

2015 Business Plan

Submitted to the Nebraska State Records Board

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EXECUTIVE SUMMARY

As a baseball fan, there are three seasons to baseball. There is spring training, regular season and the post-season. Our game plan was outlined in the 2010 RFP/Contract continuing a vision for the future of the Nebraska.gov portal and an aggressive game plan for expanding our partnerships and services profile. During the regular season, at each board meeting we reviewed the game plan and what we've experienced were many successes, opportunities have risen that weren't expected, and planned prospects which have fallen flat. Through four years of our current contract with a two year extension, I consider ourselves in "Post-Season". The Post-Season is an exciting time because there is still exciting work to be done in 2015.

Expanding the Network has always been the focus of this contract and is our main business initiative for 2015. The opportunities we are working on in for 2015 clearly demonstrate our expertise in delivering e-government services. We take pride in going beyond the everyday request of turning a paper-form into an online application; we provide highly intuitive solutions, a flexible payment processing solution that now enables local government to be as efficient as State government, as well as suites of services as opposed to 1 dimensional services. Our processes and products are defined, efficient, intuitive and constantly up to date with the latest technologies. We look forward in finishing up our 2015 business initiatives with our heads raised high knowing we have delivered guaranteed elite quality services.

In Marketing we will:

- Enhance understanding of Nebraska.gov within Nebraska government, focusing on the Nebraska State Records Board members, Legislators and the new administration.
- Generate new service/partnership opportunities with state and municipal agencies.
- Drive adoption of Nebraska.gov online services through marketing and outreach to service customers, in partnership with the sponsoring government agencies.
- Generate increased awareness of the Nebraska.gov brand among State, counties, businesses and citizens.

In Mobile we will:

Continue our focus to re-design our partners' websites for responsive design to match the efforts we have done with the Nebraska.gov portal and applications. Our mobile strategy is aligned with the decreasing sales of computers and with the increase rise in the number of mobile devices as sole means of communication to the internet. Therefore, our goal is to increase organic adoption by making our sites and services accessible to the growing consumer pool of devices.

In the technical and security area we remain diligent by utilizing the ETS technology and infrastructures afforded to us. Our focus is on contributing to the betterment of the enterprise by implementing best practices in the areas of;

- Leveraging economies of scale
- Established Disaster Recovery model
- Flexible development languages
- PCI/DSS compliance

Our long terms goals are to keep electronic government thriving at the highest level in Nebraska. Driving usability through data will be what sets us apart in 3 to 5 years. We will expand our foothold in the mobile space with our strong focus on responsive design. Introducing contextual experience to our already robust mobile platform. Combining our focus on technology alongside of open data initiatives in the State and Nebraska will remain one of the top electronic States in the union.

We are excited about 2015 and the projects and goals we have set before you and look forward to our continued success.

A handwritten signature in black ink, appearing to read 'Brent Hoffman', followed by a long, sweeping horizontal line that extends across the width of the signature area.

Sincerely,
Brent Hoffman

PORTAL STRATEGIES

Expanding the Network - New Business Initiatives

Outlined below are initiatives we have identified as services that would create significant internal and external efficiencies for our partners. It is always an exciting process to evaluate what new things we can bring to the table with the goal to push the envelope and make an impact. It is truly important to us that we demonstrate that our initiatives continue to be fresh, innovative and aggressive. Although these services have been identified as having a strong impact on the State, during the concept and planning phases, there are times our partners run into technical or political roadblocks that change the direction or stop the project all together. In those cases, we move forward with the initiative next in line or one that may have presented itself after the start of the year. We look forward to expanding the State of Nebraska's Network with these services:

2015 Major Initiatives

- **Farmers Market** - The Nebraska Department of Agriculture manages the Senior and WIC Farmers Market programs which requires participating vendors to certify every three years and comply with program rules to stay certified. A new end to end application is being developed to manage this program as well as provide the public with a way to search vendors and Farmers' Markets statewide.
- **Voter Registration** – This new service will allow Nebraska residents to either update their current voter registration information or submit a new voter registration application. The system will work with the DMV data in order to validate user input.
- **DMV eNotice** - A new program for Nebraskan's to enroll in paperless notification of Motor Vehicle Registrations due is being developed for the Department of Motor Vehicles. This application will allow participants to receive notification electronically via email and or text message and encourage online registration renewals.
- **Driver License Services** - Nebraskan's moving must change their address with the DMV within 60 days of moving and must visit a Driver License Exam station in order to do so. An enhancement with the online Driver License Services system will allow individuals to upload proof of their new address which will be reviewed by the DMV before approving and completing the renewal or replacement request.
- **Certified Court Records** - Subscribers are able to view document/filing images as included in the court case search details. This new enhancement will allow users to request a particular document as a certified copy by the court and sent via email to the user. We would also include this option for the One-Time Court Case Search and the Appellate Courts Case Search.
- **Appellate Court Case Filings** – A new application that would allow Appellate and Supreme Court cases to be electronically filed. The use of this service would directly impact the adoption and usage of the Court of Appeals Case Search, which went live 09/2014.
- **Worker's Compensation Court Filings** – A new application where those attorneys filing in the Workers' Compensation Court will be able to file electronically. This application will include an admin interface where clerks are able to accept or decline filings.

- **Drupal for Counties** - Nebraska Counties need an easy to use, customizable website platform for them to be able to update the website on their own. Drupal will allow them to update their website on their own time, quickly and easily, without utilizing the outdated Zope interface that some counties currently use. Drupal has proven to be an effective platform that is easily managed, user friendly, and highly customizable. The main advantage for the Counties using Drupal is the ability to update the website right from their web browser, without any software purchase required and the easy to use word processor-like interface making knowledge of coding unnecessary and thereby creating immediate high level users.
- **Local PayPort** - PayPort has been growing in Nebraska's state and local government offices and partners find the reporting and affordability extremely beneficial and well received by customers. We will continue to develop this service to partners that want the benefits of collecting payments online but don't have the resources to afford the merchant fees. We have identified local entities based on population as first targets and counties who do not offer a payment method online.
- **Expanding Payment Processing Methods** - Individuals wishing to make online payments for state services or an in-person payment at a local government office may have options other than Credit Card and eCheck in 2015. We are taking the necessary steps to add new payment types for PayPal and PIN Debit transactions to be accepted through our payment processing system.

2015 Discovery Initiatives

- **Department of Health and Human Services** – Prior year discussions, with teams from DHHS, have created excitement on both side for a Vital Records suite of services. In 2015, we expect to continue to educate and discover ways to develop their online presence, streamline agency processes and are looking forward to working with a new administration.
- **Department of Labor** – A need to process payments online for overpaid benefits is currently in discussion. For security purposes, a custom application will be needed to process these payments as the current DOL system uses the debtors' ssn# as the primary account identifier.
- **Department of Revenue** - Many of the Department of Revenue's applications and website are not in a responsive design format which is a specialty of Nebraska Interactive. Responsive design enables users to connect to any service from any device. Our applications are responsive to any digital device and adjusts for the appropriate screen, whether a tablet, smartphone or computer. We will discuss this opportunity, as well as the opportunity to utilize our PayPort online application.
- **Department of Roads** – The Department of Roads is similar to Revenue in that while they have some services online, it appears they are struggling to keep them up to date with the advances in technology, such as updating services and their website to a responsive design format. We will discuss these opportunity with the Department of Roads.

National Recognition

As required by our contract “to assist in economic growth”, we recognize the power of delivering positive newsworthy stories to the media regarding the State being on the forefront of technology. Who doesn’t want their State to be tech-savvy as well as personally benefit from using those efficiencies? Companies and people looking to stay or relocate to the State want to know they live in a forward thinking state.

Promoting our partners services and winning recognition for our innovative solutions certainly has other states and industry groups knocking on our door wondering how they can implement the same solutions we have done in Nebraska. I.e. Court eFiling, Handicap Permits, Liquor License renewals, and the list goes on.

We will continue to work with our partners in 2015 to create press releases that will gain exposure for their online services. The ultimate goal of increased national recognition is to help the States reputation as an innovative State. This means not only seeking it in the eGovernment sector, but in the private sector, where our customers are. In addition, Nebraska.gov submits multiple awards annually on behalf of our partners. This is yet another example, not only for the service itself but for the agency and portal to gain recognition on a national level. We will continue to submit for the following national awards throughout the year: Best of the Web (BOW), Center for Digital Government, GovMark, and NASCIO.

Finish what we started

It is important to us that we do what we say. It is important for us to demonstrate our ability to follow through not only with short-term projects but long term objectives. In 2015 we will be reviewing the contract to identify any opportunities that have not been reported on. We will provide updates and conclusions to all of our expectations outlines in our Business plan in our RFP response. This includes but is not limited to our:

- *Scope of Work*
- *Future revenue based services*
- *General Operations*

PORTAL MARKETING PLAN

Creating online services is only one piece of Nebraska Interactive mission. Neither the public nor government agencies can realize the benefits of eGovernment unless the online services are used and a significant portion of manual/paper processes are diverted to online transactions. We also know that success of the self-funded revenue model used to support Nebraska.gov requires that the eGovernment interactive services be used. The marketing plan focuses on leveraging government, community and private organizations to promote eGovernment and to drive traffic to the portal.

Marketing Goals for 2015:

1. Enhance understanding of Nebraska.gov within Nebraska government, focusing on the new administration as well as the new Nebraska State Records Board members and Legislators. Generate new service/partnership opportunities with state and municipal agencies.
 - a. Prepare new introductory and leave behind materials
 - i. Restructure "Who we are and what we do" pamphlet
 - ii. Complete Nebraska Interactive Microsite
 - iii. Modernize Marketing materials of key services
 - iv. Generate media piece/article and proactively engage media outlets
 - b. Develop new partnerships and business opportunities with State and municipal agencies
 - i. Work with the CIO to identify new opportunities
 - ii. Monitor successful services in other NIC states and present those ideas to Nebraska agencies
 - iii. Market NIC Enterprise solutions
2. Drive adoption of Nebraska.gov online services through marketing and outreach to service customers, in partnership with the sponsoring government agencies.
 - a. Identify targeted applications for 2015 and develop specific marketing strategies
 - b. Evaluate adoption for existing services as well as success of past marketing strategies and implement marketing strategies as needed.
 - c. Create specialized marketing plans for each significant revenue generating application with specific strategies to attain growth year over year
 - d. Measure and Track usage of Nebraska.gov services through Google Analytics.
3. Generate increased awareness of the Nebraska.gov brand among State, counties, businesses and citizens.
 - a. Attend and exhibit at industry specific events and trade shows
 - b. Cross Market Services on applications and websites as approved by our partners
 - c. Promote Nebraska.gov through our local library resources
 - d. Create Press Releases for new services and large enhancements
 - e. Enter at least 10 technology or website award contests

MOBILE STRATEGY SUMMARY

Ensuring the State of Nebraska's information is available to everyone on all the new devices being used today and in the future is a top priority for us. Giving Nebraska.gov applications a common look and feel making them easily identifiable to the public as an authentic Nebraska.gov service, has also been a large initiative for us. Nebraska Interactive has embraced the mobile first design methodology. We continue to utilize our Common Application Template (CAT) using responsive design technologies, based primarily on Twitter Bootstrap¹. All current and future applications are being developed and tested for smartphones, tablets and computers. We continue to research, update, and add new technologies to our common application template and web sites to stay current with modern trends. This ensures Nebraska.gov sites are relevant with current standards. All new sites and applications are designed from the start to be 100% responsive design.

Keeping pace with rapidly changing specifications for various mobile devices continues to require evolution of our CAT. The CAT has been designed to be easily upgraded and includes versioning in the case of restricted backward compatibility, ensuring nothing stands in our way of being current with the latest technology.

Our development and design teams are extensively trained and experienced on implementing responsive design principles. We separate the user interface design from the backend logic to more efficiently upgrade and implement new designs and enhancements. This ensures that creative and development staff stay focused on their strengths. It also allows us to easily upgrade outdated versions of the CAT to the latest version without re-writing the application.

Our mobile strategy is aligned with the decreasing sales of computers and the increase rise of mobile devices as sole means of communication to the internet. Therefore, our goal is to increase adoption by making our sites and services accessible to the largest consumer pool of devices.

¹ A free collection of tools for creating websites and web applications. It contains HTML and CSS-based design templates for typography, forms, buttons, navigation and other interface components, as well as optional JavaScript extensions.

TECHNOLOGY SUMMARY

Nebraska.gov is hosted out of NIC's Data Center in Ashburn, VA and Allen, TX. We depend on NIC's Enterprise Technology Services (ETS)² division to support and maintain our operating environment. ETS provides our network and system administration needs for us. Our primary data center is in Ashburn, VA. The Allen, TX environment is our disaster recovery environment and is a one to one copy of all of the production servers from Ashburn, VA.

New Microsoft servers are being added in 2015 and are built to run our live chat software, Cute Chat³. Agencies are realizing the benefit of live chat and requesting their own instance of the application so they can address online questions from customers directly. Cute Chat runs in a Microsoft .NET environment.

The majority of our server operating systems are all Oracle Enterprise Linux⁴. We are in the process of upgrading the operating systems on our servers and restructuring our architecture to better utilize out of the box applications. Our goal is to reduce our dependency on self-supported custom built code libraries. Oracle creates all software and security patches to the stock packages just like Microsoft does for Windows operating systems. These patches will then get applied to our servers using the built in update tools. This will reduce the maintenance currently done by both the Nebraska.gov development staff and ETS.

At Nebraska Interactive we take advantage of the tools available to us for flexible, rapid development. We evaluate each application and decide which tool is the right fit. For the majority of our application development we implement the Grails⁵ framework⁶. It is used for large, complicated applications and for high volume applications. For our small, simpler, and low volume applications we still utilize Perl⁷ to avoid the large overhead of a framework. For both tools sets we have continued to grow our library and plugins to further optimize development.

² Enterprise Technology Services, NIC's division that manages the central data center, services, network, and system administration.

³ Cute Chat, live chat communication software written by Cute Soft. <http://cutesoft.net/live-support/>

⁴ An open-source operating system modelled on Unix (a widely used multiuser operating system)

⁵ An Open Source, full stack, web application framework for Java, a general-purpose computer programming language designed to produce programs that will run on any computer system

⁶ An open source web server for running Java

⁷ A high-level general-purpose programming language used especially for developing Web applications.