

One-Stop Portal for all your Business Licensing needs

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

Ecquaria's expertise

"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 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.

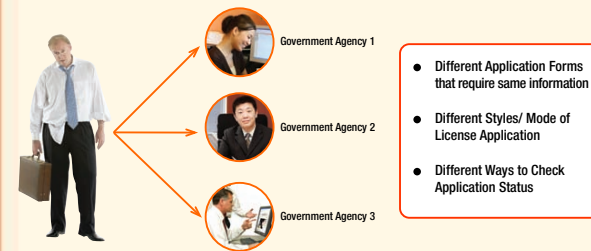
Before each license came online, rigorous business reviews, streamlining and redesigning of workflow were done so that the integration can be more seamless and turnaround time reduced.

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.

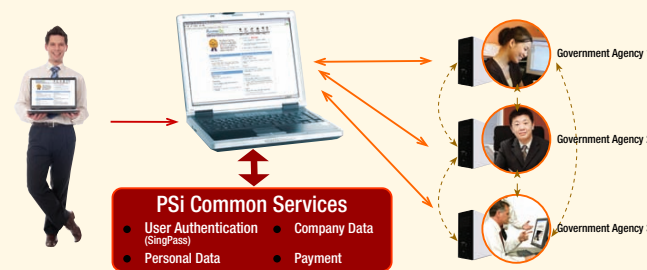
Before OBLs

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

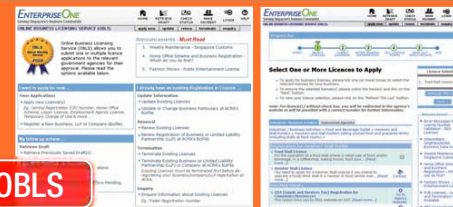
Getting all permits to set up shop via one website instead of going to each individual ministry or agency.

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
- ✓ Renew licenses near expiry
- ✓ Update license particulars
- ✓ Terminate unwanted licenses

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



For more information, visit www.ecquaria.com

Every effort has been made to ensure the information included in this brochure is true and correct at the time of going to press. However, the products described herein are subject to continuous development and improvement, and the right is reserved to change their specification at anytime.

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One-Stop Public Services Online

- Rolling out e-Services quickly and efficiently

Ecquaria is the Chief Architect who developed Singapore's **Public Service Infrastructure (PSi)**, a central government-wide infrastructure that allows quick and efficient deployment of e-Services.

<http://www.ecitizen.gov.sg>

Ambitious eGAP I Goal

"Two years ago, we set ourselves an ambitious target - to make key public services that can be delivered electronically, to be electronically available by the end of year 2001."

Dr Tony Tan, Then Deputy Prime Minister
Speech made in June 2000

Value of PSi

"PSi allows government agencies to share components such as payment gateways, electronic data exchange, authentication and other security features in the development and deployment of their e-Services."

Ms Tan Swee Hua, Director of Electronic Services
Division, Government Chief Information Office, Infocomm Development Authority of Singapore (IDA)

Best Practice

"PSi has become the best practice for e-Government infrastructure. We are proud to be IDA's technology partner to help them achieve their strategic objectives."

Dr Foong Wai Keong,
President and CEO
Ecquaria Technologies



KEY MILESTONES & ACCOLADES

- 2000 eGAP I (PSi) initiative unveiled
- Feb 2000 Project awarded to Ecquaria
- PSi productised into Ecquaria SOP™
- Feb 2001 PSi launched by Ministry of Finance and IDA
- First Integrated government-wide infrastructure in Southeast Asia
- World's largest J2EE deployment and Singapore Government's first proven SOA success story
- New Singapore Shares e-Service launched in record time of 3 weeks
- 2002 E-Gov 2002 Award
- Stockholm Challenge Award
- CIO Asia Award
- Intelligent Enterprise Award
- 2007 Over 1,700 e-Services available online

ONE Infrastructure for ALL Government e-Services

What is PSi?

Public Service Infrastructure (PSi) is a key e-Government initiative under Singapore Government's \$1.5 billion e-Government Action Plan I (eGAP I).

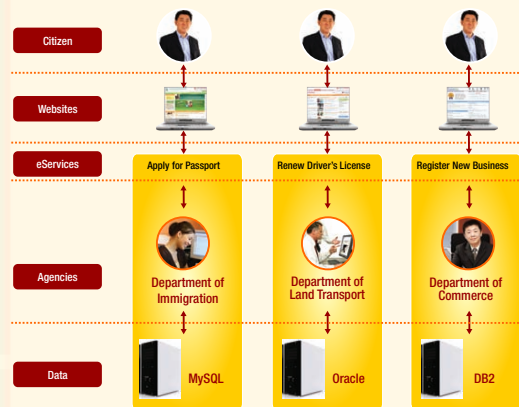
PSi provides the infrastructure, application services, and e-Service development environment to allow government agencies to rapidly develop e-Services.

Common components such as payment, authentication and data exchange are "built-once, re-used always" services that agencies do not need to develop on their own. By leveraging these building blocks, development time is significantly reduced from months to days.

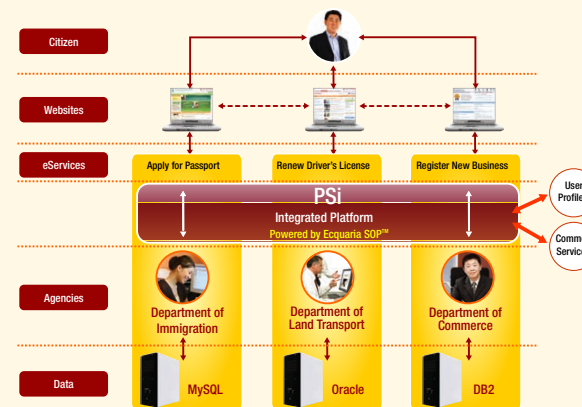
The eCitizen portal www.ecitizen.gov.sg which rides on PSi is designed as a single window to public services. Here, services are organized according to life events instead of by departments and agencies.

Whether it is to look for a job, apply for a housing flat or file his income tax, citizens can now transact seamlessly online at the click of the mouse.

Traditional Online Government: Existing Approach



E-Government: Integrated Approach



Integrated Approach

- ✓ Speedy development of new e-Services
- ✓ Re-use commonly shared services
- ✓ Share costs across all services
- ✓ Reduced incremental cost for new services
- ✓ Flexibility to change requirements

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