

## Shared Services Case Studies

### Case Study 03: EasyBiz: Regulatory Compliance for SMEs

<b>Scale:</b>	Budget of Aus \$6 million over 3 years
<b>Sector:</b>	Public sector client
<b>Timescales:</b>	Rapid: Contract to delivery within a year
<b>Parties involved:</b>	Public Sector Clients: Victoria State Government and a consortium of 6 local government authorities (led by Whittlesea City Council) Private Sector Supplier: Acumentum, using ScenarioBuilder software
<b>Verdict:</b>	Delivered planned benefits to time and budget? Yes Met Transformational Govt core objectives? – Yes (improved government services delivery, generated efficiencies in government operations and provided business-centric services).

#### Overall Project Objectives

The objective of EasyBiz was to reduce the burden of regulatory compliance for small businesses with the overall objective of facilitating business start-up and encouraging and fostering new businesses in the area.

#### Project Description

This project involved a consortium of 6 local government authorities in Victoria State and was funded by the Australian Commonwealth Government through the Regulation Reduction programme. The function of the EasyBiz project was to help SMEs, particularly start-ups, meet all their local government compliance requirements by explaining and simplifying the compliance process – effectively reducing the headache of regulatory compliance. The EasyBiz project used an online system (ScenarioBuilder) to replace the confusing, complex and repetitive sea of regulatory paperwork with a single interactive interface. This provided an intuitive process which guided users through compliance procedures such as company registration and licence applications and then verified inputs and validated responses. The system also stored data securely so that users could safely interrupt longer tasks and come back to them later without having to start all over again, and local authorities could access data and avoid re-keying information – even for forms that were printed off and manually signed after completion on-line. .

#### Challenges, Issues and Problems

Very short timescales and changes in the consortium members were an additional challenge.

#### Project Benefits

The project delivered major benefits for local authorities, which could process information more efficiently, and author and update application forms more easily. Following any legislative changes, the use of electronic master templates allowed automatic and synchronised updating of the relevant “family” of application forms. This reduced costs, improved speed and consistency and reduced errors and oversights. For end-users, the compliance process was simplified and made much more flexible (applications could be stored at any stage and revisited later) time and cost were reduced and businesses and citizens gained user-friendly access to vital council resources and information.

#### Reasons for Success

The project was successful because it was strongly led, had good executive support from both clients and suppliers. It provided clear benefits for users, and had clear business objectives. Implementation followed a clear methodology with proper planning and competent staff. The software, ScenarioBuilder, was a flexible tool adaptable to many uses, so was relatively future-proof and could accommodate changing requirements.

#### Conclusion – did the project meet the core objectives of the Transformational Government Agenda?

This project delivered truly citizen-centric services by replacing a set of silos with a single, integrated system that was user-friendly. The project was also successful in improving efficiency and professionalism within the administering local authorities.