ARIZONA
BUSINESS ONE STOP

ACA Lunch and Learn

October 12, 2023

"WE CANNOT BECOME WHAT WE WANT BY REMAINING WHAT WE ARE."

– Max Depree
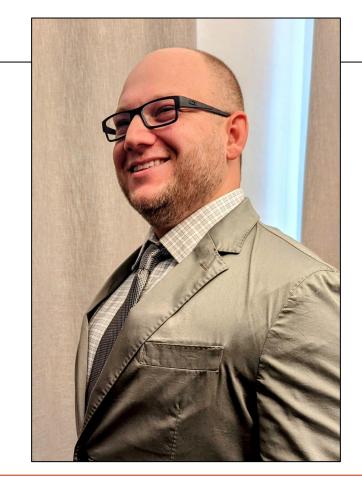
What does that mean here?
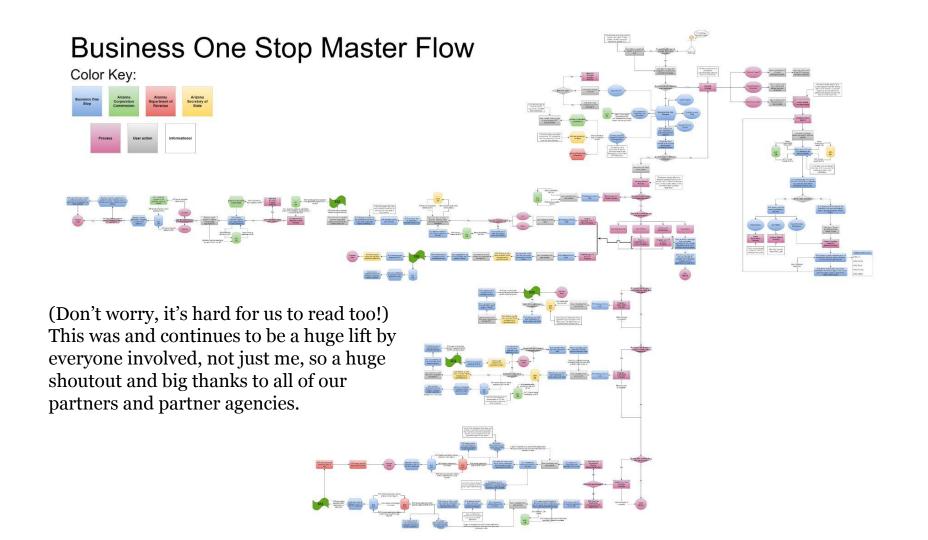
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Who am I?

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Curtis Galluzzo, Sr. Business Analyst
Arizona Department of Administration - ASET Division

- From tech support at big banks to live web-content coordination for AAA video game companies, I've worked in IT for a long time.
- In 2015, I transitioned to the public sector (ASU) because I wanted the work I do to help people.
- Joined the State in 2019 to continue that goal, and joined the B1S project in 2021 because it sounded like an opportunity to leverage all the skills and experience I'd been cultivating to create something truly groundbreaking for the State and the people of AZ.
- Led the original information architecture sessions and with that data, drafted the original system map that our teams used to build and release Business One Stop to the public.
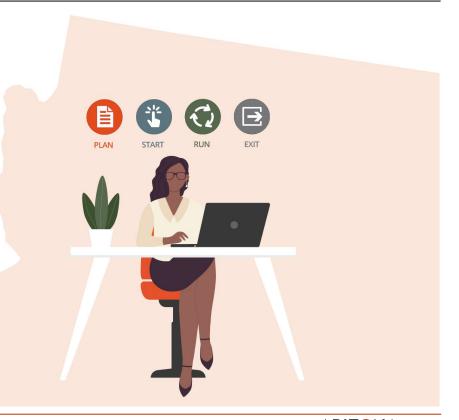
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What is Business One Stop?

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Business One Stop Master Flow

Color Key:

Business One Stop	Arizona Corporation Commission	Arizona Department of Revenue	Arizona Secretary of State

Process	User action	Informational

(Don't worry, it's hard for us to read too!)
This was and continues to be a huge lift by
everyone involved, not just me, so a huge
shoutout and big thanks to all of our
partners and partner agencies.

BUSINESS ONE STOP

A dynamic, intuitive, and secure website designed to help entrepreneurs PLAN, START, RUN & EXIT businesses in Arizona through a single experience that does not require in-person interactions, technical expertise, or additional fees.

How does it work?

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Without boring everyone too much...

- **Low Barrier of Entry** – Built to leverage the existing eAZ platform, allowing you to login with the same credentials you use for other State services.
- **APIs** – Tied multiple State agency backend systems together using fast, modern application programming interfaces to let you access everything in one place.
- **Real-time Validation** – Numerous automated checks and business rules run behind the scenes to ensure your data is safe and accurate, and your applications are delivered, reviewed, and approved as quickly as possible.

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Why Business One Stop?

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NEED FOR BUSINESS ONE STOP

Secretary of State

Department of Revenue

Corporation Commission

ARIZONA COMMERCE AUTHORITY

Commerce Authority

+124 Agencies, Boards & Commissions

Pain-points from the People:
- Confusion & uncertainty: multiple sets of requirements and a lack of transparency into processes.
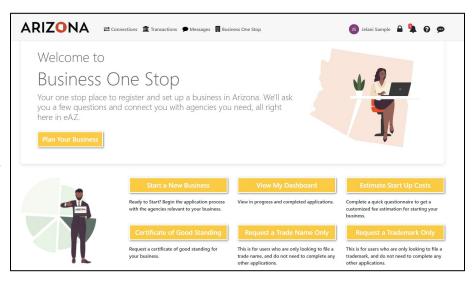- Discouraged from using online forms due to multiple logins across various agency sites.

Pain-points from the State:
- Lack of integrated user information.
- Silos of technology & information lead to inefficient operations and duplicative technology systems, sending users in circles and increasing processing times.

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CUSTOMER CENTRIC DESIGN

Business One Stop provides an intuitive, individualized, and responsive experience for users.
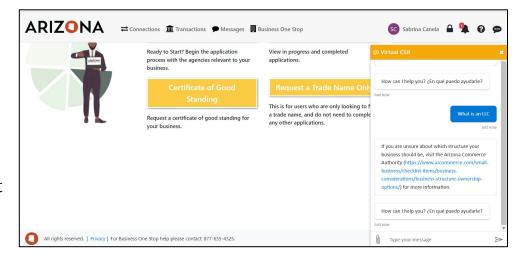
- 2019 McKinsey & Co 3rd Party Assessment:
  - Interviews with agency business and technical SMEs.
  - Focus groups with entrepreneurs and individuals with a desire to form a business in Arizona.
- Prototype designed by UI and UX experts and independently audited.

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CUSTOMER CENTRIC DESIGN

- Throughout technical planning and development stages, Business SMEs shared the voice of their customers along with agency requirements.
- Integrated user engagement tools to help us continuously monitor and self-audit our users' experiences.
- Cross-agency call center and chatbot calibrations to ensure we continue to meet our customers' needs.
- All that leads to continuous prioritization of enhancements and feature needs requested by users.

Enter a New Option for Arizona Business Owners

August 24, 2022 - Business One Stop released to the public

A NEW OPTION FOR ARIZONA BUSINESS OWNERS

Available on <u>desktop</u> and <u>mobile</u> devices, Business One Stop provides an *alternative* to agency-centric, paper-based applications.

For users, this improves access to the business formation process, expedites transactions, and keeps entrepreneurs connected to their business in a single space.

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A NEW OPTION FOR ARIZONA BUSINESS OWNERS

Some of the primary functions within Business One Stop include:

- Form & manage an LLC/PLLC
- Form & Manage Partnerships
- Receive a tax privilege license
- Request a Trade Name or Trademark
- Reserve your Business Name
- Much more in the works!

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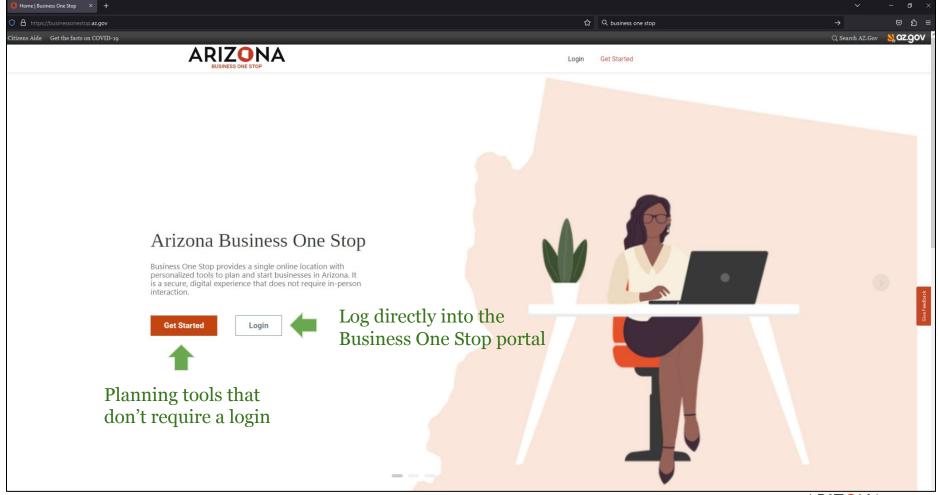# A NEW OPTION FOR ARIZONA BUSINESS OWNERS

Summary of key factors that distinguish Business One Stop:

- Customer centric design
- Cross-agency tools
- Instant approvals
- Embedded payment solutions
- Live status updates
- Centralized Dashboard
- Business management options

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Navigating to Business One Stop

Accessing the Business One Stop secure portal from the primary website

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Arizona Business One Stop

Business One Stop provides a single online location with personalized tools to plan and start businesses in Arizona. It is a secure, digital experience that does not require in-person interaction.

Get Started | Login

Log directly into the Business One Stop portal

Planning tools that don't require a login

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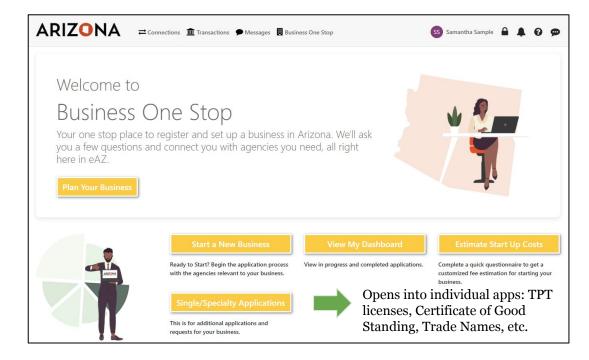
EASY & SECURE ACCESS GRANTED THROUGH eAZ

The Business One Stop portal uses eAZ to provide a secure connection to entrepreneurs and the State.

This is the same eAZ login that many Arizona residents use to manage their personal MVD accounts.

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BUSINESS ONE STOP SECURE PORTAL

Business One Stop provides many of the services needed to Start, Grow, Run, and Close businesses in Arizona all on a single, consolidated landing page.
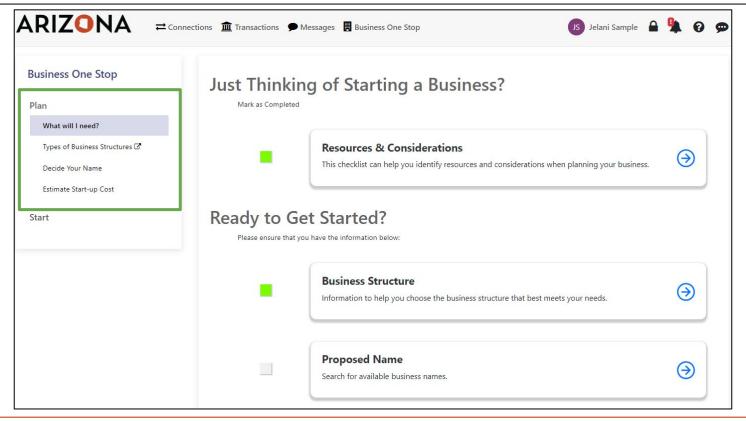
You can always get back to this page by clicking the Business One Stop link shown at the top of the page here.
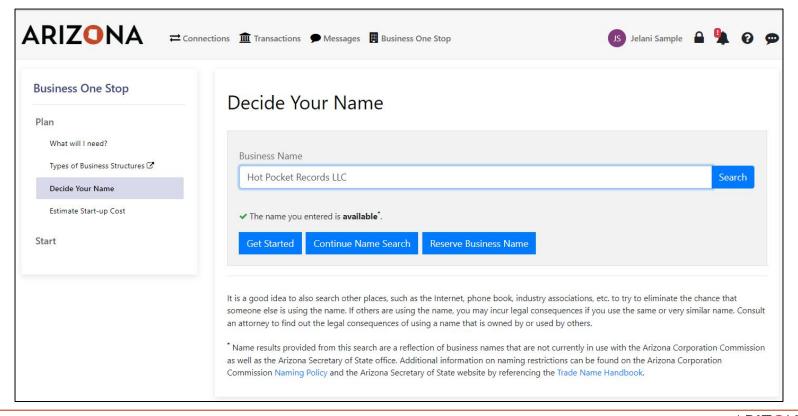
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Step 1: Plan a Business
Business checklist, name lookup, & fee calculation

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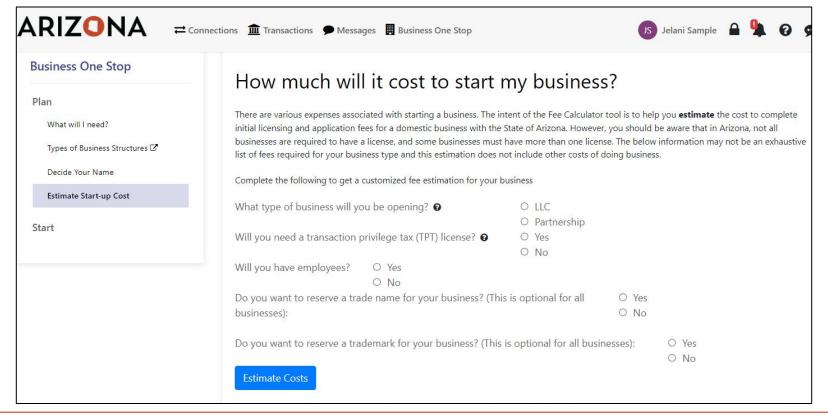# EARLY STAGE PLANNING

CROSS AGENCY NAME LOOKUPS & RESERVATIONS

CENTRALIZED FEE CALCULATION

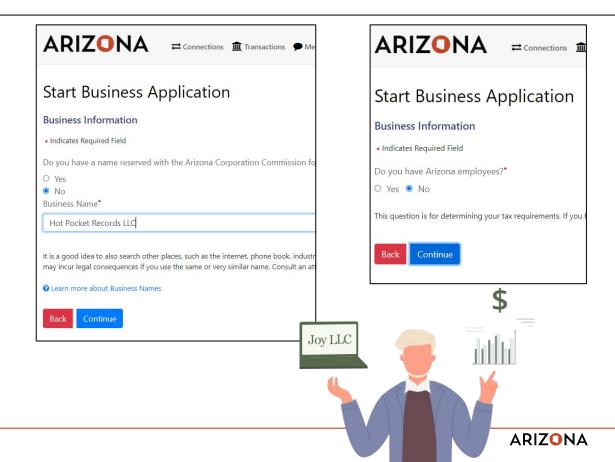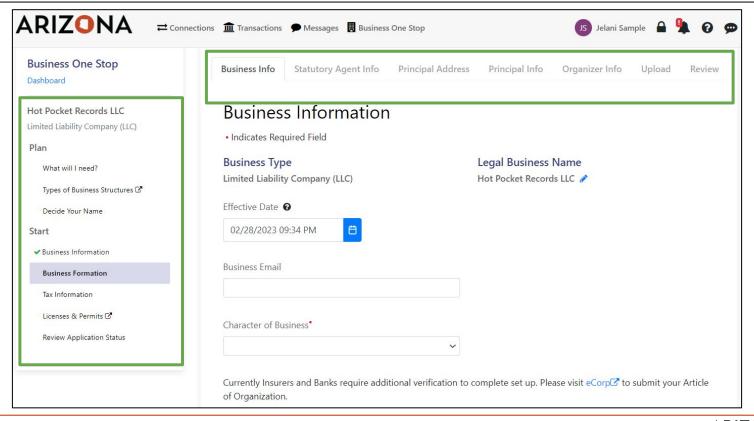# Step 2: Start a Business

Integrated journey wizard, step-by-step menus, database lookups, embedded payments, auto-approvals & a live dashboard

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INTEGRATED JOURNEY WIZARD

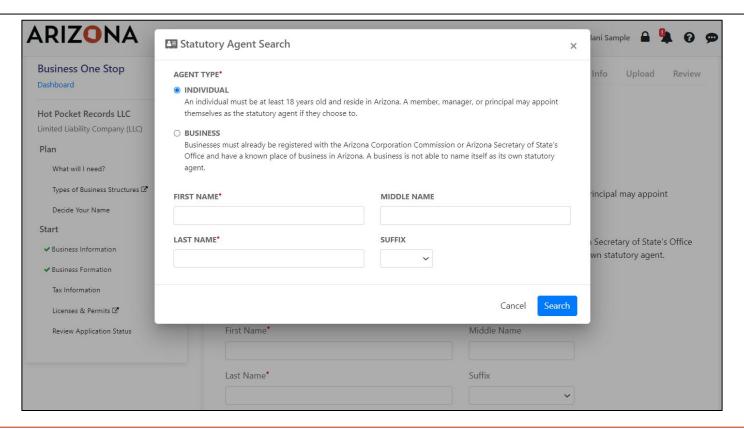# STEP-BY-STEP GUIDANCE

ACCESS INFORMATION ALREADY ON RECORD

FINAL REVIEW SCREENS & ONLINE SIGNATURES

Final application reviews with built-in data validation help ensure that your applications are delivered accurately and efficiently, avoiding unnecessary back and forths to correct entries.

Secure, digital signatures also help to reduce the need for in-person visits to agency offices.

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EMBEDDED PAYMENTS

Integration with the State Payment Portal allows Business One Stop to provide users with the ability to make credit, debit, or ACH payments seamlessly.

Unlike other products and services offered in the public space to assist people with creating and maintaining their businesses, Business One Stop doesn't charge a fee for use of our tools.

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INSTANT APPROVALS

Embedded validation checks, step-by-step guidance, and access to realtime support allow Business One Stop to offer instant approvals of most applications which significantly reduces the application turn around time and agency operational expense.
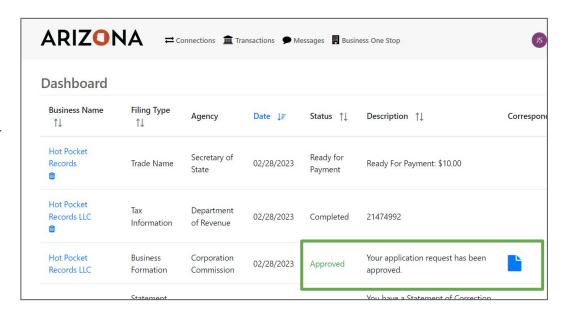
- LLC/PLLC formation, partner formation, trade name requests, and tax applications can all be processed through instant approval.

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⇄ Connections   🏛 Transactions   💬 Messages   📗 Business One Stop   JS

Dashboard

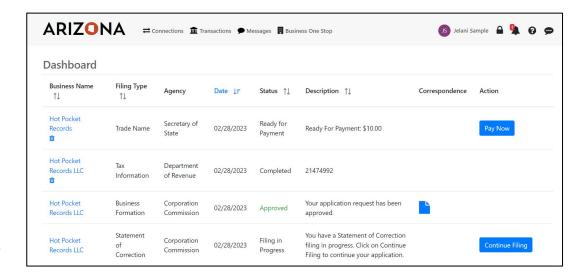| Business Name ↑↓	Filing Type ↑↓	Agency	Date ↓≡	Status ↑↓	Description ↑↓	Correspond
Hot Pocket Records 🗑	Trade Name	Secretary of State	02/28/2023	Ready for Payment	Ready For Payment: $10.00	
Hot Pocket Records LLC 🗑	Tax Information	Department of Revenue	02/28/2023	Completed	21474992	
Hot Pocket Records LLC	Business Formation	Corporation Commission	02/28/2023	Approved	Your application request has been approved.	📄
	Statement				You have a Statement of Correction	

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LIVE DASHBOARD = IMPROVED TRANSPARENCY

The Business One Stop dashboard provides entrepreneurs with the complete and real-time status of their business(es).

- Receive notifications about pending payments.
- Access important documents.
- Learn why an application was rejected by an agency.
- Review information for all businesses owned by the user or associated with the user.
- Take action on your next steps with dynamic action buttons.

Business Name ↑↓	Filing Type ↑↓	Agency	Date ↓≡	Status ↑↓	Description ↑↓	Correspondence	Action
Hot Pocket Records	Trade Name	Secretary of State	02/28/2023	Ready for Payment	Ready For Payment: $10.00		Pay Now
Hot Pocket Records LLC	Tax Information	Department of Revenue	02/28/2023	Completed	21474992		
Hot Pocket Records LLC	Business Formation	Corporation Commission	02/28/2023	Approved	Your application request has been approved.	📄	
Hot Pocket Records LLC	Statement of Correction	Corporation Commission	02/28/2023	Filing in Progress	You have a Statement of Correction filing in progress. Click on Continue Filing to continue your application.		Continue Filing

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Step 3: Manage a Business

Tools to help business owners manage, grow, and close their business

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MANAGE AN LLC

Within Business One Stop, users can complete all LLC/PLLC related applications and filings including things like:
- Making Amendments
- Requesting Certificates
- In-line Statutory Agent Acceptance
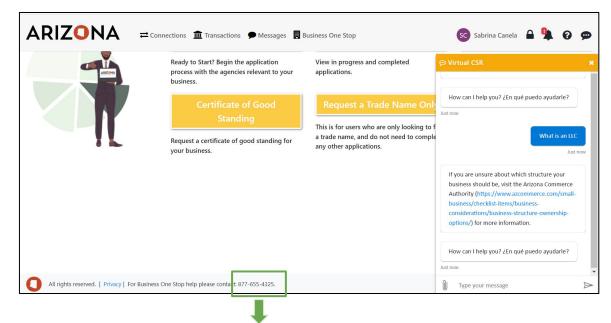- Even managing businesses created outside Business One Stop

As we continue to enhance our workflows around Partnerships our users will be able to:
- Create all forms of Domestic and Foreign Partnerships
- Amend existing partnerships
- File annual reports
- Request various certificates and statements
- Notate service process changes, and more!

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Critical Components to Keep Users Progressing

Embedded help tools allow users to access information quickly and contact experts when needed.

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INTEGRATED SUPPORT MODEL FOR ALL USERS

Help Line: 877-655-4325

In order to support users navigating the website, Business One Stop offers both a virtual customer service representative and a live call center that is staffed during regular business hours.

If you need help, *wait times are usually less than 1 minute* and most people are off the phone in under 6!

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What's Next?

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The Job of Serving People is Never Done

The Business One Stop team and all its partners are working hard every day, digging through the data, listening to the voice of our customers, so that we can continue providing refinements and enhancements to our existing processes, building new features and tools to help you do what you do, and finding new partners to help us expand our reach and support of the people of Arizona.

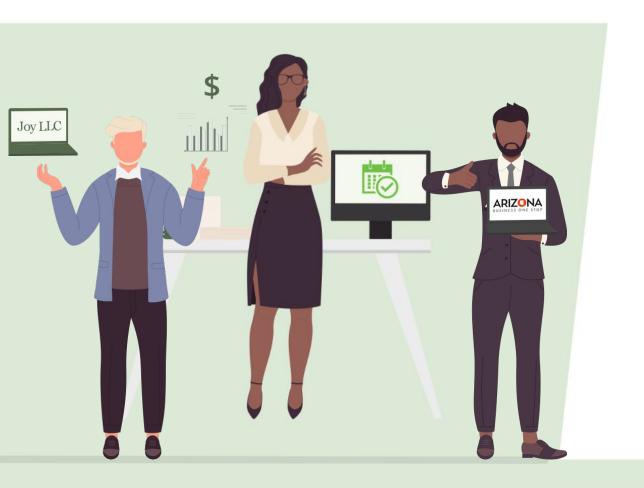You're why we do what we do. Thank you so much.

Demo Time!

Scan the QR code or enter the URL
to follow along!

https://businessonestop.az.gov/

Curtis Galluzzo
Curtis.Galluzzo@azdoa.gov

Question & Answer Session