THE OHIO BUSINESS GATEWAY

MISSION STATEMENT

MAKE DOING BUSINESS IN OHIO EASY AND EFFICIENT BY PROVIDING E-GOVERNMENT SERVICES THAT ARE SIMPLE AND SECURE

GUIDING PRINCIPLES

Focus on the needs of businesses as the end user

Clear customer journey for starting, managing, and growing a business

User experience that maximizes value and efficiency

Provide a system of tools and information to businesses

To create an adaptable, integrated, and secure digital platform
<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DESCRIPTION</th>
<th>PRESENTER</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>Welcome and procedural updates</td>
<td>Lt. Governor Mary Taylor</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Operations Update</td>
<td>Update on Ohio Business Gateway operations</td>
<td>Angelo Serra</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Legislative Update</td>
<td>Update on recent legislation</td>
<td>Commissioner Joe Testa</td>
<td>5 minutes</td>
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<tr>
<td>Modernization Project Update</td>
<td>Gateway Modernization Project Recap</td>
<td>Organizational Change Management (OCM) Team</td>
<td>5 minutes</td>
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<tr>
<td></td>
<td>• Modernization Roadmap</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• Benefits and Outcomes of Phase 1 &amp; Phase 2</td>
<td></td>
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<tr>
<td></td>
<td>Implementation Progress To-Date</td>
<td>System Integrator (SI) Team</td>
<td>10 minutes</td>
</tr>
<tr>
<td></td>
<td>• Phase 1 Plan/Analyze and Design/Build Successes &amp; Next Steps</td>
<td></td>
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<tr>
<td></td>
<td>Overview of the Ohio Digital Experience (ODX)</td>
<td>Stu Davis</td>
<td>10 minutes</td>
</tr>
<tr>
<td></td>
<td>• Modernized Gateway “Sneak Peek”</td>
<td>SI Team</td>
<td>30 minutes</td>
</tr>
<tr>
<td></td>
<td>• Phase 2 Plan/Analyze Successes &amp; Next Steps</td>
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<tr>
<td></td>
<td>• Open floor for Q&amp;A with the SI Team</td>
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<tr>
<td></td>
<td>Gateway Modernization OCM Update</td>
<td>OCM Team</td>
<td>10 minutes</td>
</tr>
<tr>
<td></td>
<td>• Business User Feedback activities</td>
<td></td>
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<td></td>
<td>• Communications to-date</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• Overview of Day 1 Readiness</td>
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<tr>
<td></td>
<td>• Open floor for Q&amp;A with the OCM Team</td>
<td></td>
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</tr>
<tr>
<td>Open Discussion and Suggestion Box</td>
<td>Open forum to discuss any additional items</td>
<td>OCM Team</td>
<td>5 minutes</td>
</tr>
<tr>
<td></td>
<td>• Foster responses for the Suggestion Box, providing attendees the opportunity to share thoughts and bring new ideas to the table for improving the Gateway</td>
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</tbody>
</table>
Topics

• Project Updates

• Usage Updates

• Internal Focus

• Projects in the Pipeline

• Contact Information
Project Updates

Maintenance
• Bulk Filing Automation, Notifications, and Enhanced Error Handling
• Security Improvements
  – Web Application Firewall
  – Advanced Threat Detection
• Improvements to Monitoring
  – Google Analytics
  – Back-end processing real-time alerts
  – Enhanced Exception Handling
  – Active Login Testing
• Daily Balancing Additional Automation and Processing Improvements
  – Automation of balancing e-mails
  – Automation of balancing confirmation to helpdesk screen
  – Consolidation of Activity Report and ACH File delivery for consistency

Job and Family Services
• Improve data sharing and company updates between Ohio Means Jobs (OMJ) and Ohio’s Workforce Case Management System (OWCMS)

STARS Release 9 and 9.1 Deployment (activation weekend of 24 June)
Usage Updates

**Gateway Usage** (1/1/2017 – 8/31/2017)

- $7.621B in electronic payments  ($7.275B same time last year)
- $3.3B in offline payments   ($3.216B same time last year)
- 3,527,413 transactions    (3,328,455 same time last year)
Internal Focus

Performance Improvements for Resiliency
• Changes to Load Distribution Algorithm
• Additional Hardware

Help Desk Enhancements
• Balancing and Daily Activity monitoring updates
• Improved error handling for acknowledgement emails
Projects in the Pipeline

Upcoming for 2017

• STARS Release 9 “go-live” on January 2\textsuperscript{nd} – Production completed
• STARS Release 9.1 “go-live” on April 10\textsuperscript{th} – Production completed
• Updates for Ohio Business Gateway Modernization effort
Contact Information

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Ohio Business Gateway Program Director
angelo.serra@das.ohio.gov

Ohio Business Gateway Help:
Phone: 866-OHIO-GOV (644-6468)
Online: http://business.ohio.gov/efiling
GATEWAY MODERNIZATION PROJECT RECAP

OHIO BUSINESS GATEWAY MODERNIZATION PROJECT
# PROJECT ROADMAP
HIGH-LEVEL TIMELINE FOR RE-PLATFORMING THE GATEWAY

<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Mar</td>
<td>Apr-Jun</td>
<td>Jul-Sep</td>
<td>Oct-Dec</td>
</tr>
</tbody>
</table>

**Phase 1**
- Defined a strategy and plan for the modernization, based on significant end user (business community) and agency Service Partner outreach efforts

**Phase 2**
- Laid the groundwork for re-platforming, including solution requirement documentation sessions with key agency Service Partners and solution validation of the proposed 3.0 solution architecture

**Phase 3**
- Selected a System Integrator, responsible for building the new technology platform, via a Request for Proposal (RFP)

**Select SI**
- Deliver updates to re-platform the Gateway, based on the roadmap agreed upon with the System Integrator

**Updates for Complete Re-Platforming (Gateway 3.0)**
- Work with agency Service Partners to add new service areas to the Gateway for FY18 and beyond

**Post-Modernization Plans**
- Prepared for execution and released Business Value Accelerators (BVAs) as near-term enhancements to the current system for users
- Laid the groundwork for re-platforming, including solution requirement documentation sessions with key agency Service Partners and solution validation of the proposed 3.0 solution architecture

**Continued to conduct outreach efforts**
PHASE 1

• **Outcome:** Replace Gateway front-end

• **Benefit:** Improved Business User experience
  - Modernized look and feel
  - Streamlined navigation
  - Simplified path to complete filings
  - Ability to file online service requests

PHASE 2

• **Outcome:** Replace Gateway back-end

• **Benefit:** Increased flexibility to incorporate new/modified Service Partner requirements
  - Simplified process to add new transactions
  - Improved system performance
# Aligning on Brand Terms

**Ohio Business Gateway Modernization Project**

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>The Gateway</td>
<td>Short-form for &quot;the Ohio Business Gateway&quot; to be used after first introducing with full name</td>
</tr>
<tr>
<td>Gateway Modernization Project</td>
<td>The name of the current modernization program/project</td>
</tr>
<tr>
<td>The Gateway Team</td>
<td>Individuals working on ongoing Gateway operations</td>
</tr>
<tr>
<td>The Modernization Team</td>
<td>Individuals working on the Gateway Modernization Project</td>
</tr>
<tr>
<td>Business User</td>
<td>Business-specific end users of the Gateway</td>
</tr>
<tr>
<td>Service Provider</td>
<td>CPAs and other 3rd party service provider users of the Gateway</td>
</tr>
<tr>
<td>Client</td>
<td>A Business User that utilizes a third party Service Provider</td>
</tr>
<tr>
<td>Service Partner</td>
<td>Agencies that have joined with the Gateway to offer electronic filing services for selected regulatory and compliance activities</td>
</tr>
<tr>
<td>Iteration</td>
<td>A set period of time during which functionality for specific User Stories is developed and made ready for review</td>
</tr>
</tbody>
</table>
IMPLEMENTATION PROGRESS

OHIO BUSINESS GATEWAY MODERNIZATION PROJECT
IMPLEMENTATION UPDATE
SI PROGRESS TO DATE

PHASE 1

- Final development iteration (8 of 8) in progress, target August completion. Review in progress to determine if additional iteration is required
- System Integration Testing is in progress
- User Acceptance Testing planning is in progress, working with Service Partners on test scripting
- Four mock deployments are planned ahead of go-live

PHASE 2

- Plan/Analyze activities were completed at the end of July to confirm Phase 2 scope
- Design sessions are scheduled to begin this week
# ADDRESSING USER CHALLENGES

The project will establish a new platform rooted in a modern solution architecture with the following objectives in mind:

## DEVELOP A SIMPLE, USER-FRIENDLY INTERFACE
- Design a consistent look and feel to be used across Service Areas and Transactions
- Redesign transaction front-end forms into the modernized Gateway, utilize pre-population of data to reduce data entry
- Streamline site navigation to focus on Business User needs
- Provide PDF versions of transaction confirmation and receipts in a format that is easy to access and print

## IMPROVE FUNCTIONALITY
- Enable self-service help functionality in the modernized Gateway
- Provide an intuitive wizard-like interface to setup/register a new business with ease

## CREATE A SECURE & ADAPTABLE PLATFORM
- Provide necessary security for Business Users and Service Partners
- Develop a repeatable process for onboarding new Service Partners and Service Areas / Transactions
OHIO DIGITAL EXPERIENCE (ODX)

STU DAVIS
OHIO DIGITAL EXPERIENCE (ODX)
A SECURE DIGITAL IDENTITY & INTUITIVE, INTERACTIVE USER EXPERIENCE FOR OHIO’S CITIZENS, BUSINESSES AND WORKFORCE

Benefits of the Gateway ODX Release

Security & Privacy Standards
- Automates privacy and security laws and policies compliance, including: NIST, HIPAA, IRS 1075, accessibility standards per Section 508 of the Rehabilitation Act, and the State of Ohio’s standards for data retention.

ID & Single Sign-on
- Manages and maintains identities and passwords for the Gateway and Gateway customers. Identity (ID) enables Single Sign-on (SSO) to all other ODX-connected business applications, delivering a better user experience.

Fraud & Risk Analytics
- Connects to enterprise Fraud and Risk Analytics, delivering the capability to leverage fraud and risk analytics and controls to support Gateway transactions.

24/7 Support
- Provides available support 24 hours a day, 7 days a week, 365 days a year, as the ODX platform is backed by a dedicated support center and is hosted in the cloud on a highly available and highly resilient redundant infrastructure.
An enterprise portal has two main functions: **integration** and **presentation**. It must be able to **access information from multiple and varied sources** and manipulate that information through the portal to **create a user-centric experience**.

- **User Experience Management**
  Personalized, customized, and responsive

- **Multimedia Content Management**
  Decentralized management delivering personalized content

- **Integration Framework**
  The platform is integrated to ID enabling a managed user experience
GATEWAY SNEAK PEEK

OHIO BUSINESS GATEWAY MODERNIZATION PROJECT
A LOOK AT THE MODERNIZED GATEWAY HOMEPAGE CONCEPT
A LOOK AT THE MODERNIZED GATEWAY
TRANSACTION & CHECKOUT FUNCTIONALITY

Sales Tax (UST-1)

Company Name  Company ID
S.L. Senor       xxxooo2017

Holmes County Rate Increase April 2017

To view this video, click here.

Lorain County Rate Increase April 2017
The Sales & Use Tax rate will increase from 6.50% to 6.75% effective April 1, 2017 for Lorain County

* Acknowledge

Balance Due or Refund $1.00 or less
If your balance due is $1.00 or less no payment is required. Also if you are due a refund $1.00 or less no refund will be issued.

* Acknowledge

Cancel  Next
A LOOK AT THE MODERNIZED GATEWAY
ONLINE HELP FUNCTIONALITY

To view this video, click here.
Phase 1 testing activities provide objective evidence that the modernized Gateway is functioning as designed and required prior to go-live.

Objective, data driven Go-Live Readiness Checklist is in progress. Regular checkpoints commence in August to track to go-live.
QUESTIONS?
STEERING COMMITTEE AND STAKEHOLDER Q&A

Discussion of questions or recommendations for the Gateway Modernization SI Team
ORGANIZATIONAL CHANGE MANAGEMENT (OCM)

OHIO BUSINESS GATEWAY MODERNIZATION PROJECT
ORGANIZATIONAL CHANGE MANAGEMENT
ENGAGING & INFORMING GATEWAY STAKEHOLDERS

**BUSINESS USER FEEDBACK**
- Ongoing collection of feedback on look, feel and functionality of select elements of the modernized Gateway via surveys distributed to more than 400 business organizations across Ohio

**EXTERNAL STAKEHOLDER COMMUNICATION**
- Video and project overview distributed to 400+ business organizations across Ohio
- Monthly article in *CPA Takeaways* reaching 16,000 OSCPA members
- Tweets and Facebook posts distributed via DAS and ODJFS accounts

**INTERNAL STAKEHOLDER COMMUNICATION**
- *Gateway Guide* newsletter distributed to 200+ impacted State staff and Gateway Modernization project team members
- Business Communication Roundtable meetings with nine business-focused state agencies
DAY 1 READINESS
PREPARING GATEWAY STAKEHOLDERS TO USE THE MODERNIZED GATEWAY AT PHASE 1 GO-LIVE

As Phase 1 development of the modernized Gateway is completed, **identify internal stakeholder readiness and training needs**

Develop and deploy **readiness materials that are easy to find and understand** which prepare Business Users to use the modernized Gateway on Day 1

Based on information gathered from business user feedback activities and testing results, **identify potential user pain points** to be mitigated via readiness and communication activities and materials
HIGH-LEVEL CHANGES

BUSINESS USER BENEFITS
HIGH-LEVEL CHANGES
WHAT IS CHANGING FOR BUSINESS USERS IN PHASE 1?

1. Creating an Account on the Gateway
2. Logging in to the Gateway
3. Account & Access Management
4. Establishing a Service Provider/Client Relationship
5. Case Management & Help Processes
6. Payment & Checkout Processes
1. Creating an Account on the Gateway

What changes will Business Users experience?

Today

- New business users create an account through the Gateway
- Business users’ accounts are hosted on and managed by the Gateway

With Phase I Go-Live

- New business users will create an account to access the Gateway through ODX
- Existing business users will go through a process to authenticate their profile and access the Gateway
- Business users’ login information is hosted by ODX and business account information is hosted by the Gateway
HIGH-LEVEL CHANGES
WHAT IS CHANGING FOR BUSINESS USERS IN PHASE 1?

1. Creating an Account on the Gateway
2. Logging in to the Gateway
3. Account & Access Management
4. Establishing a Service Provider/Client Relationship
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What changes will Business Users experience?

Today
- Business users access the Gateway through business.ohio.gov or the Gateway URL
- Business users log in with credentials specific to the Gateway
- Business users can reset or change their password via the self-service functionality on the Gateway or by calling the Help Desk

With Phase I Go-Live
- Business users will be able to access the Gateway through their ODX portal in addition to business.ohio.gov and the Gateway’s URL
- Business users will use their ODX credentials rather than Gateway credentials to log in
- Business users can reset or change their password via ODX
What is changing for business users in Phase 1?

1. Creating an Account on the Gateway
2. Logging in to the Gateway
3. **Account & Access Management**
4. Establishing a Service Provider/Client Relationship
5. Case Management & Help Processes
6. Payment & Checkout Processes

**What changes will Business Users experience?**

**Today**
- Business users with “Administrator” permissions for a business account have the ability to grant access to individual business users at the service area level.
- Business users with “Administrator” permissions for a business account manage that account’s access and profile information through the Gateway.

**With Phase I Go-Live**
- Business users with “Administrator” permissions for a business account have the ability to grant access to individual business users at the transaction level.
- Service Area access will be managed at the account level rather than the user level.
- Business users with “Administrator” permissions for a business account manage that account’s access and profile information through ODX.
HIGH-LEVEL CHANGES
WHAT IS CHANGING FOR BUSINESS USERS IN PHASE 1?

1. Creating an Account on the Gateway
2. Logging in to the Gateway
4. Establishing a Service Provider/Client Relationship
5. Case Management & Help Processes
6. Payment & Checkout Processes

What changes will Business Users experience?

**Today**
- Business users select a transaction as a “favorite” within the transaction flow

**With Phase I Go-Live**
- Business users select a transaction as a “favorite” from their dashboard
HIGH-LEVEL CHANGES
WHAT IS CHANGING FOR BUSINESS USERS IN PHASE 1?

1. Creating an Account on the Gateway
2. Logging in to the Gateway
3. Account & Access Management
4. Establishing a Service Provider/Client Relationship
5. Case Management & Help Processes
6. Payment & Checkout Processes

What changes will Business Users experience?

Today
- Business users with “Service Provider” permissions search for a business account by name, FEIN, etc. to switch to filing on its behalf
- Establishing and managing access for business users with “Service Provider” permissions is performed in the Gateway

With Phase I Go-Live
- Business users with “Service Provider” permissions will switch business accounts by selecting from a pick list of business accounts to which they have been granted access
- Establishing and managing access for business users with “Service Provider” permissions will be performed in ODX
HIGH-LEVEL CHANGES
WHAT IS CHANGING FOR BUSINESS USERS IN PHASE 1?

1. Creating an Account on the Gateway
2. Logging in to the Gateway
3. Account & Access Management
4. Establishing a Service Provider/Client Relationship
5. Case Management & Help Processes
6. Payment & Checkout Processes

What changes will Business Users experience?

Today
- Business users open help cases via phone
- Business users are routed to Service Partner help desks for profile, password and access issues
- All helpful content is housed on business.ohio.gov

With Phase I Go-Live
- Business users will open help cases online within the Gateway or via phone
- Helpful content related to Gateway administrative functionality and processing specific transactions will be housed within the Gateway
- Helpful content related to establishing an account, logging in, and general information related to service areas and transactions will be housed on business.ohio.gov
HIGH-LEVEL CHANGES
WHAT IS CHANGING FOR BUSINESS USERS IN PHASE 1?

1. Creating an Account on the Gateway
2. Logging In to the Gateway
3. Account & Access Management
4. Establishing a Service Provider/Client Relationship
5. Case Management & Help Processes
6. Payment & Checkout Processes

What changes will Business Users experience?

Today
• Business users are not able to edit payment method, amount and timing of transactions in the same cart without restarting the payment selection process
• Business users are required to checkout transactions that do not require payment
• Business users print receipts on the “Transaction Confirmation” page

With Phase I Go-Live
• Business users are able to edit payment method, amount and timing of transactions within the same cart
• Business users are not required to checkout transactions that do not require payment
• Business users will print receipts from the “Transaction History” page
QUESTIONS?
STEERING COMMITTEE AND STAKEHOLDER Q&A

Discussion of questions or recommendations for the Gateway Modernization OCM Team
OPEN DISCUSSION & SUGGESTIONS

SUGGESTION BOX
DISCUSSION & SUGGESTIONS
STEERING COMMITTEE AND STAKEHOLDERS

• Are there any questions or recommendations?
• Any additional items that should be discussed as a group?
• The suggestion box is provided for any additional ideas to incorporate
KEY GATEWAY MODERNIZATION PROJECT NEXT STEPS

- Complete Design/Build and Testing for Phase 1
- Begin Design/Build for Phase 2
- Deploy readiness materials to prepare Business Users for Phase 1 Go-Live
- Phase 1 Go-Live in Fall 2017
THANK YOU!