



## INA: ARKANSAS' eGOVERNMENT PARTNER

### Bringing Government to Citizens & Businesses

The Information Network of Arkansas' sole mission is to help Arkansans connect with their government through digital technology. These connections may be between Citizens and Government, Businesses and Government or between Governmental Agencies. We make government better by building online tools that increase government transparency, reduce costs and streamline operations. As a result, it becomes easier and more enjoyable for citizens to interact with the government.

INA manages and hosts the State of Arkansas's official website, [Arkansas.gov](http://Arkansas.gov), which encompasses more than 1,200 online services and provides secure online payment processing for many government agencies.



**Arkansas.gov**  
A Service of the Information Network of Arkansas



Arkansas.gov and Gov2Go, Arkansas' next generation citizen platform, received First Place in the 2015 Center for Digital Government's "Best of the Web" awards competition. The Arkansas portal received Third Place in the Best of Web in 2014, honorable mention in 2013, and First Place in 2011. The portal has been recognized as a top ten government website for the past ten years. INA's agency applications have received many national honors and awards for increasing efficiency in and citizen access to state government.



## Created by Statute

INA was created in 1995 and operates under the authority of Arkansas code 25-27-101 et. seq. with the statutory responsibility of helping the state explore and improve citizen and business access to public information and online government services. The duties of INA as outlined in statute form the core mission of its eGovernment partnership in Arkansas:

1. To develop and implement an electronic gateway system to provide electronic access to members of the public-to-public information and to develop, implement, and promote the use of electronic commerce and digital signature applications within the state in cooperation with the Department of Information Systems;
2. To provide appropriate oversight of the network manager;
3. To establish charges for the services provided by the Information Network of Arkansas;
4. To explore ways of expanding the amount and kind of public information provided, increasing the utility and form of the public information provided, and implement such changes as required to be consistent with the provisions of this chapter;
5. To explore ways of improving citizen and business access to public information, and, where appropriate, implementing such changes;
6. To explore ways of expanding a gateway system and its services to citizens and businesses by providing add-on services to the public such as access to other for-profit information databases, electronic mail, and calendaring;
7. To serve in an advisory capacity to the Department of Finance and Administration, the Department of Information Systems, and other state agencies regarding the dissemination to and collection of state data for the citizens and businesses of Arkansas;
8. To seek advice from the general public, its subscribers, professional associations, academic groups, and institutions and individuals with knowledge or interest in computer networking, electronic mail, public information access, gateway services, add-on services, and electronic filing of information; and
9. To accept gifts, donations, and grants for the support of a gateway system in Arkansas.



## Board Governance

The Information Network of Arkansas comprises a 12-member board that consists of individuals from both Public and Private sectors. Six members represent state government agencies and six members represent user associations. Through a public / private partnership, the INA board provides contract oversight to a private organization, (National Information Consortium, Inc., NIC, EGOV) that exclusively works for the state and its local municipalities to build online government services.

### INA Board Members

**Mark Martin (Chair)** | [Email](#)

Representing: Executive Branch

Affiliation: Arkansas Secretary of State

**Matt Cashion (Vice-Chair)** | [Email](#)

Representing: User Association

Affiliation: Independent Insurance Agents

**Dr. Blake Perry** | [Email](#)

Representing: Arkansas Science and Technology Authority

Affiliation: ASTA

**Amy Mattison** | [Email](#)

Representing: User Association

Affiliation: Chamber of Commerce

**Ashley Parker** | [Email](#)

Representing: Arkansas Public

Libraries

Affiliation: Malvern-Hot Spring County

Library

**Mark Myers** | [Email](#)

Representing: Department of Information Systems

Affiliation: DIS

**Harold Evans** | [Email](#)

Representing: User Association

Affiliation: Arkansas Bar Association

**Ken Williams** | [Email](#)

Representing: Arkansas Department of

Finance and Administration

**Ron Pitts** | [Email](#)

Representing: User Association

Affiliation: Public Accountancy

**Don Lewis** | [Email](#)

Representing: Executive Branch

Affiliation: Arkansas Economic Development Commission

**Fred Vining** | [Email](#)

Representing: User Association

Affiliation: Bankers Association

**Bob Sanders** | [Email](#)

Representing: Network Manager

Affiliation: National Information

## Public / Private Partnership

The State of Arkansas formed INA to build, market, manage and support online services within the state. This public / private partnership alleviates the need for agencies to issue an RFP when seeking an independent vendor for expensive online services. Instead, these services are centralized and available under the master contract to agencies of all sizes. Agencies that choose to work with INA execute a service level agreement for desired services.

For more than 17 years we have referred to the agencies we work with as partners instead of clients. We also call our company a partner instead of a vendor. Why? Because success is based on developing and nurturing long-term and mutually beneficial relationships with the agencies we serve. Partnerships deliver this level of value because the relationships are based on trust, generating tangible results, and doing the right thing.





## Local Focus

INA contributes to the Arkansas economy by creating high-quality jobs and hiring local technology, marketing and customer service talent. Each of our agency partners benefits by having experts who are dedicated and on-site in Little Rock, including management, technical development and marketing resources who drive increased citizen awareness and use of eGovernment services.



## Flexible Funding

INA uses a variety of funding approaches to effectively deliver eGovernment services in Arkansas and meet the needs of the agencies we serve.

- **Transaction-Based Self-Funding:** INA uses a proven, self-funded business model that applies a modest transaction fee to a handful of online services. This business model allows agencies to offer eGovernment services without using upfront taxpayer funds, and has funded the development of more than 400 online services at no cost to the agencies. A high percentage of all transaction fees collected are reinvested in the infrastructure and INA personnel needed to enhance the state's eGovernment Initiatives. The INA Board provides oversight for the portal, makes decisions on prioritization of services, and approves transaction fees for select services. Arkansas maintains ownership of all state data while INA oversees the electronic delivery of services and information.
- **Time & Materials Development:** For projects that do not include transactions, INA may charge for time and materials at a subsidized rate that is made possible by the self-funded model.
- **Fixed-Fee:** Some agencies have requested a baseline fixed fee that covers a core, dedicated staff to deliver a range of application development, project management and other services.



## Awards & Accolades

Our Arkansas government partners are recognized year after year and have garnered **more than 45 national awards** for offering some of the nation's best eGovernment services.

Arkansas.gov won third place in Center for Digital Government's 2014 Best of the Web (BOW) award program, was a finalist in 2013, and won first place in 2011. State agencies have also won in the Government-to-Government and Government Internal categories of CDG's Digital Government Achievement Awards (DGAA).



**“This national honor reinforces Arkansas’ long-standing position as a leader in government technology. Not only are we expanding the reach of online services for our citizens, but we are redefining how citizens engage with government - through the ease and convenience of a mobile phone. I’m proud to see Arkansas setting this trend with a unique ‘digital assistant’ approach that puts people at the center of government.”**

**- Arkansas Governor Asa Hutchinson**



## PROVIDING VALUE

## TO ARKANSAS GOVERNMENT, CITIZENS & BUSINESSES

Arkansas Government Organizations Partner with INA to:

- Expand self-service solutions and enhance citizen engagement
- Use mobile, tablet and point-of-purchase channels
- Develop enterprise-wide payment and security solutions
- Increase state agency operating efficiencies

Benefits of INA's eGovernment Approach:

- **Create Agency Efficiencies:** Our self-funded model allows agencies to deliver enhanced eGovernment services that streamline internal operations at no cost to government.
- **Mobile Expansion:** We have built more than 100 mobile apps and services for our partners.
- **Marketing to Drive Adoption:** INA launches marketing and media campaigns to increase awareness of and drive traffic to eGovernment services. We also enhance Arkansas' national position by leveraging NIC's industry relationships.
- **Eye on the Enterprise:** Through our statutory responsibilities and long-standing relationships with most state and local government agencies in Arkansas, INA is uniquely positioned to build interactive government solutions that break down the silos in government and serve the entire state with ease and efficiency.
- **Increasing Use of Emerging Technologies:** INA helps Arkansas government agencies use new and current technologies in innovative ways to engage citizens and enrich the eGovernment experience.





## INA's eGovernment Services are Good for Business

In 1997, INA began offering eGovernment services to the state's citizens and businesses through Arkansas.gov. Today, the award-winning site offers more than 400 online services. Transactions that previously took hours or days by phone or in-person now only take minutes and are available 24 hours a day, seven days a week. More than 2,200 Arkansas businesses currently use Arkansas.gov for their government transactions.

The Center for Public Policy & Administration at the University of Utah conducted a 2013 study on Arkansas eGovernment and its effect on local business. The results? Nine out of 10 businesses say online government services make it easier to conduct business in Arkansas.





## END-TO-END eGOVERNMENT SOLUTIONS

INA builds official websites, online services and handles secure payment processing for more than 350 state and local government agencies. All of our transaction-based services are backed by expert customer service support and marketing to ensure their use and customer satisfaction.

### Secure Payment Processing

INA provides secure online, over-the-counter and phone payments for many state, county and local government services. If you've renewed your Arkansas vehicle registration online, INA has processed your payment. Our merchant services exceed industry standards for security protocol and fraud protection. INA is a preferred payment processor in the State of Arkansas because we:

1. Are subject to a governance/oversight
2. Are PCI-DSS certified (payment processor security certification)
3. Are subject to annual SSAE audits, which monitor financial controls (contractually)
4. Provide customized transaction reconciliation and reporting for agencies
5. Disburse to a state-administered DFA account

INA uses the latest security technologies along with industry standard processes and third party audits to provide the highest level of security for Arkansans. In addition to PCI-DSS certification and compliance, INA is certified by Verizon Business and undergoes quarterly scans that validate our comprehensive and ongoing management of security threats.



Verizon  
Cybertrust  
Security

CERTIFIED  
ENTERPRISE





## Application Development & Support

INA provides innovative, cutting-edge mobile and desktop application development that helps our partners become more efficient and reduce operating costs while providing unprecedented online convenience to citizens. INA works Arkansas government agencies to develop custom applications that reduce paper, provide alternatives to traditional ways of processing data and increase the collection of fees. Below are a just few examples of our applications:

- Professional Licensing Renewal and Verification
- Vehicle Registration Renewal
- Property Tax Payments
- Franchise Tax Payments
- Background Checks
- Online Auctions
- State Jobs Search
- Inmate Trust Account and Prepaid Phone Deposits

## 24/7/365 Customer Service

Government agencies that work with INA get built-in customer support for their online services. INA has a team of highly trained customer service representatives and technical support developers who talk directly with customers to resolve issues on behalf of the agencies. INA truly becomes part of the agency team and extends their reach in a way that wouldn't be possible without adding more people to the government payroll.

INA's customer service includes:

- 24/7//365 multichannel customer service
- Live Help
- Email
- Phone
- Text4Help



## Marketing & Public Relations

Because INA is funded by user fees, we have a vested interest in promoting the use of the online government services we build. We are only successful if our online services are, and aggressive marketing and public relations play a key role in boosting citizen awareness and adoption. INA works closely with our government partners to spread the word about their online services to their targeted user base in Arkansas.



INA has deployed successful marketing campaigns using:

- Email
- SMS Text Messaging
- Social Media Campaigns and Advertising
- Press Releases & Media Relations
- Print Collateral
- Direct Mail
- Online Marketing
- Search Engine Optimization
- Blogger Outreach
- Mobile Marketing
- Events & Public Speaking
- Partner Relationships

## PROJECT HIGHLIGHTS:

### 1,200 Online Arkansas Government Services and Counting

Arkansas leads the nation with a mobile-first approach that puts its growing mobile population at the center of government information and services. Some of INA's flagship mobile websites and applications of more than 1,200+ online services are listed below.

#### Arkansas.gov

Official state website Arkansas.gov serves as the hub of Arkansas' mobile eGovernment services and includes award-winning SMS service Gov2Go, and more than 100 mobile-optimized state agency sites, apps and payment services. Citizens can quickly find relevant information through a predictive smart search with geo-location filtering. Aggregated agency social media, news and public meeting feeds pull together fresh information from across the Web.

#### Portal Stats:

- 47 new online services in 2014
- 1200+ online services and sites
- 270+ state and local agency partnerships
- 4.5 M page visits 2014
- \$309 M eGov transactions processed in 2014





### Arkansas Game & Fish Commission

INA provides several websites, mobile apps and online payment processing services for the Arkansas Game & Fish Commission including the agency website, Game Check iPhone app, and the Hunter Permitting System.

### iDriveArkansas.com

iDriveArkansas provides Arkansas motorists with a convenient way to check current road conditions in real-time, view highway construction zone locations and other relevant information a motorist would need from any mobile or desktop device.



### YOUiversal Financial Aid System

The “YOUiversal” Financial Aid System is an online scholarship application system and mobile app that matches Arkansas students with scholarships and streamlines the application process by consolidating twenty-one programs from different governmental agencies into one mobile-accessible application. Since its implementation, YOUiversal has resulted in nearly three times the number of scholarship applications than in the year before the system was in place.

## ARSTAR – Online Vehicle Registration Renewal System

ARSTAR (Arkansas Streamline Auto Renewal) is the official online vehicle registration system for the State of Arkansas. Through its responsive design, ARSTAR enables motorists to avoid DMV lines and save time by renewing their vehicle registrations right from their mobile phones, tablets and desktop computers. More than 20% of motorists currently renew online, saving the Arkansas Department of Finance & Administration employees' time by automating those renewals start to finish.



claims in 2013.

## The Arkansas Auditor's "Claim It" / Unclaimed Property Search

Arkansans can find and claim lost property in minutes on any mobile device, and receive checks in a few short days. This online service enables AAOS to handle a greater volume of filed claims with no increase in staff. The percentage of claims filed has grown 134% in the first year of system use from 7,554 claims in 2012 to 17,689

## County Tax Collector Websites / Property & Real Estate Tax Payment Websites





Arkansas citizens must assess their personal property (vehicles, boats, etc.) each year and pay both personal property and real estate taxes to their county Tax Collector by October 15. Fifty counties and counting offer online personal property tax assessments and payments available on mobile phones.

## HOW TO REACH INA

### Service Desk

The Governor's communications team can submit request tickets through the INA Service Desk at [AR.gov/ServiceDesk](https://AR.gov/ServiceDesk). We respond within one business day and may take more time to resolve tickets in times of heavy volume. Creating a service desk account at the web address above is quick and easy.

### Escalate a Request

INA's Partner Account Manager Kessa Sanford will help your staff with expediting or escalating requests. Please contact one of our partner account managers directly at 501.978.3986 or [kessa.sanford@ark.org](mailto:kessa.sanford@ark.org) or [ekow.essel@ark.org](mailto:ekow.essel@ark.org).

### INA Executive Management Team

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