Promoting a World-class Pro-enterprise Business Environment

Sharing on Singapore eGovernment Transformation

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Director, Business Development
Ecquaria Technologies

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Presentation Outline

Motivation for OBLS

Singapore Government’s Experience: OBLS
  - Value & Challenges
  - Overcoming the Challenges

Critical Success Factors

About Ecquaria

Q&A
Motivation for OBLS

- **Measure of Government Effectiveness**
  - Quality of Public Services
  - Quality of Civil Service
  - Degree of Independence from Political Pressures
  - Quality of Policy Formulation
  - Quality of Policy Implementation
  - Credibility of Government's Commitment
- **Attracting Foreign Direct Investments (FDI)**
  - Deterministic “cause-effect” outcome
- **Promoting Pro-Business Environment**
  - Creating a business-friendly eco-system
OBLS Challenges: Selling the OBLS Vision & Value Internally

Complex - multi-levels and stages

- Policy Review
- Process Re-engineering
- Portal Implementation
- Operational Management

Massive Agency Involvement

- 30 agencies
- 200 stakeholders
- Review of over 154 licenses
OBLS Challenges: Selling the OBLS Vision & Value Internally

Agency Resistance

“Things have been working fine”

“We cannot remove the license - it is in the Act”

“Would MTI bear any responsibility if things go wrong?”

Singapore Government’s Experience: Online Business Licensing Service (OBLS)

“Many Agencies, One Government” vision

Delivering Cross-agency Integrated e-Services

One-Stop Portal for all Business Licensing Needs (Apply, Renew, Terminate)
OBLS Value: Customer-Centric Focus

**Before OBLS:**
Agency-Centric: "I have these Services"

- Agency 1
- Agency 2
- Agency 3

- Different Application Forms that require same information
- Different Styles/Mode of License Application
- Different Ways to check Application Status

**With OBLS:**
Customer-Centric: "What Services do you need"

- Agency 1
- Agency 2
- Agency 3

ONE Integrated Form and Single Payment for many licenses

- e-Services available:
  - Apply for new licenses
  - Renew licenses
  - Update license particulars
  - Terminate unwanted license

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Where Do You Start?

4 Key Guide Posts
**Achieving an Integrated Government (Online Business Licensing Service)**

Under eGAP II, we are developing an Online Application System for Integrated Services (OASIS). Using OASIS, a company **can register a business and apply for all required licences by visiting just one website**. There is **no need to fill up different forms at various government agencies**……. We will adopt a customer-centric approach to redesign and integrate our processes to provide more **cross agency, one-stop services** like the OASIS. I urge all agencies to deliver more convenience and more **cost savings** to the public …….

*Excerpt from Then Deputy Prime Minister Lee Hsien Loong's speech at the launch of e-Government Action Plan II (eGAP II) on 15 July 2003*

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License Clustering

► By Business Criteria
  • Why is License A required?
  • How is License A fulfilling its purpose?
  • How is License A impacting business?

► By Industry
  • Food and Beverage
  • Public Entertainment
  • Import/ Export
  • Childcare and Education

Staged Approach: Project Requirements and Stages

Eliminate/ Collapse Steps
Rationalize need for ‘in-person’ application & supporting documents
Re-sequencing processing steps
Simplify inter-dependency among agencies
Choosing the Right Technology

- Visit Info:
  - RFR = Cardiac Murmur from SHPS
  - View SHPS data from EMR Viewer
  - Capture Source of info
  - Medical History
  - Allergies
- Cardiac Murmur:
  - Update ECG Results
  - Update CxR Results
  - Order 2D Echo (KK)
- Diagnosis:
  - Mitral Regurgitation (Final)
- Dr Recall Case
- Management Plan:
  - "PL"
  - "GC" Follow Up
  - Ext Referral (e.g. to Cardiac Murmur)
- CxR and ECG done on Student
- History Taking
- Measurements
- Physical Examinations
- Orders – CxR and ECG
- CxR and ECG done on Student
- Put Case on Hold
- Sent Student for CxR and ECG
- End Case:
  - End Case for Visit
  - Route to Appt
- CSM Tx Rm:
  - Update Results for Chest Xray

Intelligent Form Designer

INTEGRATED E-FORMS AND SLA
Design and Implementation of OBLS e-Service

- Single, Integrated Application Form
- User-friendly features
  - Help, Advisory Services, Attach Docs.
- Hyperlinks to Agency Websites
- Data Capture & Verification - ‘At Source’

OBLS Value: Customer-Centric Focus

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With OBLS:
Customer-Centric: “What Services do you need”

Agency 1
Agency 2
Agency 3

- e-Services available:
  - Apply for new licenses
  - Renew licenses
  - Update license particulars
  - Terminate unwanted license
High Level Architecture of OBLS

Public User (Front-end)

Intelligent Mega Form

Process Orchestration (Integrated Platform)

Agency (Back-end)

OBLS - Complex, Large-Scale Process-Oriented Application
Enforcing a Service Mindset as Forethought

- Using a Process Monitoring Methodology
  - Define Service Level Agreements (SLA)
  - Insert Probe Points
  - Receive a Pro-active Alert (email, sms etc)
  - See overview via Dashboards
  - Zoom into identified process for proactive action

System-driven Best Practices Vs Human-driven Approach

OBLS in Brief

One-Stop Portal for all Business Licensing Needs


With OBLS, you can:

- Search licences & permits that apply to your business
- Apply & Pay for licences & permits online
- Register a new business
- Update, Renew, Terminate licences
- Make online status enquiry

Launched in Aug 2005
OBLS - Critical Success Factors

- **Speedy Development**
  - Phase 1 completed in 5.5 months
  - Quick, iterative prototyping

- **Critical Mass**

- **Enforcing a Service Mindset**

- **Business 360™**

### OBLS Overview

<table>
<thead>
<tr>
<th>OBLS Project</th>
<th>Project Duration</th>
<th>Status</th>
<th>Agencies involved in each phase</th>
<th>Number of licenses awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1</td>
<td>07/2003 – 12/2003</td>
<td>LIVE</td>
<td>IDA, STB, CPF, SPF, ACRA, MOM, URA, MDA, IRAS, HDB &amp; NEA.</td>
<td>20</td>
</tr>
<tr>
<td>Phase 2</td>
<td>01/2004 – 06/2004</td>
<td>LIVE</td>
<td>HSA, MOH, MCDS, MOE, AVA, MDA, URA, HDB &amp; MOM</td>
<td>17</td>
</tr>
<tr>
<td>Phase 3</td>
<td>04/2004 – 08/2004</td>
<td>LIVE</td>
<td>PUB, NEA, SCDF, SPF, BCA, BOA, PEB, MINLAW, IDA, MDA, AVA, HDB, MOM, IESPORE &amp; STB</td>
<td>32</td>
</tr>
<tr>
<td>OASIS-URT Pilot</td>
<td>04/2004 – 08/2004</td>
<td>LIVE</td>
<td>PUB, NEA, SCDF, SPF, BCA, BOA, PEB, MINLAW, IDA, MDA, AVA, HDB, MOM, IESPORE &amp; STB</td>
<td>32</td>
</tr>
</tbody>
</table>

TOTAL: 78
## Benefits of OBLS

<table>
<thead>
<tr>
<th>Business transaction</th>
<th>Before OBLS (Agency-Centric)</th>
<th>After OBLS (Customer-Centric)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incorporating a new company</td>
<td>Cost: S$1,200 to S$35,000 (Depending on Company Size)</td>
<td>Cost: Flat fee of S$300</td>
</tr>
<tr>
<td></td>
<td>Processing time: 5 days</td>
<td>Processing time: 2 hours</td>
</tr>
<tr>
<td>Applying a pet shop license</td>
<td>Processing time: 2 months</td>
<td>Processing time: 3 days</td>
</tr>
<tr>
<td>Applying for food shop license</td>
<td>Required photocopy of RCB Business Profile, Floor Plan and Fire Safety Certificate as supporting documents during application</td>
<td>No need for these documents for application process</td>
</tr>
</tbody>
</table>

Source: Singapore MTI Factsheet May 06

## Benefits to Government

**Promote a Pro-business environment**
- Business-centric VS Agency-centric

**Cut costs**
- One Consolidated license application system VS Multiple-Agency application systems
- More than S$40 million savings

**Reduce turnaround/processing time for license approval**
- Concurrent license applications

**Streamline application process**
- Standardise application process
- Identify and remove redundant processes

**Delighting Citizens**

More than S$40 million in savings; 28,000 Businesses have used OBLS
Benefits to Customers/ Businesses

Citizens no longer need to physically transact with a multitude of different agencies to effect one master transaction

Simple, user-friendly Web-based administration for agencies

Cuts down manual application processes

Dramatically reduces waiting time to get license approvals

OBLS TODAY

Apply over 80 licenses from 19 government agencies

Enable 80% of all start-ups (~30,000 businesses) annually to apply for all the licenses needed to start their businesses

Update, Renewal and Termination (URT)

“OBLS has allowed me to concentrate on getting my customers, instead of applying for licenses to start my business.”

Mr Francis Tan
Business Developer,
The Gifts Business – Singapore

“Ecquaria’s capability and expertise in Launching the Online Business Licensing Service rapidly and efficiently have far exceeded our expectations.”

Mr Alfred Low
Senior Assistant Director
E-Biz Unit, Ministry of Trade and Industry
Singapore - World’s Easiest Place for Business for 4 Years Running

In Ease of Doing Business by World Bank (2010)

Ecquaria
Our Company Profile
Ecquaria - Our 11-Year Key Milestones

- **e-GAP I**
  - 1999: e-GAP launched
  - 2000: Full-scale deployment
  - 2001: SOA

- **e-GAP II**
  - 2003: e-GAP II
  - 2004: SOA

- **IGOV 2010**
  - 2010: Business Case Management
  - 2011: Award-winning Business Process-Oriented Architecture

- **ACRA**
  - 2005: ACRA Web Service Gateway launched

- **ACRA APRIL**
  - 2008: ACRA APRIL

Ecquaria Making Waves Overseas

- **Middle East**
  - Kuwait e-Government consultancy
  - Qatar Service Platform for Qatar’s Supreme Council of Information and Communications Technology, (ictQATAR)
  - Qatar Business Setup Services (BSS)

- **Thailand**
  - University of the Thai Chamber of Commerce, UTCC Rajamangala Institute of Technology, RIT

- **Philippines**
  - Department of Defense

- **Brunei**
  - Integrated Service Portal for Ministry of Communications, Brunei Darussalam

- **Singapore**
  - Remains Ecquaria’s key market focus to develop and test new innovations

- **Trinidad & Tobago**
  - E-Services Readiness Assessment Consultancy

- **Mexico**
  - World Bank Mexico
  - Urban Micro Business Project COFEPRIS FOVISSSTE

- **Africa**
  - Botswana Crime and Criminal Recording System for Botswana Police Service

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