

SECRETARY OF STATE
STATE OF INDIANA
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Legislative Council of the Indiana General Assembly
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200 West Washington Street, Room 301
Indianapolis, IN 46204

2019 Annual Report
Development of Multi-Agency "Business One-Stop" Internet Site
Pursuant to IC 4-5-10-1(e)

Reporting Period: November 1, 2018 – October 31, 2019

Members of the Indiana Legislative Council:

Pursuant to Indiana Code § 4-5-10-1 (e), the Indiana Secretary of State herewith submits a report on the progress of the development of Indiana's Business One Stop ("INBiz") platform. On behalf of our office and the INBiz Steering Committee, we are pleased to report that significant progress has been made since last reported in October 2018 for the reporting period ending October 2019.

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, INBiz will provide Hoosier businesses with a one-stop shop for all transactions with state government. This one-stop shop will provide a streamlined, customer-centric experience that reduces confusion, stress and delays for Hoosier business owners.

INBiz 2019 Statistics

- 455,000 active user accounts
 - o 500-600 new users/day
- 153,846 online filings submitted
- 94,855 cross-agency links made
- 27,280 new businesses registered
- 93% (avg.) customer service satisfaction

This last reporting period saw an expansion from the initial INBiz partner agencies, which

included the Department of Revenue (DOR), the Department of Workforce Development (DWD), and the Indiana Office of Technology (IOT). We added 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). Additionally, we've expanded services within the Business Services Division to include Uniform Commercial Code filing capabilities. All partner agencies participate in a Steering Committee, a robust project governance structure. Chaired by Deputy Secretary of State Brandon Clifton and INBiz Project Manager Lindsey Mayes, the Steering Committee includes an active Project Team consisting of business and technical team members from each agency, the vendor, and supporting sub-committees focused on technical issues, marketing, and call center operations. This structure has enabled us to maximize inter-agency dialogue, sharing best practices and developing opportunities across agencies.

Projects Completed in Reporting Period

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

Major INBiz accomplishments in the reporting period include:

- Integration with Professional Licensing Agency
 - Modernized Notary Application Process
 - Link/Manage facility licenses to INBiz dashboard
 - Apply for various types of licensure
- Uniform Commercial Code Filing
 - Filing workflows
 - Search Certificate Generation
 - XML integration (Q4 of 2019)
- Integration with the City of Greenwood permitting system
- Integration with Office of Attorney General Unclaimed Property Division
 - Expanded upon existing OAG website functionality
 - Notified business operators of unclaimed property reporting deadline
 - Additional \$40 million in unclaimed property collected by state in 2018 after integration
- Expanded Help Desk services through a partnership with the Indiana Small Business Development Center (SBDC), and the implementation of Indiana state government's first Chatbot
 - Over 200 businesses were formed and over 500 clients received counseling through this partnerships

7/10/19 Press Release

Earlier this year, Margaret Micks contacted the INBiz call center requesting help to open her restaurant, Micks It Up Diner, in Harmony, Indiana. She needed to register her businesses with the state, but she got much more.

The team was able to help her register her business with the state and navigate federal requirements. Margaret and her business advisor even worked through a break even analysis to ensure success for her restaurant. Margaret is now open for business and gainfully employing nine Hoosiers.

"Prior to the INBiz, Indiana SBDC partnership, entrepreneurs would ask, 'what type of business should I form, an LLC or an LLP?' They were asking for help that INBiz was not able to provide. Now, we are able to refer people to the Indiana SBDC for the white glove service of business development. We've seen first-hand that having a business advisor can make all the difference in helping a business succeed and even getting an idea for a business off the ground."

-Sec. Connie Lawson

We've also begun initial work on emerging scopes for other agencies, including:

- NextDOR Modernization
- Additional municipality integrations
 - City of Evansville
 - Town of Speedway

The work described above is in addition to dozens of site and user experience enhancements from monthly system updates.

Ongoing Conversations

Following the successful rollout of Greenwood's local permit filing, the City of Evansville looks to be the next INBiz organizational partner. Additionally, there are emerging opportunities to create cross-agency processes (i.e. business reinstatement, business start, business closure) from the modernization efforts of organizations across the state. Finally, INBiz and the SBDC continue to uncover areas for user enhancement to help all business owners start and grow their business with greater strategic vision, in-depth resources and a suite of competitive advantages. All these projects will help in cementing Indiana's reputation for a business-friendly environment.

Plans for Upcoming Period (Nov 2019- Oct 2020)

The INBiz program is maturing its processes and aims to complete several major initiatives in 2020:

Access Indiana- Aligned with IOT's verified identity solution, integrating Access Indiana will progress 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. This integration will also enhance overall security for the portal through identity verification tools.

DOR Modernization- NextDOR is currently underway, launching phase 1 in September 2019. Phase 2 is set to launch in September 2020 and is focusing on updating trust taxes. With trust taxes as the core DOR feature set in INBiz, we are in close communication with agency leadership to ensure INBiz features and functionality keep pace with DOR modernization efforts.

Customer Experience Upgrades- User research began in July 2019 and will continue through the remainder of the year. Quantitative data from these surveys, combined with qualitative data from SBDC "Round Table" discussions around the state, will inform a suite of enhancements for the website. These will reduce the cost of customer service, increase customer satisfaction, and create additional efficiency for users.

Local Municipality Business Statistics- The statewide County Assessors Offices and the Indiana Economic Development Corporation (IEDC) have each requested INBiz to synthesize collective data sets. This collaborative effort would allow for the ongoing assessment and improvement of regional economic health. For these partner organizations we aim to provide an accurate data set of newly formed Hoosier businesses, which provides information pertinent to their goals of incentivizing, adjusting regulatory policies, permitting requirements and available properties.

Municipality Permitting- The goal is to create streamlined, intergovernmental processes with municipalities, such as Evansville and Speedway. Through these projects INBiz will expand its reach and ease-of-access to several Hoosier business owners and out-of-state vendors. The integrations will also serve as a platform to promote permitting services to other municipalities around the state for integrations beyond 2020.

Remote Notary Functionality- Per Indiana House Bill 1487 passed on May 1, 2019, Remote Notary functionality and Continuing Education functionality is required to be available to the public by July 1, 2020. Additionally, the scope of this project aims to enhance the initial notary application process.

Budget

The basic annual budget for the program development, implementation and administration is approximately \$4 to \$4.5 million per year through FY '20.

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 about 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 effort of the INBiz Steering Committee and State and municipality employees to realize this innovative, worthwhile project.

If you have questions about this report or would like additional information about the INBiz program, please feel free to contact Deputy Secretary of State Brandon Clifton or Project Manager Lindsey Mayes.

Truly yours,



Connie Lawson
Indiana Secretary of State

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Program Recognition

2019

- Public Relations Society of America – Best of Show Award (winner)
- Pinnacle Award, awarded to Hirons for INBiz website

2018

- Government Achievement Award (winner)
- Government Experience Award (3rd place)
- NASS IDEAS Award (finalist)
- NASCIO State IT Recognition Awards – Digital Government category (winner)

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