



## SECRETARY OF STATE STATE OF INDIANA

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SECRETARY OF STATE

### NASS IDEAS Award Application

**Nominated by:** Connie Lawson, Indiana Secretary of State

**Contact for Follow Up information:** Valerie Warycha, Communications Director and Deputy Chief of Staff;  
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**Project Name:** INBiz

**Program Lead:** Brandon Clifton, Deputy Secretary of State

### I. Cover Page and Program Description

INBiz is a transformational effort that streamlines how Hoosier businesses interact with the State of Indiana, providing a "one stop shop" where businesses can login with one secure username and password to do business with multiple areas of government in the State of Indiana. The website and supporting call center offers Secretary of State (SOS), Department of Workforce Development (DWD), Department of Revenue (DOR), and Professional Licensing Agency (PLA) Services. SOS INBiz services went live in April 2016, while DOR and DWD services went live in August 2016. PLA services went live in September 2017. 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. PLA users can manage their real estate (and soon other) licenses through INBiz. 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. The program has a multi-year roadmap that will continue to add services from both State and Local Agencies.

**General subject area of nomination:** Business Services

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## II. Executive Summary

### History

Before INBiz, there were many redundant activities that a business owner would need to manage with various agencies in order to do business in the State of Indiana. Starting a business and satisfying reporting and licensing obligations was time consuming and confusing for a new business owner. The possibility for error was high, and if not caught quickly, penalties could apply. From the State's perspective, there was no common view of a business. In order to make it easier to start and conduct business in the State, the Indiana Legislature adopted the Secretary of State's position that a Business One Stop system would be an effective means of meeting that need and passed enabling legislation in 2011.

The Office of the Secretary of State was charged with bringing the Business One Stop to life. Working with partner agencies (Indiana Department of Workforce, Indiana Department of Revenue, Indiana Office of Technology), the Secretary's Office developed a project vision and roadmap and released an RFP requesting vendor support for implementation in 2013. INBiz's operational goal was to create a business-focused solution that increases efficiency and reduces complexity for the Hoosier business community by:

- Improving customer experience
- Creating efficiencies within and between INBiz partner agencies
- Reducing business and State operational risk through industry-leading information security practices

The development effort for INBiz began in 2014. In April of 2016, the Secretary of State's INBiz services went live. In August of 2016, DOR and DWD Services went live, while PLA went live in September 2017. The resulting system is the most technically advanced Business One Stop in the United States, allowing access via mobile devices, and creating a single customer identity for all of the participating agencies. Business owners or their administrators can log in once and access the services of multiple agencies.

Another unique feature of the INBiz program is that it has a multi-agency, interdisciplinary call center that provides customers with the ability to only call one number to receive support for the vast majority of their needs, further providing an integrated customer experience and reducing customer frustration. The call center contains two tiers: tier 1 is staffed with agents knowledgeable in all aspects of the services INBiz provides, and tier 2 agents provide detailed subject matter expertise within their specific agencies for customers requiring extra support. Following the goal of providing a seamless customer experience, the INBiz call center team has worked tirelessly to develop consistent scripting and call handling protocols to ensure that customers receive the right answers on first contact. **Customer satisfaction surveys consistent rank the call center as "excellent," while providing a feedback loop that helps INBiz identify and develop additional features and user interface improvements.**

The INBiz call center represents a transformational shift in how Indiana provides government services. Traditionally, call centers have mirrored the individual service silos of their constituent agencies. The INBiz call center challenges that model and has successfully reduced efforts and costs by consolidating these services for the benefit of constituent and agency management. Specifically, INBiz has consolidated tier 1 capabilities of DOR, DWD, PLA, and SOS into one call center, while leaving tier 2 capabilities within each agency to handle more complicated, strategic customer inquiries. The

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future of the INBiz call center has the potential to reshape how call centers are structured and funded across state government and beyond INBiz services.

Work is underway to develop additional INBiz capabilities in 2018 and beyond, including:

- UCC Filing
- Trademark Filing
- Unclaimed property filings through the Office of the Attorney General
- Access to the Department of Workforce Development's Indiana Career Connect capabilities
- Professional Licensing for more than 200 license types
- Connection with the City of Evansville's Licensing and Permitting system to streamline applications for Location Improvement Permits (and we anticipate that Evansville will be the first of several Indiana communities adding this functionality)
- Re-imagining how businesses open and close with the State of Indiana, creating a streamlined, 10-step-or-less process that leverages interactions among State agencies to reduce customer steps and increase efficiency, effectiveness and compliance with State requirements
- Drycleaner and stormwater permitting through the Indiana Department of Environmental Management (IDEM)

## Significance

INBiz allows government business services to be more accessible to the public. 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. The portal is open to anyone doing business in the State of Indiana and is available 24 hours a day, seven days a week. The INBiz call center serves customers five days per week during normal business hours.

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. Under 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 from one portal.

INBiz shifts the State's view to a "business-owner-needs focus" rather than "State-needs focus" model. Having a single website and call center location to conduct multiple activities means that it takes a business owner less time to handle State compliance activities, giving them more time to focus on growing their business. The Secretary of State's 3-year roadmap includes opening the INBiz portal and call center to County and Municipal governments to further ease the business owner's workload. INBiz is a living system which will continue to grow and improve the lives of the citizens of Indiana.

Operationally, INBiz relies on a few key concepts to achieve these objectives:

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- Single sign-on experience that eliminates the need for customers to manage and retain multiple passwords across multiple agencies (our mantra is, "If it works for Amazon, it can work for us")
- Multi-agency, interdisciplinary call center that removes the burden of tier one call center support from partner agencies while giving customers a single point of contact
- Consolidated dashboard that keeps all key user information and statuses on multiple businesses on one screen and guiding users to required next steps
- Customer workflows that include "guide-me" directions to facilitate processing of INBiz services
- Shopping cart that allows users to submit and pay for multiple transactions at once, supporting a streamlined experience while promoting an integrated experience among State agencies
- Brand management achieved through a partnership with marketing professionals to create a unified brand that relentlessly focuses on the customer to provide assurance and optimal customer experience through the website, call center, and all related messaging and educational materials
- Continuous improvement of the online experience through monthly updates based on feedback provided through customer satisfaction surveys (in 2017, we introduced 42 new INBiz features and enhancements)

## Impacts / Results

Since go-live in April 2016, INBiz has added over 252,000 users, including nearly 145,000 in 2017 alone. To date, users have processed nearly 500,000 transactions through INBiz.

Before INBiz, nearly 60% of customers used mail or individual agency websites to conduct their business. Customers have since identified INBiz as a significant improvement from their former method of completing transactions with the State of Indiana. The INBiz program conducts ongoing customer satisfaction research and consistently has a customer satisfaction rating of better than 90 percent (which is exceptional for a government website). In a 2016 survey, customers noted that INBiz saves time, is easy to navigate, and is a great single location with access to multiple agencies. In the same survey, customers indicated that INBiz saves up to an hour per each transaction, which conservatively leads to more than \$4 million of annual time and personnel savings for Hoosier businesses. This enables business owners to focus on business operations and development rather than government compliance activities.

The online adoption rate increased for Business Entity Registrations, Partnership Formations, and LLC Formations. The Secretary of State's office has reported that on-line Business Entity Filings increased nearly 200 percent on their busiest day. Customer service has also improved; INBiz has a helpdesk that gives the customer a single point of contact for all the participating agencies.

Rejected filings due to non-compliance have decreased significantly since the introduction of INBiz. Less than 2 percent of online transactions have been rejected since INBiz launched.

Security has been increased with the introduction of INBiz. Customers are required to create an account and log-in before they can perform any actions that change a business record. When records are changed, INBiz sends e-mail alerts notifying business owners of the change. Additionally, the INBiz data resides in a protected data zone – the highest NIST compliant infrastructure – making INBiz a secure state-hosted application.

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In addition to operational results denoted above, INBiz has received a number of national and state awards:

- 2017 Center for Digital Government Government-to-Business Award
- 2017 International Association of Commercial Administrators (IACA) Merit Award
- Best Application Serving the Public; Government Technology, Best of Indiana Awards

### III. Supporting Materials

- July 2017 INBiz Newsletter
- December 2017 INBiz Newsletter
- INBiz Brochure
- INBiz Articles



Do what  
makes you  
**happy.**



IN]BIZ

Register today at [INBiz.in.gov](https://INBiz.in.gov).  
Get back to what you love.

**] Hours** Monday – Friday 7:30 a.m. – 5 p.m.

**] Contact** 317-234-9768 [INBiz.in.gov](https://INBiz.in.gov)

**] Address** 302 W. Washington Street  
Room E018  
Indianapolis, IN 46204

IN]BIZ

# Congratulations

on starting a new business.

While the Secretary of State's office salutes you, we know you have a lot of work to do.



INBiz is the state of Indiana's one-stop resource for registering and managing your business and ensuring it complies with state laws and regulations. From registering your business's name to employer reporting and tax registration, you need go no further than [INBiz.in.gov](http://INBiz.in.gov).

INBiz is a best-in-class portal that provides a streamlined and expedited process for your business needs. Starting with the Office of the Secretary of State, Department of Workforce Development and Department of Revenue, INBiz will eventually add additional state agencies with significant business interactions.

In addition, we're utilizing state-of-the-art security features on INBiz, so you can feel safe about inputting your personal and business information into our system. We value you and your business and would do nothing to put you at risk.



# WELCOME TO INBIZ.

Focus on your passion. We'll take care of the rest.

[Log in](#)



**Connie Lawson**  
Indiana Secretary of State

Welcome to INBiz, a website designed to streamline the process of opening and operating a business in Indiana. The state of Indiana is committed to simplifying the process of doing business and minimizing regulatory burdens. INBiz was created so you can spend more time focused on your business and spend less time filing paperwork.

Instead of clicking through multiple websites to fill out forms and memorizing multiple passwords and usernames, INBiz centralizes many of the essential services business owners need.

Since launching INBiz in April 2016,

we've added features from the Secretary of State's Office that ease the process for businesses of all sizes to register, file key reports, request corporate documents and more. Our long-term goal, however, is to build the platform into a one-stop portal, where business owners can go to fulfill all filing requirements.

Whether you're a one-person shop or an accounting specialist for a major corporation, it's Hoosiers like you who we rely on to create new jobs, innovate and make our state a great place to live and work.

We look forward to working with you.

**CONNIE LAWSON**

Indiana Secretary of State

## Available Services



**TAX REGISTRATION**

It's easier than ever to register your business.

[GO >>](#)



**BUSINESS ENTITY REPORTS**

Is it time to file your report? Don't lose sight of your deadline.

[GO >>](#)



**BUSINESS SEARCH**

Get your business off the ground by finding a business name and a registered agent.

[GO >>](#)



**CERTIFIED COPIES**

INBiz offers free copies of business entity filings and certificates.

[GO >>](#)



**NAME RESERVATION**

Have a name in mind for a future business venture? Claim it on INBiz.

[GO >>](#)



**WAGE REPORTING**

Seamlessly file quarterly wage reports.

[GO >>](#)



**INFORMATION REQUEST**

Obtain free certified copies of business entity filings and certificates.

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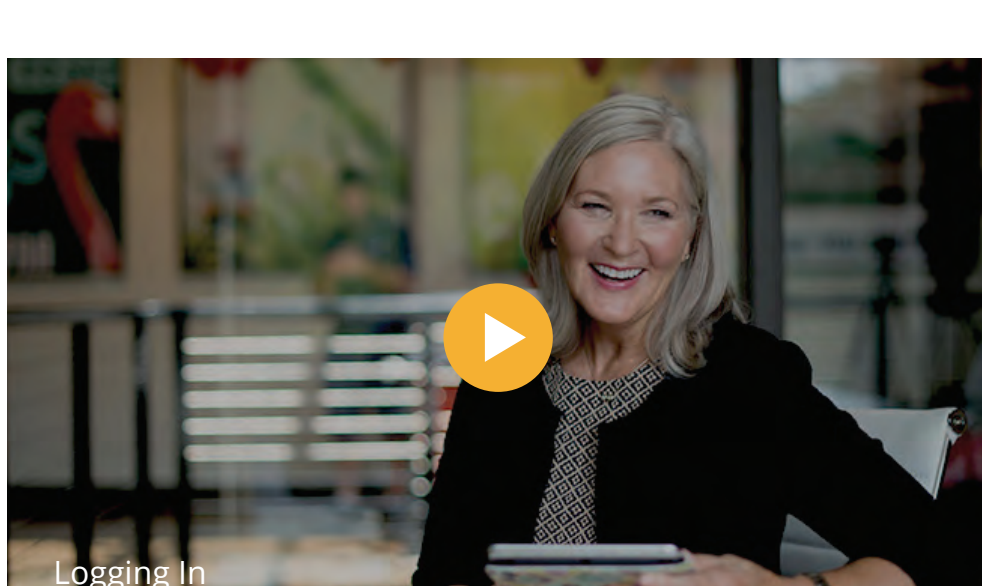


**UNEMPLOYMENT**

Familiarize yourself with resources made available to employers.

[GO >>](#)

### Instructional Videos



Logging In



How to Create My Account

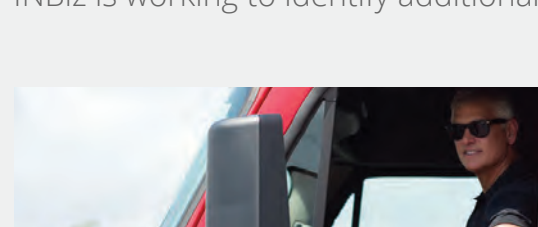


How to Manage My Payment Options

[VIEW ALL >>](#)

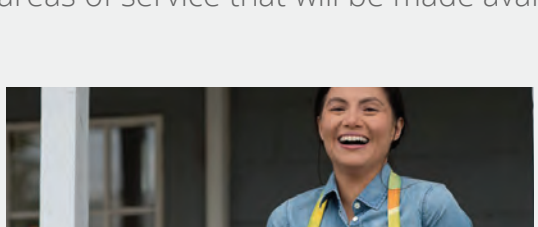
### New & Upcoming SERVICES

INBiz is working to identify additional areas of service that will be made available at a later date.



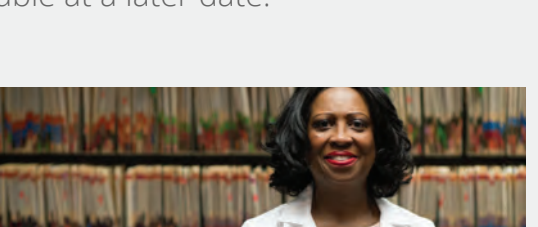
**LICENSING**

Need help understanding which permits, licenses and certifications are required for your business? Look out for our upcoming guide.



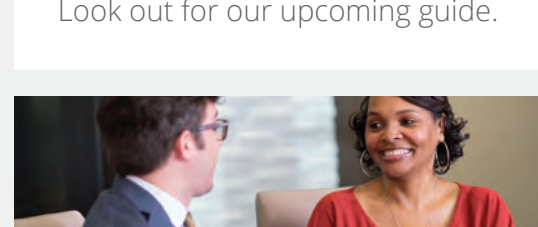
**UNCLAIMED PROPERTY**

Do you have any unclaimed property to report? INBiz will soon allow you to file annual reports.



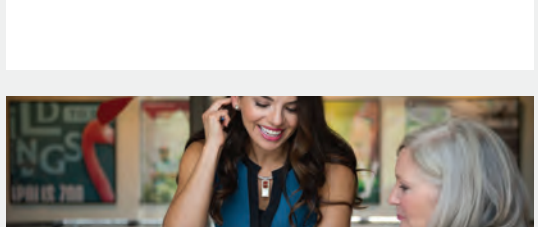
**UNIFORM COMMERCIAL CODE**

You'll soon be able to browse through the UCC database, file liens, get official search certificates and more through INBiz.



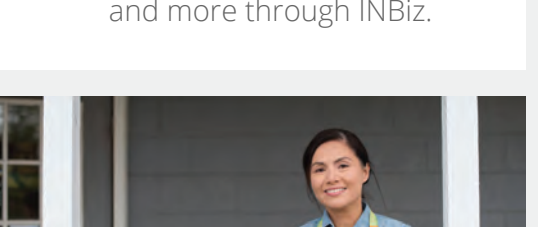
**NOTARY**

Need to renew your notary license or search for a notary public? INBiz will soon offer these services and more.



**TRADEMARK**

Apply for a trademark and search records quickly and easily through a forthcoming resource.



**REAL ESTATE TRANSFER**

Keep an eye out for our license transfer page, where you'll be able to complete transfers and transactions.



### Small Business Reporting Survey

**UNDER HEA 1157, ENACTED BY THE 2017 GENERAL ASSEMBLY,** the Indiana Economic Development Corporation created a portal for small businesses and local governments to identify redundant state reporting requirements. Click the link below to access the portal and a brief survey that allows users to submit feedback about the new initiative.

[Go](#)

### DISCOVER WHICH ENVIRONMENTAL REGULATIONS APPLY TO YOUR BUSINESS

The Compliance and Technical Assistance Program (CTAP), a non-regulatory office within the Indiana Department of Environmental Management (IDEM), provides free, confidential compliance and technical assistance to regulated industries.

CTAP can assist businesses with pollution prevention opportunities that have the potential to move qualified businesses into a less burdensome regulatory tier.

Among its services, CTAP provides on-site consultations, assistance with permits, online environmental resources and free training on environmental regulations.

[Learn More](#)



Serving Small Businesses and the Environment

### Takeaway from the 2017 Indiana General Assembly

State lawmakers referred to the 2017 legislative session as one of the most productive in recent history. Here are some of the new laws that will help the business community:

**HEA 1001 State biennial budget**

Among its planned expenditures, this year's \$31 billion state budget includes funding for the Next Level Trust Fund, which provides up to \$250 million in venture capital funding for high-potential start-ups.

**HEA 1004 Expansion of pre-K**

This pilot program, encouraged by the business community, more than doubles state funding for preschool to \$22 million each year. The expanded budget will be made available to an additional 15 counties.

**HEA 1008 Workforce Development**

This initiative requires the State board of Education and the Department of Workforce Development to work together for career and technical education.

**HEA 1002 \$1.2 billion plan for road funding**

The road building plan promises to improve current roads, complete projects on major thoroughfares and provides funding for future projects for state- and county-owned roads alike.

**HEA 1144 South Shore Rail Transit**

This bill calls for adding a parallel railroad track to the current South Shore Line, which runs between Gary and Michigan City. Under the new law, the Northwest Indiana Regional Development Authority will lead an effort to attract transit-oriented investments.

**SEA 213 5G cell towers**

Good news for residents and businesses in rural areas: With the passage of this new bill, it will be easier than ever to install small cell facilities that should improve wireless networks.



Resources to meet all your business needs in one place.

[Log in](#)





*Hello,*

## SEVERAL CHANGES WILL TAKE EFFECT JANUARY 1. DON'T LET 2018 TAKE YOU BY SURPRISE. SEE HOW THE NEW REQUIREMENTS WILL AFFECT YOUR BUSINESS.

### Important Information Related to **END OF YEAR BUSINESS FILINGS**

INBiz will be shut down between 11:30 p.m. Dec. 31, 2017 and 9 p.m. Jan. 1, 2018 to allow administrators to add new functionalities required by new law. During this period, users won't be able to perform electronic filings or transactions with the Business Services Division of the Secretary of State's office.

Users who wish to have an effective date of Jan. 1, 2018 must submit filings online prior to 11:30 p.m. Dec. 31, 2017 or must submit a hard copy of the filing that notes the future effective date.

During this period, several new forms and revised forms will be uploaded to INBiz and will be available to users on Jan. 2, 2018. When submitting forms in 2018, please be sure to submit the most recent version.

### Entity Name Filings **BANK HOLDING COMPANY EXCEPTION REMOVED**

Bank holding companies will no longer be able to bypass the Department of Financial Institutions approval process regarding changes of entity name filings submitted to the Secretary of State's office.

Any filings or amendments received by the Secretary of State that change the name of the entity to include "bank" must be forwarded to the Department of Financial Institutions for review. After review, the department will forward results to the Secretary of State's office.

### New Filing Requirements for **LIMITED PARTNERSHIPS AND LIMITED LIABILITY PARTNERSHIPS**

All domestic and foreign limited partnerships (LPs) and limited liability partnerships (LLPs) will be required to file biennial reports with the Secretary of State's office. This change ensures the Secretary of State's office has up-to-date information for LPs and LLPs and makes both partnerships consistent with other entity types.

For LPs and LLPs that registered with the Secretary of State's office prior to Jan. 1, 2018, the first biennial report will be due during the businesses' formation or registration month in 2019 and during every odd year moving forward.

LPs and LLPs registering on or after Jan. 1, 2018, must file biennial reports by the end of the month of registration every two years.

### Commercial **REGISTERED AGENTS**

Hoosiers who serve as registered agents will have the option to be listed as Commercial Registered Agents (CRA), which will significantly simplify business management by offering a single point where users can manage multiple businesses.

CRAs will receive access to a new dashboard that will contain a list of all businesses associated with the account and will allow users to seamlessly manage filings, such as business entity reports.

This functionality will most likely appeal to professional service companies and law firms. CRAs will be able to determine which of the entities they represent owe reports and other filing requirements.

### Administrative **DISSOLUTION/REVOCAION UPDATE**

Administrative Dissolutions and Revocations are being processed at a faster rate than they have been in the past. Once a business receives the past due notice for failing to file the required business entity report, it will be Administratively Dissolved or Revoked in approximately five (5) months.

### Conexus Indiana **CONNECTS HOOSIER SUPPLIERS THROUGH NEW TOOL**

Conexus Icon offers Hoosiers an online database that provides information to companies about the capabilities and certifications of Indiana suppliers.

The database promotes Indiana suppliers to procurement organizations and supports growth in every business-to-business sector statewide. A comprehensive search function on the site allows users to map suppliers based on location and to search by keyword, name, industry, county, area code, Congressional district and many others. A simple procurement posting tool matches and promotes opportunities to registered users.

Businesses can register and update company profiles on the website, [www.conexusicon.com](http://www.conexusicon.com).



1-317-234-9768  
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## Ind. Sec. of State Plugs INBiz Website In Dearborn Co.

Posted On September 20, 2016

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By Mike Perleberg



<https://eaglecountryonline.com/wp-content/uploads/2016/09/indiana-secretary-of-state-connie-lawson-09202016.jpg>

Indiana Secretary of State Connie Lawson spoke in Lawrenceburg on Tuesday, September 20. Photo by Mike Perleberg, Eagle Country 99.3.

(Lawrenceburg, Ind.) – Indiana's secretary of state is encouraging Hoosier business owners and entrepreneurs to take advantage of a website her office has developed.

Connie Lawson told business owners about the fledgling website during a prior appearance at a Lawrenceburg event **in March 2015** (<http://eaglecountryonline.com/local-article/online-crowdfunding-new-tool-indiana-businesses-investors/>). Returning to the Whiskey City for a new event hosted by the Dearborn County Chamber of Commerce on Tuesday, Lawson introduced INBiz.

According to Lawson, INBiz is the state of Indiana's one-stop resource for registering and managing your business and ensuring it complies with state laws and regulations. On the website, customers can receive alerts and submit required items and payments for the Indiana offices of the Secretary of State, Department of Workforce Development, and Department of Revenue. People can also conduct business searches, set up a new business, and more.

"If you know an entrepreneur or business owner, this is where they need to go," said Lawson.

Some of the local business owners attending the meeting said they are already using the website.

Lawson said the website uses an abundance of security, so users can feel safe about submitting their information and paperwork there.

Lawson, the Republican 61<sup>st</sup> Indiana Secretary of State and a former state senator, is also Indiana's top election official. She told the audience that while other states including Arizona and Illinois have seen breaches in their election system, her office has checked the vulnerability of all of Indiana's election systems.

"We are in good shape," she said.

Lawson reminded citizens that Indiana's voter registration deadline is October 11 and early in-person voting will begin on October 12. Election day is Tuesday, November 8.

The Secretary of State's appearance at the Dearborn County Chamber of Commerce event was sponsored by Eagle Country 99.3.

#### **RELATED STORIES:**

[Online Crowdfunding New Tool For Indiana Businesses, Investors](http://eaglecountryonline.com/local-article/online-crowdfunding-new-tool-indiana-businesses-investors/)  
(<http://eaglecountryonline.com/local-article/online-crowdfunding-new-tool-indiana-businesses-investors/>)



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## BREAKING NEWS

**Tree down and intersection closed; stoplights out; power outage on west side**

2

[http://www.heraldfimesonline.com/wire/business/indiana-launches-new-website-for-business-registrations/article\\_10b9e7ab-56f1-5d4c-9aab-adcb41fa6778.html](http://www.heraldfimesonline.com/wire/business/indiana-launches-new-website-for-business-registrations/article_10b9e7ab-56f1-5d4c-9aab-adcb41fa6778.html)

AP

FEATURED

**Indiana launches new website for business registrations**

Associated Press May 11, 2016

INDIANAPOLIS — Business owners in need of registering or re-registering with the Indiana Secretary of State's Office may find it easier now that the state has launched a new website.

The Secretary of State's Office announced the INBiz portal on Monday. The site lets business owners make payments and file registrations online. The new site features links to update business information and to look up businesses.

The office also says the state plans to add services from the Department of Revenue and Department of Workforce Development later this year. That's the first phase of a \$9 million initiative to make the portal a one-stop shop for doing business with the state.

People wanting to use the new website can visit [INBiz.in.gov](http://INBiz.in.gov).

**BUSINESS** AUGUST 30, 2016 10:26 PM

# Indiana expands options on business registration website

## HIGHLIGHTS

Indiana's business-registration website that debuted this spring has been expanded to give users more access to state services.

### The Associated Press

INDIANAPOLIS — Indiana's business-registration website that debuted this spring has been expanded to give users more access to state services.

When the INBiz portal went online in April, it initially allowed users to register or re-register their businesses, or make payments through the website.

But it's been expanded to also allow users to access services through Indiana's Department of Revenue and Department of Workforce Development.

Secretary of State Connie Lawson says the goal is for INBiz to eventually become a single contact point for businesses to meet state requirements.

She says new businesses are "one of the driving forces behind Indiana's economy" and the aim is make it easier for them to do business with the state.

About 57,000 users have to date used the website, which can be visited at [INBiz.in.gov](http://INBiz.in.gov).



## MORE BUSINESS

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# Indiana Online Business Portal Surpasses 100,000 Users

POSTED BY REGION NEWS TEAM ON DECEMBER 23, 2016 | 10:37 AM IN LOCAL NEWS, REGION NEWS

Indiana's one-stop business portal, "INBiz", has reached a milestone. Since the registration of its first user in April of 2016, more than 100,000 users have signed up to interact with the state through INBiz, and Hoosier businesses have conducted more than 140,000 transactions, including nearly 27,000 on-line business formations.

"New businesses are instrumental in maintaining a healthy economy, and it's our mission to do everything we can to support them by making it easier to do business with the state," said Indiana Secretary of State Connie Lawson. "It is clear from these numbers that business owners are responding to our efforts, and we will continue to expand services available through INBiz as we recruit the next 100,000 users."

In April, the State of Indiana launched INBiz, the first phase of its business one-stop web portal. Included in the first phase were services from the Secretary of State's office that allowed Hoosiers to register their businesses, file key reports, and request key corporate documents, such as a Certificate of Existence.

In August, the site expanded to allow business owners access to services from the Department of Revenue and Department of Workforce Development through INBiz. Through these additions, users can handle many state and local reporting requirements. INBiz allows users to complete Department of Workforce Development tasks such as employer reporting, wage reporting and unemployment claims and premiums. The site allows users to complete tax registration for the Department of Revenue. The portal will continue to add functionality to make it easier to do business with the state of Indiana.

To learn more about how INBiz can serve your business needs, visit [www.inbiz.in.gov](http://www.inbiz.in.gov)

MERRILLVILLE

44°

Windy  
88% Humidity  
Wind: 25mph W  
H: 52 - L: 42

51°	51°	54°	59°
SAT	SUN	MON	TUE

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EDITOR'S PICK

URGENT

## Secretary of State gives INbiz portal boost at Centier

Lu Ann Franklin Times Correspondent Updated 11 hrs ago

MERRILLVILLE — More than 40 small business owners as well as representatives of nonprofit organizations and larger CPA and law firms learned more about the state's INBiz online portal at Centier Bank's Corporate Centre on Thursday morning.

Whether businesses are a century old or new start-ups, the online portal provides a secure one-stop resource to register and maintain their enterprises, Indiana Secretary of State Connie Lawson told her audience at the bank.

Launched in April by the Secretary of State's office, INBiz is administered by the office's business services division and replaces the state's old legacy system that was used for years. All businesses registered on the legacy system are now part of INBiz, she said.

New businesses are "one of the driving forces behind Indiana's economy," Lawson said.

The aim of the online portal is to make it easier for new and existing companies to do business with the state by allowing them to use one username and password.

The home page at [www.inbiz.in.gov](http://www.inbiz.in.gov) allows visitors to do business searches without registering for an account. This business search feature is the most popular with more than 50,000 people accessing the site to date according to Google Analytics, Lawson said.

And the portal has already been expanded, adding links to both the Indiana Department of Workforce Development and Indiana Department of Revenue, Lawson said.

"It's a way to cut the red tape for you as small business owners," Lawson told the group. "We are now up to 70,000 users."

The new link to the Department of Workforce Development allows registered businesses to pay unemployment taxes and file quarterly reports. A new feature that Lawson calls "the electronic briefcase" includes "My Alerts" which will notify a business owner when unemployment taxes are due.

Currently businesses can't file taxes through the link to the Department of Revenue. However, the DOR link allows businesses to handle tax registration, she said.

"You can upload documents to the site instead of sending through snail mail," Lawson said.

To meet cyber security concerns, INBiz uses the state-of-the art National Institute of Standards and Technology standards and Microsoft Azure, she said.

"We want this to be a simple and efficient customer experience," she said. "This has been a journey of many hours and an unprecedented partnership in the State of Indiana. It's totally been worth it."

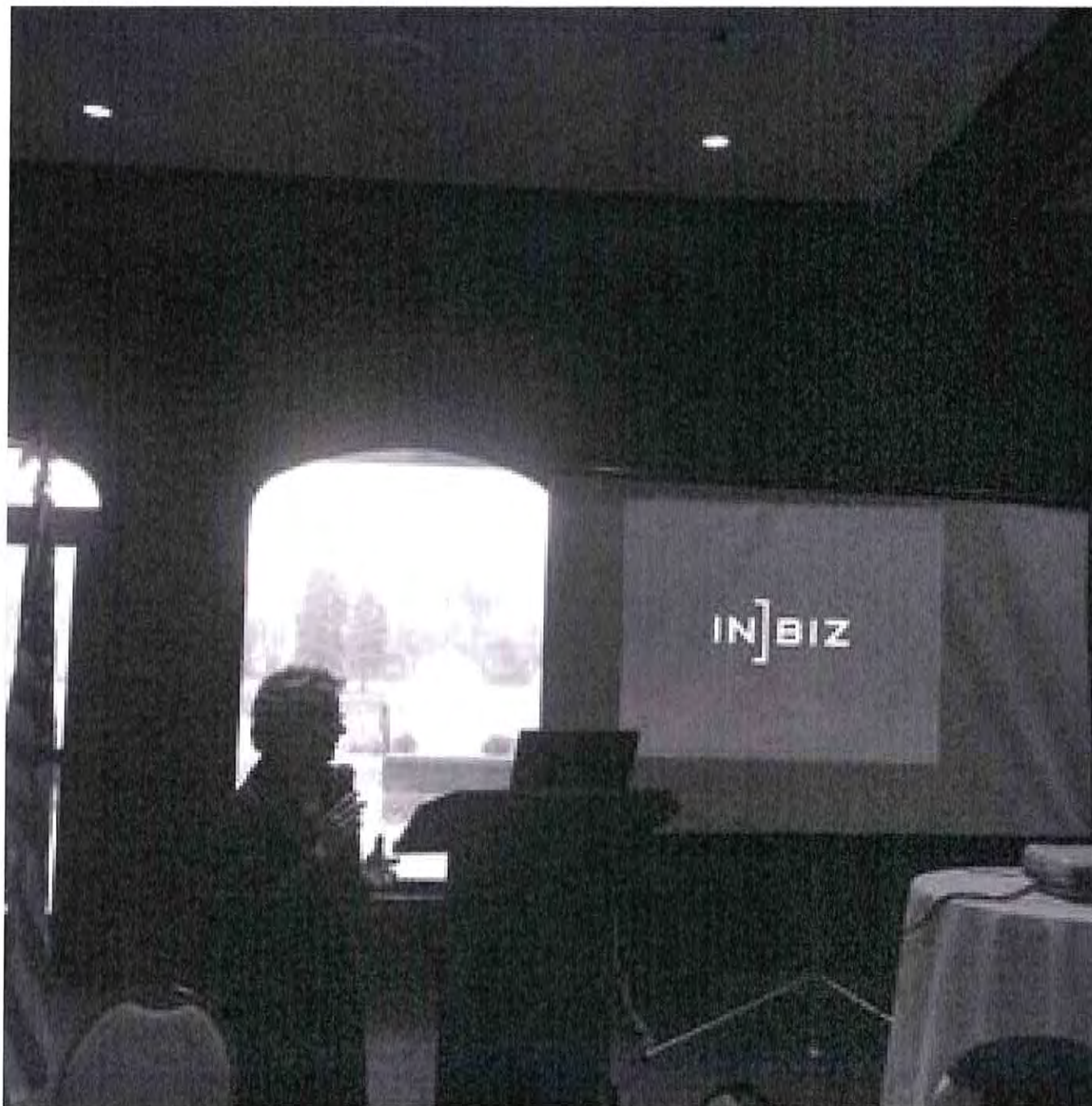


Indiana expands options on business registration website



State online portal provides one-stop source for businesses





Sec. of State Lawson touts INBiz site in Highland

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## State business organization marks record growth



<http://localnewsdigital.com/wp-content/uploads/2016/12/Indiana.png> INDIANAPOLIS, Ind. — Indiana officials say

during the first eight months of operation INBiz has more than 800,000 users. INBiz is the state of Indiana's one-stop resource for registering and managing your business and ensuring existing businesses are compliant with state laws and regulations.

Since April, Hoosier businesses have conducted 140,000 transactions including 27,000 online business formations.

"New businesses are instrumental in maintaining a healthy economy, and it's our mission to do everything we can to support them by making it easier to do business with the state," said Indiana Secretary of State Connie Lawson. "It is clear from these numbers that business owners are responding to our efforts, and we will continue to expand services available through INBiz as we recruit the next 100,000 users."

The site gives businesses access to the Indiana Department of Revenue, Department of Workforce Development and information about state and local reporting requirements. New components will be added over time.

For more information go online to [inbiz.in.gov/BOS/Home/Index](http://inbiz.in.gov/BOS/Home/Index) (<https://inbiz.in.gov/BOS/Home/Index>).

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EDITOR'S PICK

URGENT

## State online portal provides one-stop source for businesses

Lu Ann Franklin Aug 13, 2016



Provided

Indiana Secretary of State Connie Lawson

GARY — A new online portal the Indiana secretary of state's office launched in April provides a one-stop source for businesses of all sizes to register and maintain registration of their enterprises.

Connie Lawson, Indiana secretary of state, gave an overview of that new data system during her keynote speech at Friday's third annual Northwest Indiana Business Conference at the Majestic Star Casino & Hotel.

The daylong conference was a networking event to assist minority-, women- and veteran-owned businesses. It also provided educational workshops on how to start a business, accessing capital, strategic certification and other topics for the approximately 150 attendees.

Called INBiz, the new online site is administered by the secretary of state's business services division and replaces the state's old legacy system used for years, Lawson told those gathered in the Majestic Star Hotel's Lakeshore Ballroom. All business account information was transferred to INBiz.

"It is a safe and secure registration tool," she said. "It promotes success and invites new businesses and entrepreneurs into the market."

The home page at <https://www.inbiz.in.gov/> allows visitors to do business searches without registering for an account. About 51,000 people have accessed the site to date according to Google Analytics, Lawson said.

Once registered on the site, new and existing business owners can connect with Indiana Workforce Development and the Indiana Department of Revenue.

By the end of this month, the online portal also will allow those businesses registered to connect with the Department of Professional Licensing, Lawson said.

Another feature going live on Aug. 22 is the dashboard or what Lawson said she likes to call "the briefcase."

This new feature will provide important messages for business owners about forms that are due, recent payments and issue fraud alerts, Lawson said. The "My Saved Filings" allows users to save and come back to their work.

"What is unique about this INBiz system, if you need to upload documents you can do that," she said.

It costs \$30 paid biannually to keep business information current, which now also includes not-for-profit agencies, Lawson said. There's a \$1 charge for each piece of information changed on the site once established.



### Republicans lining up to replace Pence in governor's race



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## State's 'Single Sign-on' For Business Expands

Posted: Aug 29, 2016 5:05 PM EDT  
Updated: Aug 29, 2016 5:05 PM EDT

By Dan McGowan, Writer/Reporter | **CONNECT**

INDIANAPOLIS - The Secretary of State Connie Lawson says the expansion of the state's "one-stop shop" web portal for businesses is not finished branching out. She says INBiz, which includes access to services from Lawson's office, and now the Indiana Department of Revenue and Indiana Department of Workforce Development, is already considered a model for the rest of the country. Lawson says plans call for all state agencies to eventually be connected through the "single sign-on" portal.

She tells Inside INdiana Business the information that is now accessible is only a sample of what's possible. "We're looking at all sorts of things. We've been working closely with the Indiana Economic Development Corp., some of the small business links, as well. the Office of Small Business and Entrepreneurship is very interested in the data that we're generating and how we can help each other," Lawson says.

She also says the scope could extend beyond state agencies. "What are the possibilities when we get the state side and state agencies connected, where could we go next with local governments?" Lawson says one potential example could involve a business paying personal property taxes through the system. "The horizon is just absolutely amazing about what we can actually do on this system."

The Secretary of State's Office is running point for the state on this effort and it says more functionality will continue to be added to the portal, helping business owners cut through red tape. Other available functions of INBiz include employer reporting, wage reporting, unemployment claims and premiums and tax registration. Some 57,000 users have already registered to use the system. Chief Information Officer Dawand Neely says "citizens are increasingly expecting government services to be as easy to use as the private sector. INBiz is just another example in continuing our mission of delivering best-in-class service to Hoosiers and making working with government simple."

You can connect to the INBiz platform by [clicking here](#).

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# State launches business web portal INBiz

12:04 a.m., EDT May 13, 2016



(Photo: Getty Images/Stockphoto)

INDIANAPOLIS – Gov. Mike Pence and Indiana Secretary of State Connie Lawson on May 9 announced the launch of INBiz, the first phase of the state's business one-stop web portal.

"INBiz is aimed at streamlining the steps a business takes when registering with the state, including registration, filing, reporting, and making payments," a release stated. "This first phase of the project includes business services within the Secretary of State's office, and will include services from the Department of Revenue and Department of Workforce Development later this year."

INBiz is available at [INBiz.in.gov](http://INBiz.in.gov).

The \$9.1 million in funding for the initiative was included in the most recent biennial budget. In March 2014, Governor Pence signed into law House Enrolled Act (HEA) 1198, which mandated executive agency participation in the Business One Stop (now INBiz) online portal.

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## INDIANA'S BUSINESS WEB PORTAL "INBIZ" LAUNCHES

🕒 May 12, 2016 📁 Headlines, News 👁 63 Views

In a news release from Indiana Secretary of State Connie Lawson's office this week, Governor Mike Pence and Secretary Lawson announced the launching of Indiana's Business Web Portal, or INBiz. The new Web Portal is designed to streamline the steps a business takes when registering with the state as well as filing, reporting and making payments. The first phase of the project includes business services with the Secretary of State's office, and later this year will also include services from the Departments of Revenue and Workforce Development. The goal of INBiz is to become the single point of contact for businesses as they work with the state. It also features state-of-the-art security features to protect business information input into the system. INBiz augments Indiana's online filing system put in place ten years ago. Secretary Lawson says INBiz will be the most comprehensive one-stop resource in the nation, "Today's launch is just the beginning and we will continue to add as many services as business owners demand....INBiz is another significant step in making Indiana a state that works."



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# INBiz, Indiana's one-stop business portal, wins IACA Merit Award

Special to TH Jun 10, 2017



INDIANAPOLIS — Just one year after its inception, INBiz, Indiana's one-stop business portal, has received international recognition. The International Association of Commercial Administrations (IACA) awarded Indiana the 2017 Merit Award for the development and success of INBiz, based on the portal's creativity, innovation, and vision.

"INBiz has enjoyed fantastic growth throughout the past year, and we are thrilled to see this program receiving international acclaim" said Indiana Secretary of State Connie Lawson. "Because of the cooperation environment in state government, our labors are bearing fruit and we have much to celebrate."

In April of 2016, the State of Indiana launched INBiz, the first phase of its business one-stop web portal. Included in the first phase were services from the Secretary of State's office that allowed Hoosiers to register their businesses, file key reports, and request key corporate documents, such as a Certificate of Existence.

Last August, the site expanded to allow business owners access to services from the Department of Revenue and Department of Workforce Development through INBiz. Through these additions, users can handle many state reporting requirements. The portal will continue to add functionality to make it easier to do business with the state of Indiana. Since the registration of the first user in April of 2016, more than 180,000 users have joined the portal.

Visit [www.inbiz.in.gov](http://www.inbiz.in.gov) today to learn more about how INBiz can serve your business needs.

## About INBiz

INBiz is the state of Indiana's one-stop resource for registering and managing your business and ensuring existing businesses are compliant with state laws and regulations. It is a best-in-class portal that provides a streamlined and expedited process for your business needs. INBiz utilizes state-of-the-art security features so businesses can feel safe about inputting business information into the system. The INBiz call center is open Monday through Friday, 7:30 a.m. to 5 p.m., to answer questions.

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## GOVERNMENT EXPERIENCE AWARDS

(/cdg/digital-government-achievement)

# Government Experience Awards 2017: Inaugural Winners Announced

*The Center for Digital Government announced winners of its inaugural Government Experience Awards, honoring U.S. governments who are offering citizens more integrated, anticipatory and personalized electronic services.*

BY CENTER FOR DIGITAL GOVERNMENT / SEPTEMBER 5, 2017



**September 6, 2017** - The Center for Digital Government today announced the winners of the inaugural Government Experience Awards.

The awards recognize the achievements and best practices of states, cities and counties that have gone to the web and beyond to radically improve the experience of government and push the boundaries of how citizen services are delivered. Top government jurisdictions, agencies and departments will be honored at an awards event Sept. 15 in Austin, Texas.

“Citizen expectations are increasingly being reshaped by their experiences with consumer technologies. The website is no longer the only experience they use – it’s now one of many channels in their overall experience,” said Dustin Haisler, Chief Innovation Officer for the Center for Digital Government. “The Government Experience Awards were developed to recognize government agencies that are focusing on designing and delivering services across the overall experience and not necessarily just one channel.”

## **2017 GOVERNMENT EXPERIENCE AWARD WINNERS**

### **OVERALL STATE GOVERNMENT EXPERIENCE WINNERS:**

- 1st Place: State of Utah
- 2nd Place: State of Indiana
- 3rd Place: State of Arkansas
- 4th Place: State of Michigan
- 5th Place: State of Mississippi

### **FINALISTS:**

- State of California
- State of Georgia
- State of Texas

### **Overall County Government Experience Winners:**

- 1st Place: Oakland County, MI
- 2nd Place: County of San Diego, CA
- 3rd Place: King County, WA
- 4th Place: Sacramento County, CA
- 5th Place: Travis County, TX

### **Finalists**

- Hillsborough County, FL
- Yuma County, AZ

### **Overall City Government Experience Winners:**

- 1st Place: City and County of Denver, CO
- 2nd Place: City of Louisville, KY
- 3rd Place: Village of Bayside, WI
- 4th Place: City and County of San Francisco, CA
- 5th Place: City of Los Angeles, CA

### **Finalists**

- Village of Riverside, IL
- City of Topeka, KS

### **Government Experience Innovation Award Winners:**

- City of Louisville IFTTT
- San Diego County Digital Rights Management
- Utah Predictive Government Through Google Now/Amazon Alexa

Read more about the above winners - click here  
(<http://www.govtech.com/internet/Government-Experience-Award-Winners-2017.html>).

In addition to the Overall and Innovation awards, Project award winners have a single focus area and can include more than one channel of interaction (for example mobile

and web). Twenty-five Government Experience Project Awards were presented in seven categories this year and included awardees in the new project category “Business to Government Experience” as well as the federal level.

### **Project Experience Winners:**

#### **Federal Government Experience Winner:**

U.S. Department of Housing and Urban Development – HUD Exchange Website

#### **City Government-to-Citizen Experience:**

Brooklyn Park, Minn. Neighborhood Information  
Frisco, Texas myFRISCO Mobile Application  
NYC Parking Ticket Pay-or-Dispute Mobile App  
Philadelphia Community Health Explorer  
Salt Lake City’s SLC Mobile App

#### **County Government-to-Citizen Experience:**

Miami Dade County Automated Virtual Assistant  
Oakland County Social Media Strategy and Policy  
Tarrant County Public Health Be Mosquito Free

#### **State Government Experience:**

CalSTRS 403bCompare.com Redesign Project  
Missouri’s “MO Fishing” Mobile App  
Utah Hunting and Fishing Services  
West Virginia DMV "Skip the Trip" Program

#### **Government-to-Business Experience:**

Alameda County, Calif. Permit Portal  
Indiana's INBiz  
City of Long Beach BizPort  
The Los Angeles Business Portal  
Wisconsin ePDMP (Enhanced Prescription Drug Monitoring Program)

### **Government-to-Government Experience:**

California Budget System  
Minnesota's Geospatial Commons  
Utah Public Meeting Notice  
Virginia Department of General Services Website Redesign

**New category! Recognizing private-sector-created experiences established through government data, APIs, and other innovative partnerships:**

### **Business-to-Government Experience:**

GovSense - Economic Development  
MySidewalk, Inc. - Performance Management for Cities  
Munetrix, LLC - Scheduling, Managing & Publishing State-Mandated Public Safety Drills in Schools

*The Center thanks Accela, Adobe, Civicplus, DelleMC, Deloitte, ForeScout Technologies, Laserfiche, Microsoft, NepApp/ Cisco, NIC, Nutanix, Pure Storage, SHI, Spectrum Enterprise, and Verizon, underwriters of the 2017 contest and awards program.*

**About the Center for Digital Government | [www.centerdigitalgov.com](http://www.centerdigitalgov.com)**  
(<http://www.centerdigitalgov.com>)

The Center for Digital Government is a national research and advisory institute on information technology policies and best practices in state and local government.

The Center is a division of e.Republic, the nation's only media and research company focused exclusively on state and local government and education

(<http://www.erepublic.com/>). [www.erepublic.com](http://www.erepublic.com)

For questions, please contact Janet Grenslitt, Director of Surveys and Awards, at [jgrenslitt@centerdigitalgov.com](mailto:jgrenslitt@centerdigitalgov.com).

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MORE FROM GOVERNMENT EXPERIENCE AWARDS ([HTTP://WWW.GOVTECH.COM/CDG/DIGITAL-GOVERNMENT-ACHIEVEMENT](http://www.govtech.com/cdg/digital-government-achievement))

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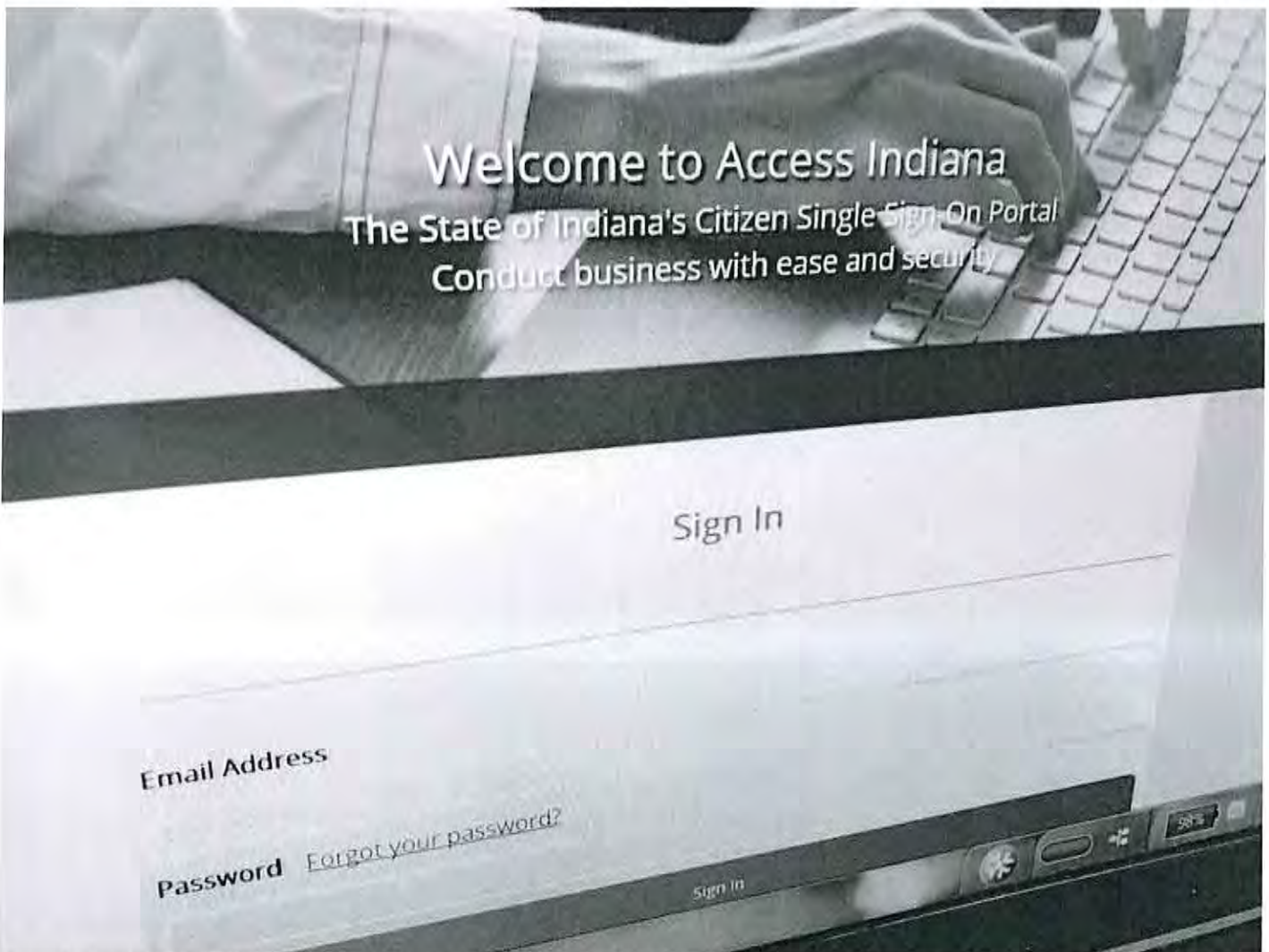
SECURITY

(/security)

## Agencies in Indiana, Michigan, Minnesota Make Strides in Federated ID Management, Single Sign-On

*State and local agencies are evaluating federated identity concepts as a way to become more business-friendly and potentially forge a unified citizen document stream.*

BY THEO DOUGLAS ([HTTP://WWW.GOVTECH.COM/AUTHORS/THEO-DOUGLAS.HTML](http://www.govtech.com/authors/theo-douglas.html)) / JUNE 6, 2017



*In Indiana, the state's Office of Information Technology is in the beginning stages of rolling out Access Indiana, a single sign-on project that will let visitors use the same login and password across multiple government applications.*

IN.GOV ([HTTPS://GOO.GL/JVLLLI](https://goo.gl/JVLLLI))



It's unclear whether the subject of federated identity will come up on Wednesday, June 7, when the county hosts a government-to-government marketplace day for people who are part of the county marketplace. But Taylor said that "a big cybersecurity piece" is planned.

## **INDIANA: IMPLEMENTING SINGLE SIGN-ON, CITIZEN RECORD**

In Indiana, the state's Office of Information Technology (OIT) is in the "beginning stages" of rolling out Access Indiana (AI), a single sign-on project that will ultimately let visitors use the same login and password across multiple government applications, Stephanie Wilson, press secretary to Gov. Eric J. Holcomb, told *Government Technology*.

It's currently being used by the state's INBiz program, a one-stop shop for new businesses implemented by Indiana Secretary of State Connie Lawson.

"Projects like INBiz pool the resources and knowledge of multiple state agencies," Wilson said via email, "and Access Indiana provides a streamlined experience for users."

Graig Lubsen, director of communications and external affairs for OIT, said via email that AI is "external-facing for INBiz users," but has also been debuted in a soft roll-out for state employees.

Since summer of 2016, Lubsen said, any application that required a login and was managed by the state OIT or the IN.gov program has been required to use AI to manage logins.

"This was the beginning of building out a suite of applications that citizens could access with a single login," he told *Government Technology* via email. "The goal is to have a portal by the end of 2017 where one can login to get to any of the applications that use AI."

Access Indiana, a Microsoft Azure solution that began under former Gov. Mike Pence, "was pegged as a good identity management tool to wrangle the vast amount of businesses that would need to use the system," Lubsen said. "After INBiz was launched, we recognized that this identity tool could be scaled to work for the citizens, as well."

Wilson said another suggestion sparked by the governor's recent call for agency leaders to submit great ideas is now in the "very early discovery stages."

The state, she said, is also "considering" creating a master citizen record across all of state government aimed at streamlining interactions and eliminating duplication. Of the more than 250 suggestions that Holcomb received, she said it's the one "that rose to the top for further investigation."

## THE DIGITAL DRIVER'S LICENSE CONNECTION

Common stumbling blocks to implementing federated ID management include security and locating "low-cost, widely-used digital identities that were identity-proofed" or able to be confirmed; but thanks in part to growing standardization in applications, migrating to federated identity is becoming somewhat cheaper.

Gartner's Ruddy cautioned agencies, however, that only about 70 percent of SaaS applications support security access markup language or other federation technologies.

The burgeoning digital driver's license (DDL) movement may also have some intersection with federated identity, she said — and could potentially ease the process. This summer, four jurisdictions — Colorado, Idaho, Maryland and Washington, D.C. — will pilot (<http://www.govtech.com/transportation/Four-Jurisdiction-Digital-Drivers-License-Pilot-Key-Piece-of-Govs-Digital-Transformation.html>) DDL programs.

"I'm not saying it's a trivial amount of work that I'll promise you tomorrow, but the hard part in talking about this was always the network effect and the identity proofing," Ruddy told *Government Technology*, "and you're already going into the [digital] driver's license to go through that process."

Officials in Minnesota and Michigan said they're continuing to examine federated identity solutions.

Driessen, who led Hennepin's digital government/e-government initiative about five years ago, said he thinks the concept could have a similar positive impact for other cities, school districts and health-care organizations as well. Later this year, he plans to have a facilitated conversation with IT directors from the state's 87 counties about how the county handles open data.

In Michigan, Bertolini said IAM is a “must,” not a “nice to have,” and should be done across all levels of government. “If we can find a way to work across government lines,” he said, “we’ll be that much better off, that much more secure.”



Theo Douglas (<http://www.govtech.com/authors/Theo-Douglas.html>) Staff Writer

Theo Douglas is a staff writer for *Government Technology*. His reporting experience includes covering municipal, county and state governments, business and breaking news. He has a Bachelor's degree in Newspaper Journalism and a Master's in History, both from California State University, Long Beach.

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## State's 'Single Sign-on' For Business Expands

Posted: Aug 29, 2016 5:05 PM EDT

Updated: Aug 30, 2016 9:17 AM EDT

By Dan McGowan, Senior Writer/Reporter **CONNECT**

INDIANAPOLIS - Secretary of State Connie Lawson says the expansion of the state's "one-stop shop" web portal for businesses is not finished branching out. She says INBiz, which includes access to services from Lawson's office, and now the Indiana Department of Revenue and Indiana Department of Workforce Development, is already considered a model for the rest of the country. Lawson says plans call for all state agencies to eventually be connected through the "single sign-on" portal.

She tells Inside Indiana Business the information that is now accessible is only a sample of what's possible. "We're looking at all sorts of things. We've been working closely with the Indiana Economic Development Corp., some of the small business links, as well. the Office of Small Business and Entrepreneurship is very interested in the data that we're generating and how we can help each other," Lawson says.

She also says the scope could extend beyond state agencies. "What are the possibilities when we get the state side and state agencies connected, where could we go next with local governments?" Lawson says one potential example could involve a business paying personal property taxes through the system. "The horizon is just absolutely amazing about what we can actually do on this system."

The Secretary of State's Office is running point for the state on this effort and it says more functionality will continue to be added to the portal, helping business owners cut through red tape. Other available functions of INBiz include employer reporting, wage reporting, unemployment claims and premiums and tax registration. Some 57,000 users have already registered to use the system. Chief Information Officer Dawand Neely says "citizens are increasingly expecting government services to be as easy to use as the private sector. INBiz is just another example in continuing our mission of delivering best-in-class service to Hoosiers and making working with government simple."

You can connect to the INBiz platform by [clicking here](#).



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## STATE OF INDIANA LAUNCHES BUSINESS WEB PORTAL, CALLED INBIZ

Brian Scott May 9, 2016 State-wide News 410 Views



INDIANAPOLIS (May 9, 2016) – Governor Mike Pence and Indiana Secretary of State Connie Lawson today announced the launch of INBiz, the first phase of the state's business one-stop web portal. INBiz is aimed at streamlining the steps a business takes when registering with the state, including registration, filing, reporting, and making payments. This first phase of the project includes business services within the Secretary of State's office, and will include services from the Department of Revenue and Department of Workforce Development later this year. As the portal continues to grow, INBiz will become the single point of contact for businesses as they do business with the state.

"From day one of this administration, we have been focused on cultivating a more business-friendly environment that encourages investment and opportunity for all Hoosiers," said Governor Pence. "We've cut taxes and red tape, invested in our classrooms, our workforce and the infrastructure that makes Indiana the Crossroads of America. In just the last three years our state has added 130,000 new jobs, and we set a record for private sector employment. With the launch of INBiz, we'll be able to build on this momentum, increase efficiencies and make it easier for businesses to start up, operate and grow within the state of Indiana, saving owners time and money that can be reinvested into growing and operating their companies."

INBiz furthers Indiana's position as one of the nation's most pro-business environments. The site modernizes the current business registration system and enables businesses to open their doors faster. INBiz also utilizes state-of-the-art security features so businesses can feel safe about inputting business information into the system. Ten years ago, Indiana became a leader in business services when it began offering an online filing system.

"INBiz will be the most comprehensive one-stop resource in the nation," said Secretary Lawson. "It will streamline and expedite the registration and compliance process, reducing the cost of doing business with the state. Today's launch is just the beginning, and we will continue to add as many services as business owners demand. I am very thankful for the Governor's collaborative approach on this project. Partnerships like this benefit all Hoosier businesses. INBiz is another significant step in making Indiana a state that works."

INBiz is available at [INBiz.in.gov](http://INBiz.in.gov).

The \$9.1 million in funding for the initiative was included in the most recent biennial budget. In March 2014, Governor Pence signed into law House Enrolled Act (HEA) 1198, which mandated executive agency participation in the Business One Stop (now INBiz) online portal.

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### INDIANA SECRETARY OF STATE ANNOUNCES INBIZ EXPANSION

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By: Brandon Smith

August 26, 2016

INDIANAPOLIS – Secretary of State Connie Lawson Thursday announced the expansion of INBiz, a web resource that connects Hoosier businesses with state agencies. There is a growing list of services offered through the site

INBiz is a web resource for Hoosier businesses to register, file reports and pay fees with the Secretary of State's office. It launched in April and since then, 57 thousand users have registered their businesses.

Now, Secretary of State Connie Lawson says businesses can use INBiz to connect with the Department of Revenue and Department of Workforce Development.

Indiana Chief Technology Officer Dewand Neely says INBiz uses security measures modeled after those used by the U-S military.

Funding for INBiz comes from the state budget, out of appropriations to the Secretary of State's office.

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# Doing business in Indiana gets easier than ever with a one- stop government portal

April 20, 2017



The state of Indiana wanted to provide secure, online access to services such as business licensing, tax payment, and unemployment benefits for more than 6 million citizens. Using the new Microsoft Azure Active Directory B2C identity system for its INBiz portal (<https://inbiz.in.gov/BOS/Home/Index>), the state is providing a one-stop resource for an expanding array of business services. By taking advantage of the Microsoft cloud-based identity management system, Indiana is expanding and enhancing citizen services easily and affordably.

“Support your local business” is a frequently heard rallying cry, for many good reasons. Local companies provide jobs, generate tax



revenue, and attract investment. And whether you're a business owner or government agency, it's smart to make it easier to do business. To provide better support for local entrepreneurs, the State of Indiana decided to create a one-stop experience through its new INBiz website. By taking advantage of the Microsoft Azure Active B2C identity service, Indiana enables citizens to use just one name and password to access multiple applications through a single portal. From registering a new company to reporting wages, it's easier than ever to do business in Indiana.

## Consolidating IT services

The Indiana Office of Technology (IOT) was created in 2005 as part of an initiative to consolidate IT agencies across the state. In addition to streamlining management and cutting costs, the organization's vision is to provide enterprise-grade solutions that enhance quality of service for Indiana's citizens. Since then, IOT has made great strides in transforming Indiana's technology environment, including establishing centralized IT services and bringing all of the state's 108 agencies onto a single content management platform. However, one thing remained out of reach: a single-sign-on solution for diverse applications.

For example, to start and run a new business, users had to visit multiple sites, each requiring its own user name and password. In addition to being onerous for business owners, the situation was an expensive headache for the state. Each state agency faced the hassle of maintaining its own identity management solution, often with a different identity for each application.

When the state decided to create a single portal for business owners to access multiple applications, IOT decided that it was a good time to centralize identity management too.

## Adopting cloud-based single-sign-on solution

A longtime user of Microsoft Active Directory on-premises, IOT had an opportunity to become an early adopter of Azure Active Directory B2C (<https://azure.microsoft.com/en-us/services/active-directory-b2c/>), a cloud-based identity and access management service.

Highly scalable and available, the pay-as-you-go service can easily extend to millions of users.

Working closely with the Microsoft team, IOT designed custom pages for managing digital identities. By taking advantage of the Azure Graph (<https://developer.microsoft.com/en-us/graph/>) application programming interface (API), IOT created a web app that users can use to change their own names, passwords, and email addresses without help-desk support. IOT still maintains a help desk, but now it focuses on providing and specialized assistance to agencies.

In production since August 2016, more than 100,000 business owners are now using INBiz. Indiana expects the number to grow to more than 300,000 users. After creating a digital identity, citizens can use INBiz to access multiple applications for establishing and running a business, including registration, licensing, payroll reporting, and more. Jim Obermaier, Program Manager for INBiz with the Indiana Secretary of State, says that in the past, people would have to set up accounts at a minimum of three different state agency websites to start a company. "With INBiz, you can just sign in and all the information is in one place," he explains. "You can link existing businesses, and if you're creating a brand new business, you can do it all in one session. Everything you do—from registration to licensing to reporting—is reflected in one account, and it's very easy to access from that point forward."



## Improving efficiency and cutting costs with cloud services



© 2017 Microsoft

The portal improves efficiency for both business owners and agencies in other ways too. For example, the personalized dashboards alert business owners about upcoming filing deadlines. "Automated alerts through INBiz help business owners avoid compliance issues, and INBiz streamlines some of the processes on the state side as well," says Obermaier. "Information gets submitted and processed more quickly, and, in turn, everyone can return faster to the work they'd rather be doing. Those are some of the primary benefits."

IOT benefits too. A hybrid platform underpinned with Azure AD B2C aligns with the organization's overarching strategy of controlling costs while optimizing services for citizens. Both the INBiz portal and self-help administration apps are hosted by Azure App Service (<https://azure.microsoft.com/en-us/services/app-service/>) on Azure Government (<https://azure.microsoft.com/en-us/overview/clouds/government/>), a physically isolated instance of Microsoft Azure (<https://azure.microsoft.com/en-us/?b=17.14>), built exclusively for United States government

customers and their solution providers. The apps available through INBiz are hosted on-premises, but that could change soon too. With the success of the Azure AD B2C project, IOT is looking at workloads it could move to the cloud.

"We look at an application or server, and if we can move it to Azure and there's a cost savings in doing so, then we do it," says Steven Kremer, Deputy Chief Operating Officer, Indiana Office of Technology. "For example, we have an agency that needed to spin up hundreds of servers for a few days and then tear them down. Azure was a perfect solution for that. It saves us money, and we can automate almost the whole process. So as state agencies start looking at either new applications or refreshing existing software, we're going to see if we can do it in the cloud."



As IOT looks at moving more infrastructure to the cloud, other state organizations are interested in having Azure AD B2C portals of their own. For example, an agency that provides professional licensing for more than 200 occupations, a teachers' association, and an environmental agency all want to get on board. "Requests from agencies are growing, both for Azure AD B2C and hosting workloads on Azure," says Bryan Long, Cloud Architect at Indiana Office of Technology. "We dipped our toe in the water with INBiz, and now our cloud use is really expanding."

## Enhancing services for up to 6 million citizens

Ultimately, Indiana looks forward to expanding a single identity management solution to all state agencies as an identity management. "As a citizen of Indiana, I would have one ID to get my driver's license, file my taxes, and do business," says Long.

Ultimately, streamlined services benefit everyone in the state. Obermaier concludes, "We're one of the more business-friendly states in the Midwest, and INBiz with Azure AD B2C ensures that we can strengthen that position."

Explore and learn more about consumer identity and access management. (<https://azure.microsoft.com/en-us/services/active-directory-b2c/>)

"Having the ability to do everything as efficiently as possible helps make Indiana a great state to live in and do business [in]. We're one of the more business-friendly states in the Midwest, and INBiz with Azure AD B2C ensures that we can strengthen that position."

—Jim Obermaier: Program Manager for INBiz  
Indiana Secretary of State

“ With INBiz, you can just sign in and all the information is in one place. You can link existing businesses, and if you’re creating a brand new business, you can do it all in one session. Everything you do—from registration to licensing to reporting—is reflected in one account, and it’s very easy to access from that point forward.”

—Jim Obermaier: Program Manager for INBiz  
Indiana Secretary of State

“ Automated alerts through INBiz help business owners avoid compliance issues, and INBiz streamlines some of the processes on the state side as well. Information gets submitted and processed faster, and, in turn, everyone can return faster to the work they’d rather be doing. Those are some of the primary benefits.”

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# SPENCER Evening World

2016-05-10 / General

## State Of Indiana Launches New Business Web Portal, Called INBiz

Governor Mike Pence and Indiana Secretary of State Connie Lawson on Monday announced the launch of INBiz, the first phase of the state's business one-stop web portal. INBiz is aimed at streamlining the steps a business takes when registering with the state, including registration, filing, reporting, and making payments.

The full version of this story is only available to online subscribers.

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home : home : home : senate-update-inbiz-launches-next-phase

### Senate Update: INBiz launches next phase



By State Sen. Phil Boots

Monday, February 6, 2017 4:00 AM

Indiana prides itself on being A State That Works. Last year, the Indiana Secretary of State launched INBiz, a one-stop web portal for Hoosier businesses. INBiz streamlines the way businesses interact with the state. It provides a single, secure online location to register a business and update information such as officers, addresses, new business locations, and new tax types. It also provides reminders when filings are due, and keeps business documentation available in one location so business owners do not have to search through multiple agency websites.

In January, additional services such as trademark functions and new-hire reporting were added to the website.

Since its launch, 100,000 users have taken advantage of INBiz. The Secretary of State's office reports more than 140,000 transactions have occurred to date, including nearly 27,000 online business formations.

We hope this website continues to evolve so Hoosier businesses can continue to make their dealings with the state more efficient.

**File Taxes for Free**

Tax season has officially begun, and Hoosiers can use Indiana freefile to file their federal and state income taxes online for free by using the same software that many people pay to use.

Eligible taxpayers with an adjusted gross income of \$64,000 or less qualify to file for free using INfreefile.

Returns filed online are processed in 12 to 14 days and have a lower error rate than paper returns. Filing online is also more secure, since personal information will be in the hands of fewer people.

Visit [www.freefile.dor.in.gov](http://www.freefile.dor.in.gov) for more information.

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# State launches new business portal

May 11th, 2016

## News Coverage:

Greater Fort Wayne Business Weekly

May 10, 2016

### State launches new business portal

Greater Fort Wayne Business Weekly

The first phase of Indiana's one-stop web portal for businesses is up and running.

Gov. Mike Pence and Indiana Secretary of State Connie Lawson announced the launch May 8.

INBiz is aimed at streamlining the steps a business takes when registering with the state, including registration, filing, reporting and making payments, the Secretary of State's office said in a statement.

This first phase of the project includes business services within the Secretary of State's office, and will include services from the Department of Revenue and Department of Workforce Development later this year. As the portal continues to grow, INBiz will become the single point of contact for businesses as they do business with the state.

"INBiz will be the most comprehensive one-stop resource in the nation," said Lawson. "It will streamline and expedite the registration and compliance process, reducing the cost of doing business with the state."

INBiz is available at [INBiz.in.gov](http://INBiz.in.gov).

The \$9.1 million in funding for the initiative was included in the most recent biennial budget. In March 2014, Pence signed into law House Enrolled Act 1198, which mandated executive agency participation in the Business One Stop (now INBiz) online portal.

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## Indiana's One-Stop Business Portal Reaches New Milestone

POSTED BY REGION NEWS TEAM ON JULY 31, 2017 | 2:36 PM IN LOCAL NEWS, REGION NEWS

As of today, more than 200-thousand users have signed up to interact with the Hoosier state through INBiz, Indiana's one-stop business portal which launched in April 2016. Since launching, Hoosier businesses have conducted more than 300-thousand transactions through INBiz, including nearly 60-thousand on-line business formations.

"New businesses are instrumental in maintaining a healthy economy, and it's our mission to do everything we can to support them by making it easier to do business with the state," said Indiana Secretary of State Connie Lawson. "It is clear from these numbers that business owners are responding to our efforts, and we will continue to expand services and optimize our interface as we attract new users."

In April 2016, the State of Indiana launched INBiz, the first phase of its business one-stop web portal. Included in the first phase were services from the Secretary of State's office that allowed Hoosiers to register their businesses, file key reports, and request key corporate documents, such as a Certificate of Existence. In August 2016, the site expanded to allow business owners access to services from the Department of Revenue (DOR) and Department of Workforce Development (DWD) through INBiz.

Beginning later this year, INBiz will add functionality from the Indiana Professional Licensing Agency, as well as new features from Department of Revenue, Department of Workforce Development and the Secretary of State's agencies.

Visit [www.inbiz.in.gov](http://www.inbiz.in.gov) today to learn more about how INBiz can serve your business needs.



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FEATURED

## State promotes one-stop access for businesses

By Howard Greninger Tribune-Star Aug 25, 2016



Tribune-Star/Howard Greninger Watching: Indiana Secretary of State Connie Lawson, along with Dewand Neely, chief information officer for the Indiana Office of Technology, watch a video, at Terre Haute's Baesler's Market, as part of their presentation for a second phase of INBiz, a business one-stop web portal. The new phase has added the Indiana Department of Revenue and the Indiana Department of Workforce Development.



Indiana's new one-stop Web portal for businesses has expanded.

Secretary of State Connie Lawson on Thursday stopped in Terre Haute as part of a statewide effort to let business people know the Indiana Department of Revenue and the Department of Workforce Development have been added to "INBiz."

INBiz provides one site for Hoosiers to register their business online, file key reports and access documents.

The Secretary of State's office on Aug. 19 "went live with additional services from the Department of Workforce Development and the Department of Revenue. In April, we were already live with an updated system that allows for a one-stop location for business," Lawson said at Baesler's Market

Baesler's is an example of businesses that can use the web portal, and the market also has served as a vote center in Terre Haute.

The addition of the agencies allows businesses to file required state documentation including wage reporting, unemployment claims and premiums, and tax registration.

The web portal will be updated to include other services, Lawson said, such as trademarks as well as uniform commercial code liens, which are a collection of standardized laws on the contracting and trade of goods.

Those services are to be added by early 2017, Lawson said.

"In addition, we have done a voice-of-customer survey, so we know that most businesses are requesting that we move next toward professional licensing, so an individual can get an individual license they need to work in a certain business environment or renew or update a license" Lawson said. That should be available in 2018, Lawson said.

Since its launch in April, INBiz has had more than 58,000 users who have registered their businesses through the web portal, Lawson said.

The program was first funded in March 2014 with \$9.1 million by the Indiana General Assembly. "So far we have invested about \$4.5 million of that appropriation," Lawson said, adding, "we are generating enough money to maintain the [INBiz] system and continue to build the system," Lawson said.

For more information, go to [INBiz.in.gov](http://INBiz.in.gov) contact the Secretary of State's INBiz call center at 317-234-9768. The center is open Monday through Friday, 7:30 a.m. to 5 p.m.

*Reporter Howard Greninger can be reached 812-231-4204 or [howard.greninger@tribstar.com](mailto:howard.greninger@tribstar.com). Follow on [Twitter@TribStarHoward](https://twitter.com/TribStarHoward).*

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## New website designed to streamline starting a new business

May 10, 2016 | Filed under: Jobs, economy & labor, Quick reads, Top stories | Posted by: Editor

Staff Report  
TheStatehouseFile.com

INDIANAPOLIS — State leaders have launched a business website in an effort to streamline the steps for starting a new business.

Gov. Mike Pence and Indiana Secretary of State Connie Lawson Monday launched INBiz, the first phase of the state's business one-stop web portal. On INBiz, business owners will be able to complete several registration steps including filing, reporting and making payments.

The first phase of the project includes business services within the Secretary of State's office, and will include services from the Department of Revenue and Department of Workforce Development later this year.

"From day one of this administration, we have been focused on cultivating a more business-friendly environment that encourages investment and opportunity for all Hoosiers," Pence said in a statement. "We've cut taxes and red tape, invested in our classrooms, our workforce and the infrastructure that makes Indiana the Crossroads of America."

Officials said the website modernizes the current business registration system and enables business to open their doors faster. INBiz also utilizes state-of-the-art security features so businesses can feel safe about inputting business information into the system.

"INBiz will be the most comprehensive one-stop resource in the nation," Lawson said in a statement. "It will streamline and expedite the registration and compliance process, reducing the cost of doing business with the state. Today's launch is just the beginning, and we will continue to add as many services as business owners demand."

As the portal continues to grow, INBiz will become the single point of contact for businesses as they do business with the state. INBiz is available at [INBiz.in.gov](http://INBiz.in.gov).

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# The Journal Gazette

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## JGBUSINESS (/BUSINESS)

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Monday, July 11, 2016 10:03 pm

### Updated business site a hit

SHERRY SLATER | The Journal Gazette

Indiana's secretary of state wants folks to know that it's easier than ever for business owners to interact with Hoosier officials.

Or, at least, it's easier to do it online.

Connie Lawson spoke with two local groups Monday, part of a statewide effort to increase awareness of INBiz, a website launched in April. Hoosier businesses can use it to register with the state, file required forms and pay taxes.

Officials describe the technology as more simple, efficient and secure than the previous website. The portal accommodates large and small businesses.

As proof that it's working, Lawson said the site went live on a Sunday morning and several business owners had registered on it before her staff reported for work the next day.

More than 20,000 business owners signed up during its first month in operation, and more than 40,000 are now registered to use the site, she said. Anyone who registered on the state's former platform has to create a new profile.

The state budgeted more than \$9 million for the online upgrade, and Lawson's office has used about one-third of that amount so far, she said. The staff continues to tweak the site, based on user comments.

The Indiana departments of Workforce Development and Revenue will go live with updated links to the site in August.

Daryl Yost, a business consultant and one-time superintendent of East Allen County Schools, introduced Lawson before her PowerPoint presentation.

"She is working to modernize how the state does business," Yost told about a dozen people gathered Monday afternoon at the Northeast Indiana Innovation Center.

Lawson, who was elected in 2014, also spoke in the morning to about 15 people at Greater Fort Wayne Inc. Her goal is to get information into the hands of those who work with business owners in a bid to multiply the impact of her trips outside of Indianapolis.

Karl LaPan, the Innovation Center's president and CEO, couldn't attend because of a previous appointment. But he provided a statement, saying he appreciates Lawson's efforts to increase transparency and reduce regulatory burdens.

"Efforts to modernize and improve efficiency in reporting and monitoring are important to creating an attractive business climate," he said.

[sslater@jg.net](mailto:sslater@jg.net) (mailto:sslater@jg.net)

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[SOS] INBiz, Indiana's one-stop business portal, surpasses 200,000 active users (7/31/2017) dlvr.it/PZqTkK



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# INBiz Recognized With 2017 Government-to-Business Experience Award

by gcradmin | Sep 13, 2017 | News |

**Windsor, Connecticut – Wednesday, September 13, 2017**

Indiana's business one stop portal, INBiz, is being recognized in the 2017 Government-to-Business Experience category at the Center for Digital Government's annual conference on September 15th. The portal was chosen for its outstanding website and online user experience.

This is not the first award for the young application (launched in April of 2016); it has also received an IACA Merit Award for Technological Innovation and Indiana's Digital Government Summit Award for Best Application Serving the Public – State.

"INBiz would not be the success it is without PCC and its parent company, GCR," said Indiana Secretary of State, Connie Lawson. "They have worked side-by-side with our team to understand our users' needs and to create a product that delivers an unprecedented digital government experience. I appreciate their efforts and dedication to putting businesses and citizens first."

PCC Technology Inc. (PCC) is proud of its relationship with Indiana and is honored to serve as a partner in the creation of such an innovative solution.

## **About PCC**

PCC, founded in 1995 and acquired by GCR in 2016, is a leading provider of software to the state and local government market and the premier provider of solutions for Secretaries of State across the country. PCC develops and implements the highest quality software to support corporate registration, voter registration, election administration, ethics and disclosure, and land management.