

One-Stop Portal for all your Business Licensing needs

Innovation that delights



Toppan Ecquaria : e-Government Action Plan II - G2B



Restaurant

Toppan Ecquaria-developed **Online Business Licensing Service (OBLs)** makes a breeze for businesses to check what licenses they need, then apply, renew or terminate and pay online

<http://www.business.gov.sg/licences>

No more long queues; Huge time savings

"I think it is very convenient and easy to use, rather than having to fill out forms and mailing them in and then waiting for a reply. This is much faster."

Mr Ang Ying Thye, Director of Studyworks, Singapore

"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

Slashing red tape

"The value of OBLs was in getting the different agencies to look at their own back-end processes and streamline them so that they appear as one to the applicant."

Mr Peter Ong, Permanent Secretary, Ministry of Trade and Industry, Singapore

Toppan Ecquaria's expertise

"Toppan 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



- Apr 2003 Launch of Pilot Phase: 4 licenses available for online application
- Jan 2004 Phase 1 Launch: 20 licenses available for online application (media, F&B and entertainment)
- Jun 2004 Phase 2 Launch: 17 more licenses available for online application, making a total of 37 licenses (public entertainment, F&B, media, healthcare, education and import/export)
- Aug 2004 Phase 3 Launch: 32 more licenses available for online application. With the entire suite of 69 licenses now available online, 80 per cent of businesses annually can apply for the licenses needed to start their businesses online
- Apr 2005 Implementation of Update, Renewal and Termination (URT) modules for the licenses currently available for application
- May 2005 Won the United Nations Public Service Award for best application of infocomm technology in e-Government sector
- Nov 2006 Toppan Ecquaria awarded OBLs commercialization rights
- ZDNet Asia Smart 50 Award
- The Enterprise Challenge Award
- Jun 2007 OBLs recognised as Laureate by the IDG Computerworld Honors Program

Helping Businesses to Flourish

What is OBLs?

The Online Business Licensing Service is one of the pioneering initiatives in cross-agency integration, providing a one-stop website for new businesses to register and apply for licenses.

The interactive website uses a shopping cart concept, allowing customers to choose the type of business operations; from setting up a restaurant to venturing into a pet shop.

Applicants need only complete one integrated form and make a single payment for the many licenses, instead of a series of forms and separate payments.

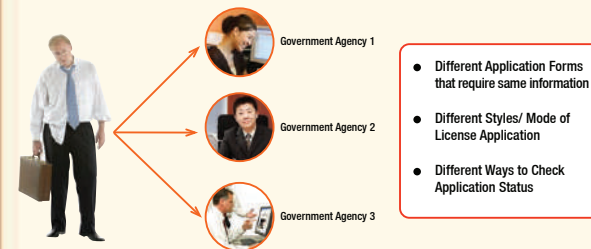
Before each license came online, rigorous business reviews, streamlining and redesigning of workflow were done so that the integration can be more seamless and turnaround time reduced.

An effort of close collaboration between 30 government agencies, up to 70 licenses from 19 government agencies have been integrated to date, offering 80 per cent of all start-ups an easy method to start their businesses.

Businesses can also update license particulars, renew licenses and terminate unwanted licenses with convenience using OBLs.

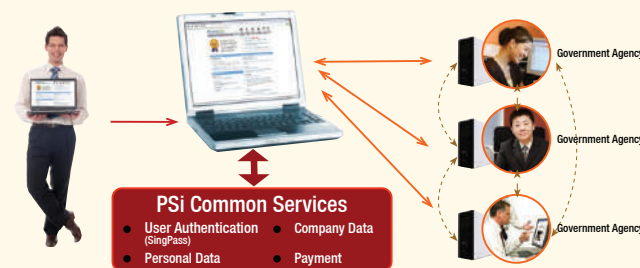
Before OBLs

Agency-Centric: "I have these services"



With OBLs

Customer-Centric: "What services do you need?"



Many Agencies, One Government

Delivering Cross-Agency Integrated e-Services

Getting all permits to set up shop via one website instead of going to each individual ministry or agency.

Toppan Ecquaria's "Customer-centric" Service-Oriented Platform™ (Ecquaria SOP™) provides the platform that connects government agencies and integrates with common services available on the Public Service Infrastructure (PSI). OBLs is designed with the user in mind, providing customer-centric services where business processes are re-engineered and implemented around citizens, customers and businesses; not government agencies.

e-Services available

- Apply for new licenses
- Update license particulars
- Renew licenses near expiry
- Terminate unwanted licenses

More than S\$40 million in savings; 28,000 Businesses have used OBLs

