



Electronic Licensing System Update

March 15, 2019

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ODFW's Electronic Licensing System (ELS)



- In March of 2016, ODFW executed a six-month contract with a process improvement vendor to provide us with recommendations for changes to our recreational licensing business processes. The intent was to identify opportunities to make improvements and ensure operational efficiency.
- In December of 2017, we initiated a competitive bid process to select a new solution to support license sales. Through that process, we selected Johnson Mirmiran & Thompson (JMT), a leading vendor in the market, to implement our new solution. We signed a contract to develop and implement the new solution in May of 2018.
- The ELS, implemented through a phased approach, went live on schedule with Phase I on December 1, 2018. A second phase is planned for spring of 2019, which will enhance mobile functionality and introduce new functionality.



Goals and Benefits of a New System

The high-level goals for implementing a new system included:

- Increase the percentage of online customers.
- Automate manual processes to increase productivity, reduce errors and rework.
- Eliminate reliance on paper-based processes.
- Offer electronic options for license validation by Oregon State Police.
- Eliminate supply of equipment to POS agents.

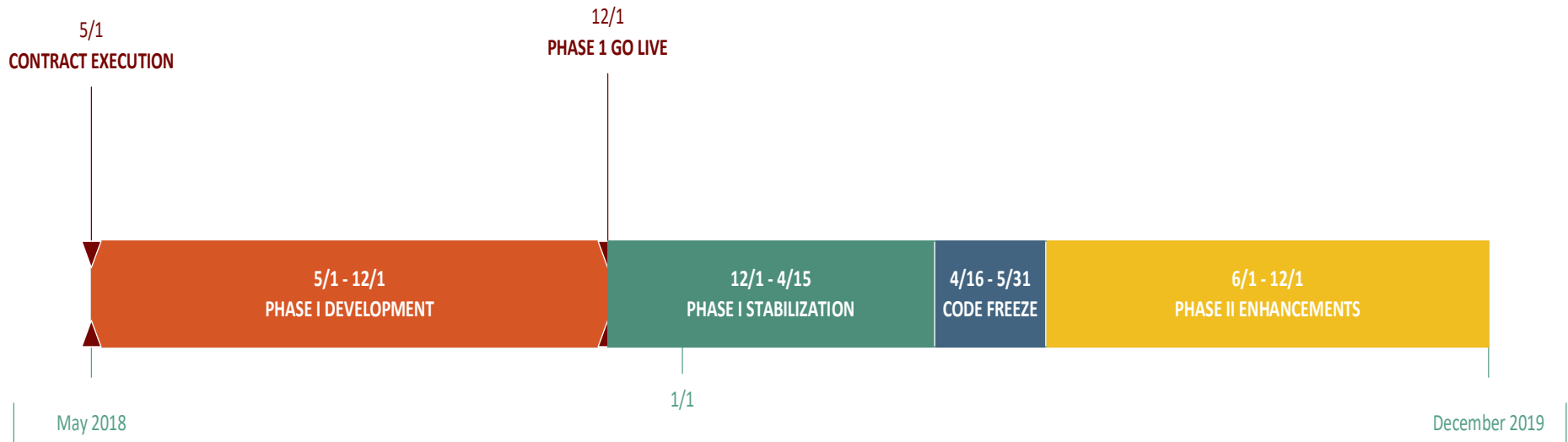
Achieving these goals will result in the following benefits:

- Significant cost savings,
- Increased convenience and options for customers,
- Reduction in administration of licensing processes,
- Reduced risk,
- Ability to make business/product changes in the system,
- Reduction of manual processing errors, and
- Real time data and improved reporting for management decisions.

Implementation Schedule

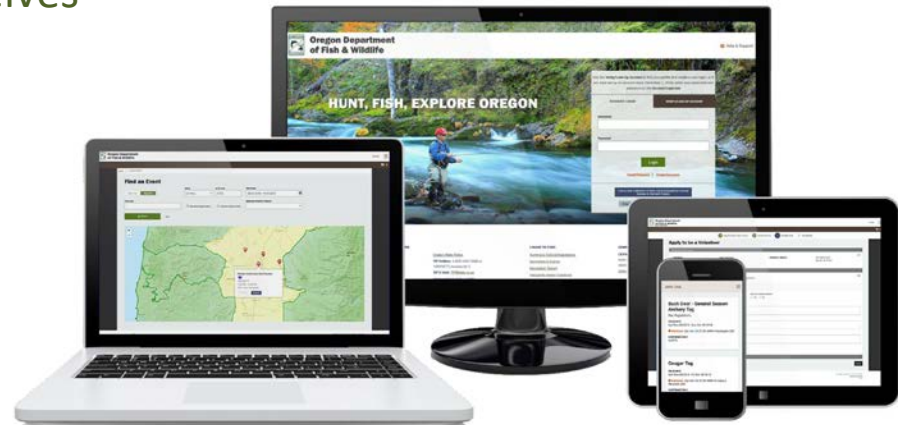
The ELS, implemented through a phased approach, went live on schedule with Phase I on December 1, 2018.

Phase II enhancements are planned in time for the 2020 Licensing year.



ODFW's New ELS

- Live since December 1, 2018
- An enhanced system:
 - License products are delivered electronically and are accessible online or via mobile device (or printed on regular paper)
 - Customers can carry licenses and tags and electronically tag their harvest on their mobile device
 - Point of Sale Agents use the same web-based system that customers use when making the purchase themselves





Key Takeaways

Improvements:

- Cost containment and visibility
- Process improvement
 - Increase in online/self-serve customers;
 - Automation of manual processes
 - Reduced reliance on paper based processes (license prints; shipping and handling)
- Reduced risk/liability exposure
 - Stable vendor relationship
 - Diversified service offerings
 - Improved data security

Opportunities:

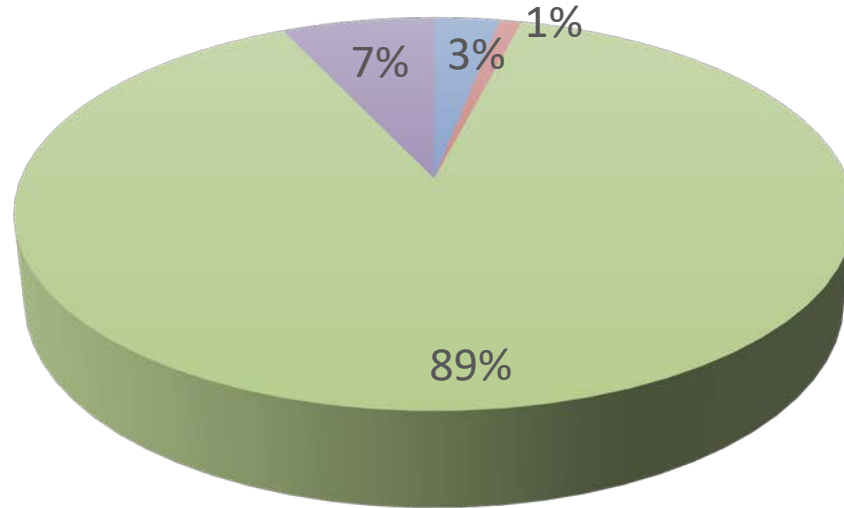
- Increased call volume statewide
 - Mandatory hunter reporting (call center was created)
 - Duplicate accounts (training materials/web page modifications)
- Increased in-person visits statewide
- Strengthening role clarity
- Continue to leverage technology and data to better serve customers

Purchase Trends

■ Field Offices (excluding HQ) ■ HQ ■ POS Agents ■ Internet

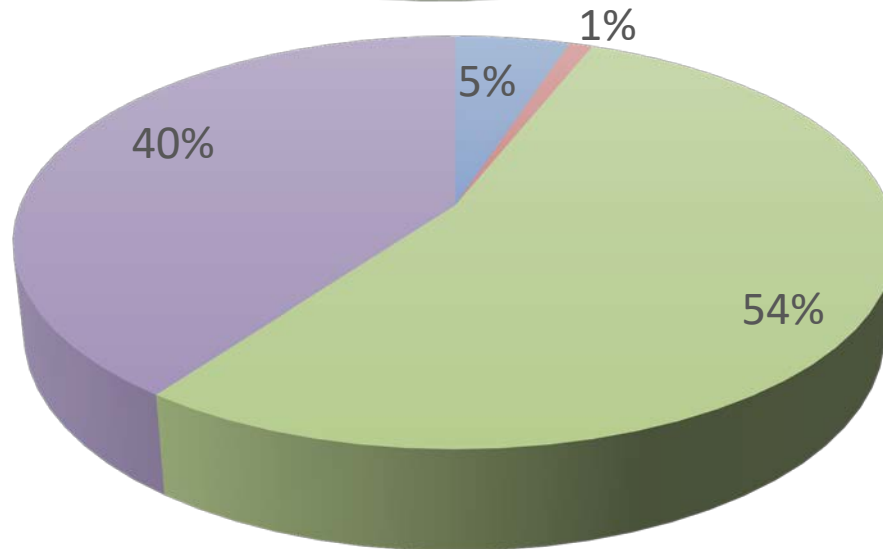
Before

(Dec. 2017 – Feb. 2018)

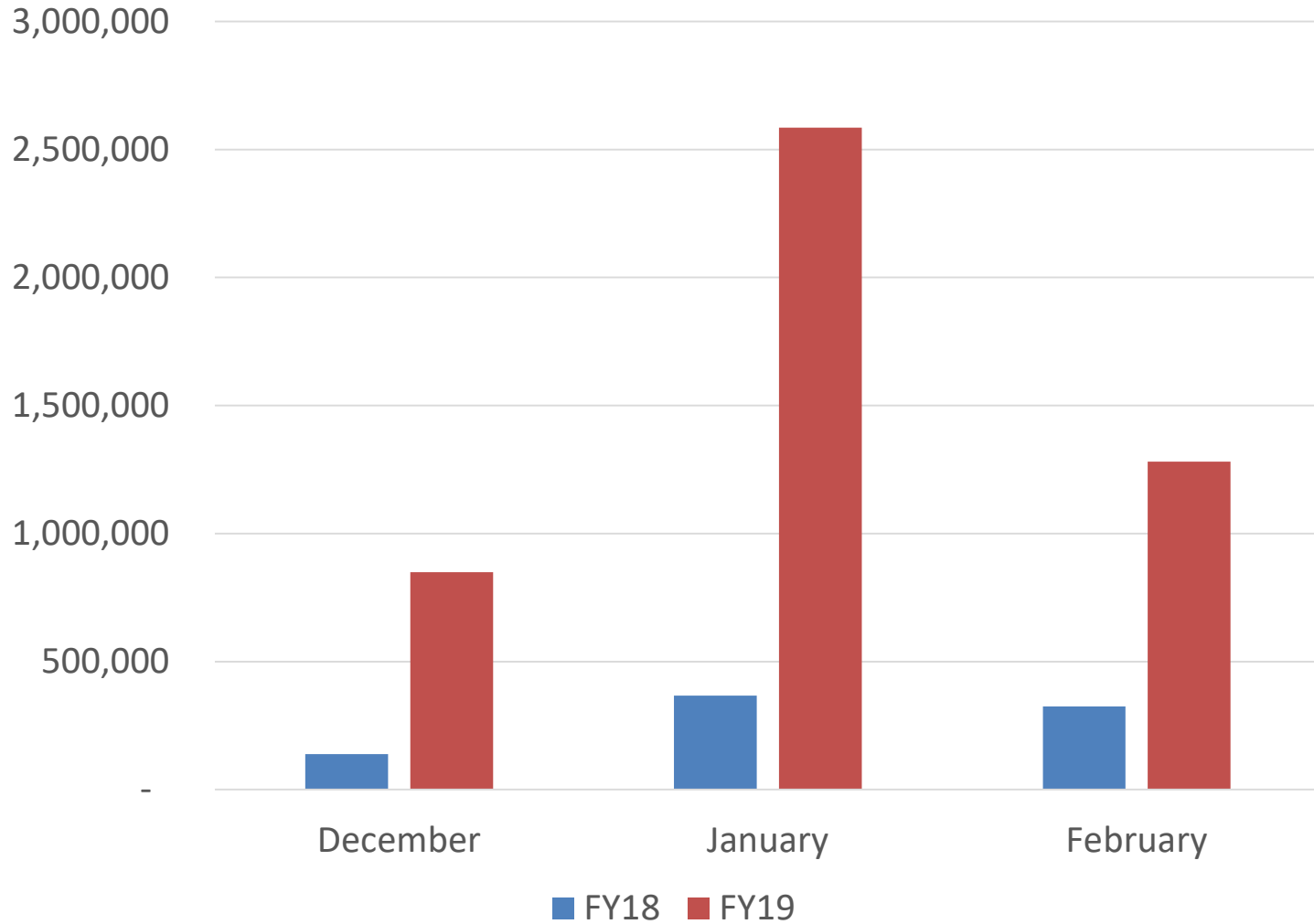


After

(Dec. 2018 – Feb. 2019)

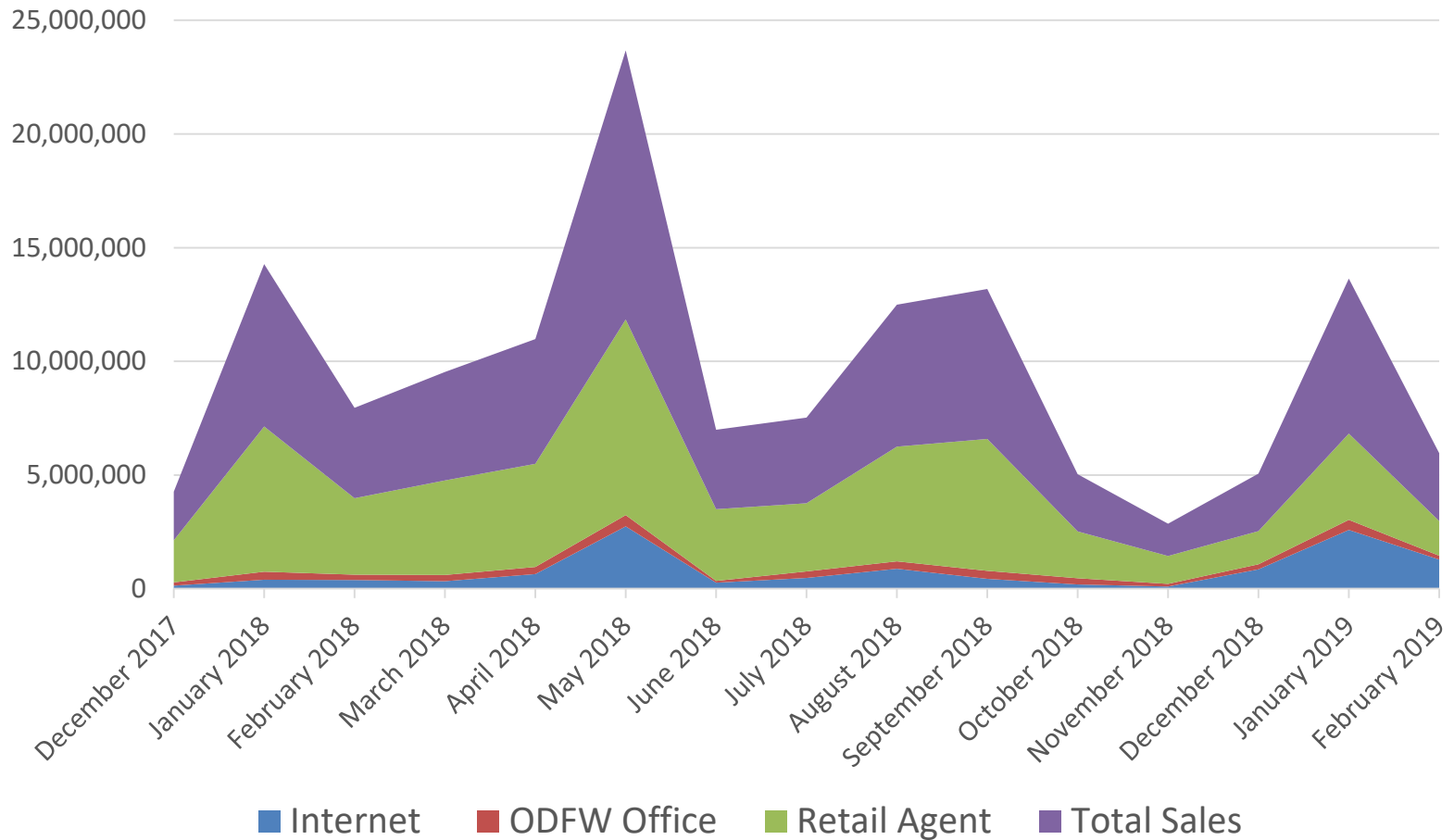


Internet Sales



Revenue Trends

ODFW License System Revenues





ELS Phase II Enhancements

Upcoming enhancements planned for Phase II will continue to improve the system for customers.

Upcoming functionality will include:

- Auto-Renewal
- Map Based Features
- Improved Reporting Capability
- Expanded Mobile Functionality
- Consideration of new and sought after product offerings



Questions?

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