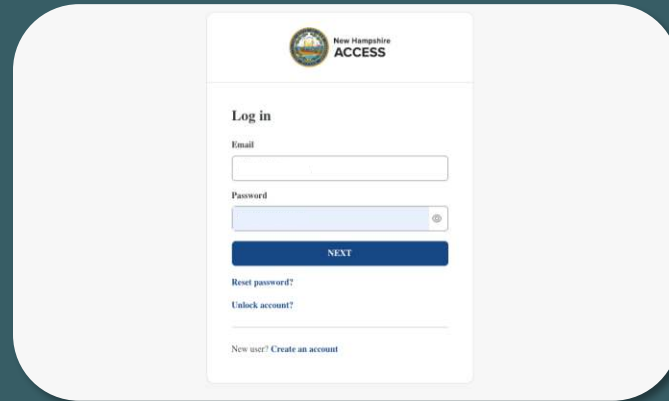
What makes this universal? Addressing several NASCIO priorities

#2 Cybersecurity & Risk Management Enterprise IAM / NH Access SSO reduces credential sprawl and centralizes identity management across agencies.	#5 Digital Government/Services: One-stop portal with human-centered design, digital identity management, cross-agency collaboration	#6 Accessibility Mobile-first, WCAG-compliant design ensures 309,420 small business employees¹ and owners can access services equitably.	#7 Identity & Access Management: NH Access delivers citizen digital services, access control, authentication, and credentialing	#9 Consolidation / Optimization: Centralizes 130+ services from 19 agencies into one platform, reducing redundant technology and administrative overhead.
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1. SBA's 2025 Small Business Profile

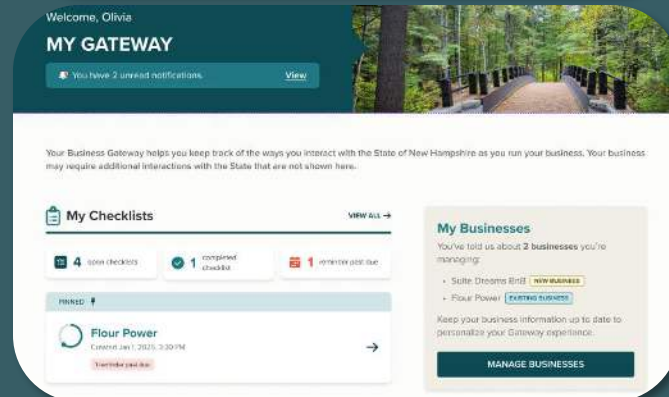
3 | NH BUSINESS GATEWAY | NASCIO SUBMISSION

An enhanced and secure user experience for the business community



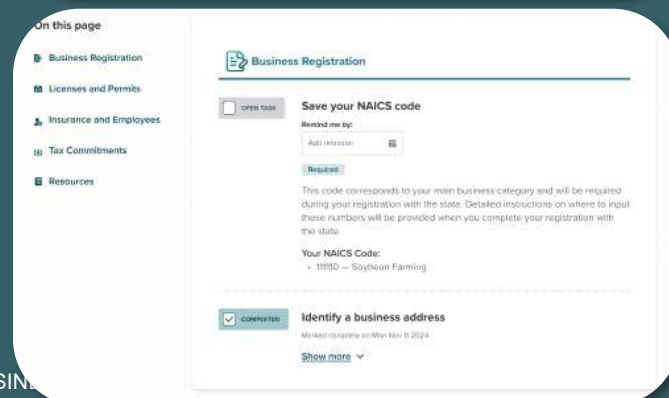
Enterprise Single-Sign On

The New Hampshire Access platform is the State's enterprise Identity and Access Management (IAM) solution, providing centralized user registration, login, single sign-on (SSO), password reset, and profile management for integrated applications. It gives business users a single-entry point to a growing set of services, beginning with the Department of Business and Economic Affairs (BEA) and expanding across New Hampshire agencies. The platform improves user convenience, strengthens security, and increases operational efficiency for both business owners and the State.



Personalized to Your Business Type and Stage

The My Gateway Personalized Dashboard serves as the home base for New Hampshire business owners, bringing together information, helpful links, and resources from integrated NH agencies in one centralized experience. The Gateway captures details about a business's stage, industry, and goals, to surface guidance and support tailored to each user's needs. This makes it easier for businesses to find the right next steps, navigate state services more efficiently, and access relevant opportunities with less time and effort.



Actionable New Business Checklist

The Business Checklist is designed to optimize the experience of opening and running a business in New Hampshire. It combines data across multiple agencies to create a customized list of recommended and required resources, including tax requirements, employment, location, and licensing or permits. Users start by answering a few brief questions and in less than 10 minutes they receive a personalized and actionable checklist that guides them through conducting business in NH. The checklist reduces the time it takes to start a business by 96% by enabling businesses to stay organized and compliant, minimize delays, and navigate requirements with confidence.



An enhanced and secure user experience for the business community

Unified State Hub

A single, centralized destination where business owners can complete tasks, get support, and explore 130+ services from 13+ state agencies and partners—eliminating the need to sift through disconnected agency websites and reducing navigation by an estimated 90 steps. The result is a faster, more intuitive path from search to action, with clearer next steps, less manual effort, notification, and greater ability to self-serve. This not only improves the user experience but also helps reduce avoidable support requests to agencies so staff can focus on higher-value assistance.

Consistent Branding

Cohesive branding aligned with BEA's existing identity and visual standards to deliver a seamless, intuitive experience for business users, while reinforcing familiarity, trust, and consistency throughout the portal journey.

Customer Support & Feedback

A robust customer support system is centered on a dedicated Support Page featuring agency contacts, FAQs, and a Contact Us form. This gives businesses multiple ways to get help, whether by self-serving common questions or submitting inquiries that connect them directly with agency experts. Behind the scenes, a Salesforce-powered case management system efficiently routes tickets to the appropriate agency support representatives, enabling timely response and resolution within a single platform. Dashboards and reporting provide visibility into inquiry volume, status, and outcomes, helping agencies track issues to resolution, respond more effectively to community needs, and maximize staff time. In addition, a portal feedback form allows customers to share their experience and provide direct input to BEA, enabling the team to make continuous improvements and stay aligned with evolving customer needs so the portal remains valuable to business users.

Implementation and Roadmap

NH Business Gateway Strategy Defined
April 2023

Development Kickoff Featuring 9+ Agencies
August 2024

MVP Complete: Business Checklist & 100+ Services
December 2024

Public Launch: Business Gateway & New Hampshire Access (Enterprise SSO)
December 2025

Additional Agency SSOs, More Features, & Notifications
April 2026

Feedback, Future Feature Development, & Additional Agency Onboarding
May 2026 and Beyond

A Strategic and Collaborative Rollout

The program was delivered through a phased, agile model designed to create value early while managing technical complexity over time. Working closely with BEA, NH agencies, technical and design teams, the team created a released based approach that enabled transparency, managed risk, and sustained alignment across the State.

Key themes

- **Deep Stakeholder Engagement:** From the beginning, we collaborated with over 20 key stakeholders, including state commissioners, technical teams, and business partners. Over 30 discovery interviews ensured the solution was built to solve real-world problems.
- **Agile and Iterative Delivery:** We launched a Minimum Viable Product (MVP) in just five months (August to December 2024), starting with 9 agencies and core features like the Business Checklist. This allowed us to gather real-world feedback and continuously improve.
- **Focus on Speed to Value:** Our release-based approach allowed the program to scale rapidly, growing from an initial 36 services to over 130 services and from 9 agencies to 13 agencies plus 6 partners—all while staying under budget and ahead of schedule.

STAKEHOLDERS



Impact

USER FEEDBACK

The ultimate measure of success is the voice of the business owners we serve. User feedback has been overwhelmingly positive, validating that the Gateway is solving the right problems and delivering a truly enhanced digital experience.



"The navigation is clear, direct, and intuitive. I like how action oriented it is."

New Business Owner in Manchester



"It took me a long time to open my business because I had to do everything myself, but this takes the stress out of knowing what to do."

New Hampshire New Business Owner



"If I need specific help or more focus, there is someone to connect with. It feels good that someone would be on the other end to help."

Established Small Business Owner in Concord



"All the information this tool gave was research my wife and I had to do, and it was a year long process. A tool like this would have been incredibly helpful."

Established Small Business Owner In Manchester and Portsmouth



"I would love to use it right now! I hope you get it up and running soon."

New Hampshire New Business Owner



"I need this [portal]! Where have you been?! There is so much to keep your finger on. This looks great."

Business Advisor for Small Business Owners

PROJECTED IMPACT

Since the 12/8/25 go-live, early usage indicates strong adoption and meaningful repeat engagement. Combined with continued scaling across features, integrations, SSO, and agency participation, anticipated impact of the Gateway includes:

30%

Potential increase in the number of small businesses opened over a 5-year average₁

5,000

Additional jobs estimated to be created over a 5-year average₂

19,200

Estimated hours saved per year for businesses owners starting a new business₃

25%

Projected reduction in cost-to-serve due to avoidance of redundant technology₄

Sources: NHBG strategic Implementation plan, and:

1. Growth metric used was Compounded Annual Growth Rate (CAGR)
2. Source: SBA Small Business Economic Profile
3. Source: National Governors Association; Kentucky Business One Stop Portal Assessment; Census data; state websites
4. Source: DoIT Statewide Information Technology Strategy; Bronson Consulting