

A Modernized Licensing System



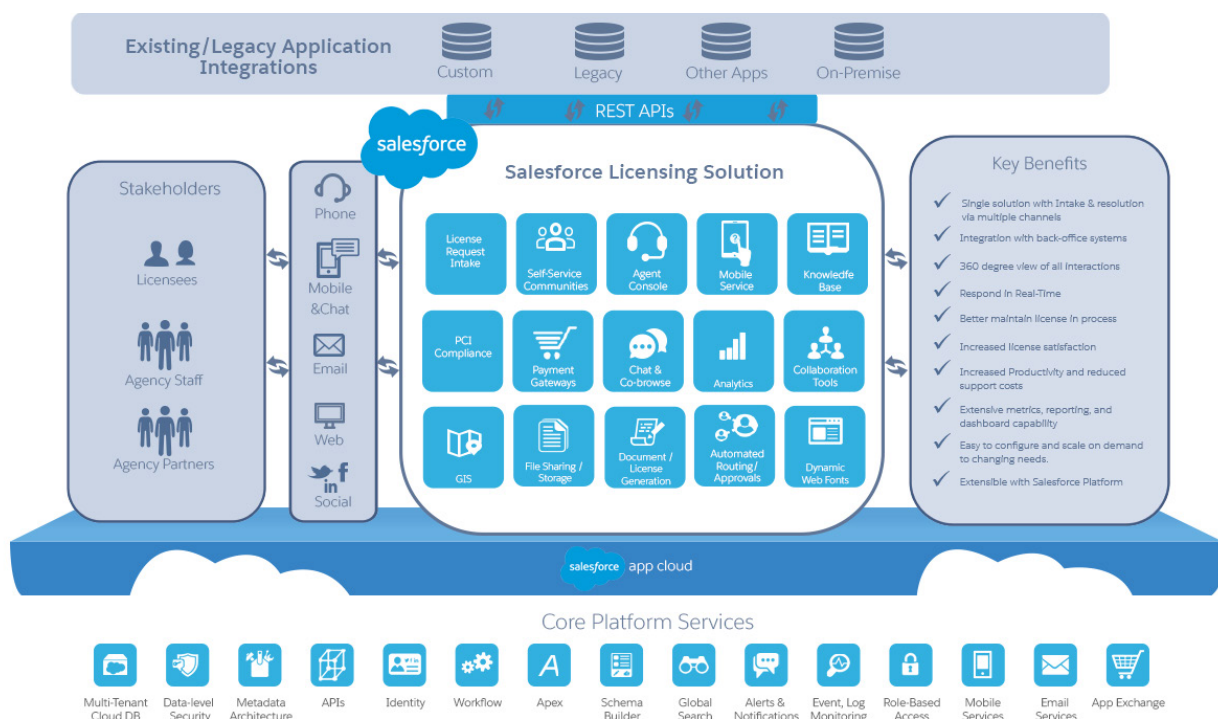
Professional licensing is an imperative area of government services in ensuring the safety and protection of the community and its citizens. Keeping citizens safe today has evolved into a complex responsibility for government agencies. As our society experienced the benefits and comforts of invention and innovations with industrial, technological and knowledge advancements, the corresponding need to assure the safety and well-being of our communities has heightened.

The range of services that require licensing is significantly diverse. Licensing assures a standard of competence necessary in practicing a professional service such as counseling, law advice, operating equipment or hair styling. Businesses such as restaurants, engineering, construction, day care providers and commercial services are required to secure licensing to operate safely and efficiently. And, citizens are expected to meet levels of competency in securing licenses such as in the common responsibility of driving a vehicle. These specific examples represent the extreme diversity with changing complexity of managing and enforcing licensing that support and sustain our communities. Regardless of the licensing, numerous government regulations have been legislatively mandated to assure the level of quality standards for the professional licensee, business or organization offering the services sought by our consumer citizens and organizations.

Challenges

Maintaining this ecosystem of involved stakeholders and licensing relationships to provide the scope and complexity of vital services can be very challenging. As staff manage and monitor licensing services and support, they are finding that existing systems and processes are unnecessarily constraining the delivery of quality services. The licensing application process and government expectations can be equally baffling for businesses and citizens to navigate.

The challenge for many licensing agencies is there have been too few technology options. Either you choose an off-the-shelf solution that lacks customizability, doesn't scale efficiently, is not fully mobile and unable to adapt to the departments changing needs, or you invest heavily trying to develop and support an in-house solution, requiring major upfront and ongoing investments in hardware, software and development resources just to stay current. The Salesforce Licensing solution is a complete platform to connect licensees, businesses and government to secure quality professional services to assure the safety and economic prosperity of a community.



Components of the Licensing System

In order to address these challenges, we are pleased to present a solution to help deliver a robust and complete Licensing system that will give the State, its partners, and its citizens, the ability to collaborate and share relevant data. The Salesforce Licensing solution, built on our proven Salesforce Platform modernizes today's Licensing Systems by providing your agency with the following capabilities:

1. License Intake Management

The Salesforce Licensing Solution provides out of the box functionality to track license intake requests as well as customer service issues related to the license process. Easily track licensees and all of their supporting information such as application submission, where they are in the process, their required documentation on file, payments, education credentials, and more.

2. PCI Compliance and Payment Processing

The Salesforce solution offers the capability to accept and manage payments from your Licensees for their License Applications through their robust AppExchange partners. The Salesforce Platform is PCI Compliant and handles secure, encrypted, credit card transactions on a daily basis. Most License Intake processes include paying a fee and the Salesforce Licensing Solution manages that for Licensing Agencies in a single location.

3. One Service Platform with App Dev and External System Integration Capabilities

Salesforce's world leading, trusted cloud application development system allows agencies and partners to build applications that achieve a 70% accelerated time to value and at approximately half the infrastructure cost of traditional, on-premise system implementations. Your agency would have the ability to customize and create new applications and functionality to track new programs or program changes, without the need for coding. Independent studies conducted by leading Industry Analysts such as Gartner, Forrester and IDC (International Data Corporation) show how cost effective and the large ROI potential of the Salesforce cloud application development environment. In IDC's Study published in February, 2014 (View IDC Report), the following key Business Value results were cited when comparing the Salesforce rapid applications development environment versus traditional on-premise application development environments:

Salesforce delivered an average 520% ROI

- 70% accelerated time to market
- 80% more applications launch per year
- 44% increase in application development capacity while reducing IT costs
- 75%-85% reduction in infrastructure costs

In the case where the system needs to integrate with a local licensing management systems, or an internal State system, integration options range from native Web Services support (APIs, outbound workflow, etc.) to import/export utilities to middleware integration via packaged connectors to toolkits for Java, .NET, and other open platforms. Our solution provides the ability to call out to virtually all common APIs, to enable synchronization, push / pull, and mash-ups with external apps/systems enabling numerous local agencies to exchange data with the new system more easily and in real time.

4. Self Service Communities and Dynamic Web Forms

Licensing Agencies and their internal and external stakeholders will be able to break down silos and drive deeper collaboration and connections around Licensing Programs. Agencies are using online communities to connect Licensees, Agency Staff, and Partners. Communities are branded spaces (portals) for Licensees, Agency Staff, and Partners to connect online or from a mobile device. Because Communities are customizable, you would have full control to add new features, and control access of existing features for community users.

5. Automated Application Workflows, Routing, Queues, and Approvals

Reduce bottlenecks and inefficient manual data entry. With Salesforce's configurative automation capabilities, Licensing Systems have clean and efficient processes that manage the licensing process from end to end. Because these tools can be configured, each Licensing Agency can specify how their process works within the system.

6. Knowledge Base for Licensees, Partners, and Agency Staff members

Our patented knowledge base technology enables your agents to pinpoint what's relevant for any given task or question. In addition, this same knowledge base can be exposed to the web and social media channels to improve call deflection rates and ensure your agency and its partners are delivering a consistent message no matter where the licensee chooses to engage. Salesforce provides tools--like knowledge analytics and widgets--that keep your knowledge resources up to date and exposed to the proper channels. Pre-filter articles with advanced dimensional capabilities. Design knowledge templates such as How Tos, FAQs, etc. and link to external knowledge sources using a rich text article publisher.

7. Reporting & Analytics

Any Licensing System must effectively track License Applications and Routing, which ours does outstandingly, however our solution also resolves a major challenge faced by state and local agencies; Local Area ad-hoc reporting. A common challenge of current Licensing Systems is they are designed to only effectively report at the state level but leave local levels without the capability to create ad-hoc reports, creating a challenge for local regions that need to do in-depth analysis. Additionally, local regions also manage multiple license programs, meaning they must invest in additional license management solutions in order to track and report on these as well, resulting in duplication in costs and complexity. Our solution solves this problem by balancing the needs of the state structure, while being flexible enough to allow local areas to run real-time, ad-hoc reports, as well as customize (based on permissions) so they can track local programs; a win-win for State and Local agencies.

8. License / Document Generation

Historically, Licensing Agencies would have to work with multiple systems to print a License. These systems might not always be in sync or have missing data. With Salesforce License Generation, Licensing Agencies no longer have to worry about getting their processes and data synced with a document generator. The same processes and data being used within the Salesforce platform can also be used to generate the license during the final point in the process. The Salesforce solution with its robust AppExchange Partners can work with templates that dynamically pull data from the Salesforce system to reduce the amount of manual data entry required with possible human error. From the initial intake to generating a license, the Salesforce Licensing Solution provides the end to end functionality for a modern Licensing Agency.

9. GIS

Work with GIS capabilities to see, in real time, from where the licenses are being requested, in process, approved, or denied. Is there a field inspection that is required? Whether pre/post licensing inspection requirement, this solution allows your field workers to pull up a map from their Salesforce Mobile App to see where their tasks are for that day. Need to keep track of Licenses by Status over a certain geographical location? Salesforce GIS capabilities are configurable so that Licensing Agencies can choose how they need to use it within their Licensing Solution.

10. Mobility

The Salesforce1 Mobile App lets your agency connect to your Licensees and Partners in a whole new way. Licensees can use any mobile device to submit, update, and check status of applications and cases through the engagement center portal. The Salesforce1 Mobile App provides your Agency Staff with a completely unified, seamless mobile experience across iOS and Android smartphones and tablets, so License Managers can deliver service anywhere. ***Salesforce customers have reported 29% increase in productivity by enabling mobile access to access content, experts, files, and apps.***

KEY BENEFITS

- › Single solution with intake and resolution via multiple channels
- › Integration with back-office systems
- › 360 degree view of all interactions
- › Respond in Real-Time
- › Better maintain SLAs
- › Increased Customer Satisfaction
- › Increased productivity and reduced support cost
- › Extensive metrics, reporting, and dashboard capability
- › Easy to configure and scale on demand to changing needs
- › Extensibility with Salesforce Platform

To learn more about this solution, please call (844) 807-8829