

SECRETARY OF STATE
STATE OF INDIANA
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Legislative Council of the Indiana General Assembly
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Indianapolis, IN 46204

2021 Annual Report
Development of Multi-Agency "Business One-Stop" Internet Site
Pursuant to IC 4-5-10-1(e)

Reporting Period: November 1, 2020 – October 31, 2021

Members of the Indiana Legislative Council:

Pursuant to Indiana Code 4-5-10-1 (e), the Indiana Secretary of State (SOS) herewith submits a report on the progress of the development of Indiana’s Business One Stop (“INBiz”) platform. On behalf of our office, we are pleased to report the progress that has been made since last report.

Background

Ind. Code 4-5-10-1, as amended in 2011, charges the Secretary of State, in collaboration with other state agencies, to develop and maintain an Internet web site ("portal") with which a business may establish a single user account to conduct transactions such as registration, permitting, report filings, payments and account history inquiries with multiple government agencies. Stated differently, the objective of INBiz is to provide Hoosier businesses with a one-stop shop for all transactions with state government. This one-stop shop provides a streamlined, customer-centric experience that reduces confusion, stress, and delays for Hoosier business owners.

INBiz 2021 Statistics

- 739,044 active user accounts
- 500 to 600 new users per day
- 356,916 online filings submitted
- 239,882 cross-agency links made
- 89,472 new businesses registered
- 89% (avg.) customer service satisfaction

Projects Completed in Reporting Period

This last reporting period saw continued growth in the online service offerings from INBiz partner agencies, which include the Department of Revenue (DOR), the Department of Workforce Development (DWD), the Indiana Office of Technology (IOT), the Indiana Professional Licensing Agency (IPLA), the Office of the Attorney General (OAG), the Indiana Small Business Development Center (SBDC), and the City of Greenwood (GWD). INBiz now provides over 70 online services.

The INBiz program has leveraged the original capital appropriation with ongoing Enhanced Access funding to amplify the Legislature's vision, allowing INBiz to yield far more functionality than initially contemplated.

Major INBiz accomplishments from this reporting period include:

- Access Indiana Single Sign-On Integration
- INBiz Security Enhancements
- Improvements to INBiz Customer Experience
- Continued COVID 19 Response
- Voice of the Customer Data

Access Indiana Single Sign-On

In December 2020, we successfully integrated the Access Indiana Single Sign-On platform with INBiz. This integration required the migration of more than 550,000 active accounts and required users with existing INBiz accounts to update their credentials. With the support of IOT, the process was successful, and users were able to update their accounts without issue. Integrating INBiz with the Access Indiana platform moves Indiana closer to the goal of Hoosier citizens only needing one set of login credentials. This is consistent with the INBiz mission to create a "one-stop" portal.

INBiz Security Enhancements

The Secretary of State and IOT worked in tandem with the INBiz development team to improve the security posture of the INBiz application. Multiple enhancements were implemented to ensure the integrity of the portal. The security of INBiz continues to be a priority for the Secretary of State and all of our partner agencies.

Improvements to INBiz Customer Experience

Monthly deployments are made to address any bugs and scheduled system enhancements. During the reporting period, multiple changes were made to INBiz to improve the customer experience. Some highlights include:

- Substantial improvements to the notary application process
- Created a process for ordering custom certificate of facts
- Numerous landing page improvements
- Successfully transitioned INBiz branding to a new secretary of state
 - This included updating all filing documents, certificates, and email content

- Developed sign up process for the INBiz newsletter

Continued COVID-19 Response

The Indiana Secretary of State staff remained remote until July of 2021. While no one could have predicted the amount of time our staff would work remotely, there was never any doubt in our office's ability to continue to serve Hoosiers without interruption. The ability to do so is a direct result of the investment that has been made in INBiz and the office's in-house applications.

Business owners were able to continue registering with the Secretary of State's office, make changes to business registration filing, and file biennial reports, among many other activities. Additionally, Hoosiers were able to continue accessing the services of our partner agencies as well.

From the reporting period of 2020 to 2021, the Secretary of State saw a 27.7% increase in business formations. However, the processing times for online and paper filings remained the same. INBiz filings are processed in terms of minutes and hours and paper is processed within 1-2 businesses days upon receipt.

The INBiz Call Center was able to provide up-to-date information and resources to concerned business owners. In addition, the partnership between the Secretary of State and ISBDC was especially important during the pandemic and allowed the call center to connect concerned Hoosiers with the experts at ISBDC for information on PPP, grants and other federal programs initiated to assist businesses during the pandemic. The INBiz Call Center remained well above the industry standard for first contact resolution: a key metric in determining service quality and customer satisfaction.

Voice of the Customer

This reporting period also saw a continued effort in understanding the voice of the customer through online user surveys and Chatbot surveys. With thousands of respondents, the survey responses identified the following key factors related to INBiz customers:

- 93% of users are small businesses (0-25 employees)
- 90% of users are domestic businesses (in state)
- 36% of users are starting a business
- 20% of users are filing their business entity report
- 8% of users are filing a tax registration
- 15% of users are notary public commissions
- 5% of users are obtaining or updating a professional license

INBiz Adoption Rates

(percentage of filings submitted on INBiz in comparison to paper)

The Secretary of State saw increased adoption rates for business formations, amendments, and UCC filings during this reporting period and saw no decline in any online adoption rates.

Business Entity

Filing Type	FY 2021	FY 2020	FY 2019	FY 2018
Formation	96.8%	94.3%	92.5%	91.2%
Change Filings	94.4%	90.5%	87.2%	84.6%
Business Entity Report	99.1%	99.1%	98.4%	98.1%

UCC

Filing Type	FY 2021	FY 2020
UCC Filings	87%	85%
Search Certificates	99.8%	99.7%

Trademark Registration – 100%

Notary Public Commissions – 100%

INBiz Roadshows

Due to the pandemic, the INBiz Roadshows, hosted by the Program Management Office, were suspended for a period of time. However, Secretary Sullivan began a listening touring of all 92 counties in April of 2021. Secretary Sullivan has received consistent feedback from across the state that INBiz offers robust functionality while remaining user friendly. Moreover, Secretary Sullivan is evaluating the feedback she receives on the road to help her determine future initiatives that are essential to Hoosier business owners with a focus on ensuring underserved constituents needs are heard.

Plans for Upcoming Period (November 2021- October 2022) & Ongoing Discussions

The INBiz program is maturing its processes and aims to complete several major initiatives through the next reporting period while exploring future horizons. All these projects will help in cementing Indiana’s reputation for a business-friendly environment, which include:

Department of Revenue NextDOR

The Indiana Department of Revenue (DOR) embarked on a multiyear project to modernize Indiana’s current tax system. Branded as “Project NextDOR”, the third of four phases will be launched in 2022. Tax paying business owners now register through the new e-services portal, the Indiana Taxpayer Information Management Engine (INTIME). We will continue to partner with the DOR leadership and project team to ensure a streamlined process for the next phases of the project.

Professional Licensing Agency (PLA) Expanded Integration – PLA launched their INBiz integration in April 2019 – rolling out the ability for INBiz users to apply and manage up to 22 commercial licenses with IPLA through INBiz. This integration was the furthest reaching integration between agencies (SOS and PLA) at the time of launch. The integration was created

in such a way that new license types can be added quickly and easily. A huge opportunity exists to add individual license holder application and renewals with the potential to double the size of the half-million existing INBiz users.

Agency Data Share Portal – An agency data share portal is in the scoping process and is intended to assist with state agencies sharing data with one another to improve data accuracy and process efficiencies across agencies. Some examples include:

- **Dissolutions:** Articles of Dissolution received from one agency could be transferred to additional agencies who require the information on a scheduled basis. This would ensure data accuracy across multiple agencies and create efficiencies by removing the need to request or search for the information.
- **Sharing Business Entity Data:** Businesses are now required to make updates such as change of address, business name, and responsible officers with each agency that maintains the data. INBiz has an opportunity to collect this information from the user and propagate the data across relevant agencies. This ensures business records are up-to-date and synced across agencies.

City of Greenwood Expansion

In August 2019, the INBiz team partnered with the City of Greenwood and their vendor, Cityworks, to add Commercial Permitting functionality to INBiz. Greenwood has requested an enhancement to the current functionality to allow all its permit types to be processed in INBiz.

City of Evansville Permitting

The City of Evansville has expressed an interest in adding its Commercial Permitting process to the INBiz portal. This project will require separate development from City of Greenwood project due to the fact that Evansville's vendor is Tyler Technologies.

Automated Business Search via API with IEDC

IEDC has requested a process for improving existing methods for searching business entity data. IEDC currently utilizes the INBiz business search for locating required information their internal procedures. This request has resulted in the idea of developing an integration to access the Secretary of State's business entity data via API. The development of a new webservice and API has the possibility of being leveraged by future stakeholders. The office has already had multiple requests for this functionality from public agencies and private industries. This project is in-line with the One-Stop initiative that focuses on bringing agencies together and simplifying processes.

New Business Checklist

In an effort to communicate important next steps to newly formed businesses, the office is in the process of developing a welcome letter that contains important information and a next steps checklist for businesses to follow. This communication will focus on the requirements related to filing a business entity report, how the office sends reminders, when the report is due, and the

result of failing to file. In addition, the check list will include information on the following:

- Obtaining FEIN
- Opening a business bank account
- Registering with DOR
- Obtaining Licenses and Permits
- Registering with DWD
- Registering Workers' Compensation
- Reporting Wage & Unemployment Compensation
- Reporting Unclaimed Funds
- Registering as a Minority, Women & Veteran Owned Businesses
- Applying for Tax Exemption
- Applying for Nonprofit Postal Permit

Budget

The basic annual budget for the program development, implementation, maintenance, and administration is approximately \$4 to \$4.5 million per year. Due to the pandemic, the 2021 budget was reduced to \$1.9 million which included maintenance, administration, and smaller scale enhancements.

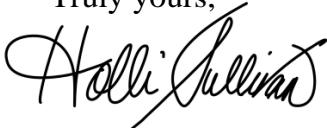
Next Steps

The Secretary of State and representatives of the INBiz Steering Committee look forward to continued engagement with members of the Legislative Council and Indiana General Assembly regarding the positive short-term and long-term impact the INBiz program will have on Hoosier businesses, key state agencies, and Indiana's overall technological and financial efficiency.

In conclusion, we would like to share with you the high praise we continue to have for the committed efforts of the INBiz Steering Committee and agency staff members who appreciate and support this innovative, worthwhile project.

If you have questions about this report or would like additional information about the INBiz program, please contact Deputy Secretary of State, Rachel Hoffmeyer.

Truly yours,



Holli Sullivan
Indiana Secretary of State

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