



# Maryland.gov Self-Funded eGovernment Services Contract

Contract No. 060B1400050

ITAC Meeting  
October 24, 2011



STATE OF MARYLAND  
DEPARTMENT OF INFORMATION TECHNOLOGY



# Agenda

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- NIC Self-funded Introduction
- NIC Maryland Team
- Maryland eGovernment Contract Overview
  - Business model
  - People and processes
  - Technology solutions
  - Marketing & customer service
- Project Management & Implementation
- Timeline

# DoIT Contract with NICUSA – NIC Maryland

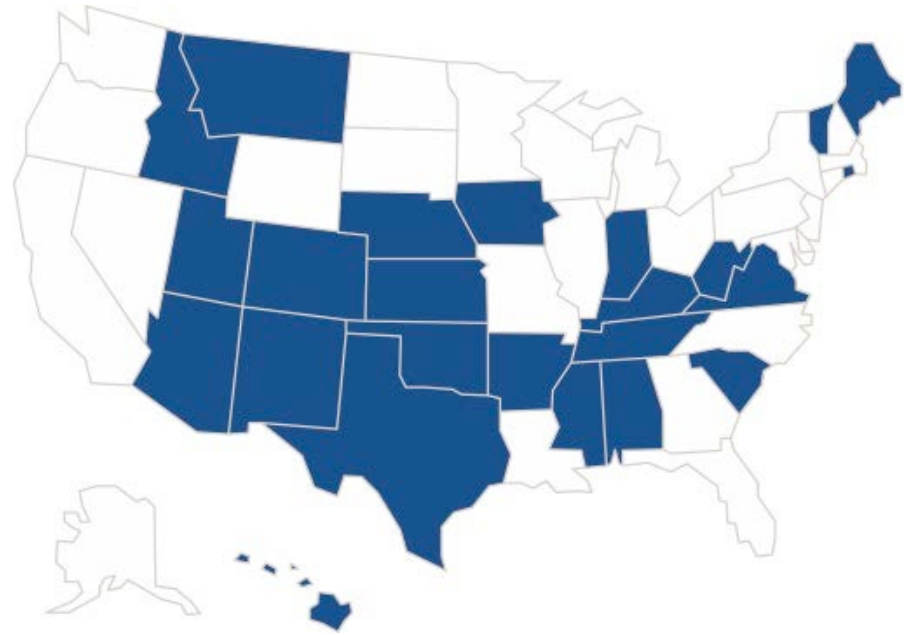
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- DoIT has a master contract with NICUSA, Inc. for self-funded eGovernment services projects – 5 year contract with 3 one-year options.
- Oversight of the contract and prioritization of projects is managed by DoIT in coordination with a governance committee that reviews and approves all project work order requests.
- NIC Maryland provides for the design, development, hosting, operation, maintenance, marketing and payment processing of eGovernment products and services via a funding model that leverages fees for select services to pay for other non-fee-based services, at no cost to the state.

# About NIC

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- 19 years of eGovernment specialization
- 24 successful self-funded state installations
- 3,000 long-term federal, state, and local agency relationships
- 7,500 installed eGovernment services available for customization in Maryland
- 120 million transactions worth \$12.1 billion securely processed in 2010
- 600+ employees in 25 states
- Local Annapolis team of 14 in first year



# NIC Team

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Janet Grard – Program Manager

Nancy Schmid – Director of Operations

Mark Elmendorf – Director of Development

Whitney Garner – Business Development and Marketing Manager

- *Administrative/Customer Service Representatives (3)*
- *Technical (5)*
- *Project Managers (2)*

# eGovernment Portal Platform

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- Proven self-funded business model
- Experienced people & strong processes
- Robust technology infrastructure and hosting
- Application development standards and best practices
- Secure Payment Processing Solution
- Industry-leading marketing and customer service
- Project management methodologies that integrate with the State's existing practices

# Proven Self-Funded Business Model

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## Value-Added Components Included at No Cost to the State

- A new portal infrastructure hosted at NIC's Central Data Center (CDC)
- A PCI Level 1 compliant, SAS 70 Type II certified enterprise payment processing engine
  - NIC's secure payment processing will be available to all existing applications as well as all future applications
- New online and mobile services – including MVA, MCBL and payment processing services
- A 24x7x365 public-facing help desk/online chat feature to support constituents and technical support for agencies
- Expansive market research and a comprehensive marketing program to drive eGovernment usage

# Proven Self-Funded Business Model

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## Flexible and Customizable Business Model for Maryland

- The vast majority of services delivered at no cost to the State or the customers
  - Across NIC states, more than 80% of the services are provided at no charge
- Agency Statutory fees to be disbursed to the relevant Treasury/agency accounts
- NIC will recommend fees for specific services based on experience in other states and ongoing market research
- Agency and DoIT governance approve all fees



# Transparency-Driven eGovernment

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## Transparent Operations are Essential

- NIC's operational transparency:
  - Weekly status meetings & updates
  - Monthly progress meetings & reports
  - Real-time reporting dashboards
- Financial reporting of NIC Maryland's operation include:
  - Monthly financial statements
  - Annual audited financial statements

# Service Levels

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## Service Level Commitments

- Maryland's eGovernment applications must be operational and available to customers 24 hours a day, 365 days per year
- Enterprise application availability – 99.9% availability
- State security management – State/NIC coordination and corrective action initiated within 2 hours
- Disaster recovery within 24 hours

# *Technology Solutions* — New Infrastructure

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## A New eGovernment Infrastructure for Maryland

*NIC will provide Maryland with the technology platform and management services at no cost to the State*

- A complete hosting infrastructure:
  - Data center facilities
  - Server, network, and security infrastructure
  - Web application hosting platform (Microsoft)
  - Content management platform (SharePoint)
  - Secure payment processing environment
- NIC will fully manage all components of the infrastructure

# eGovernment Security

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## Security is a Top Priority

*Protecting the privacy of Maryland.gov users and the integrity of Maryland systems requires diligence at every step of service delivery*

- A layered security architecture to ensure that the failure of any single component does not compromise the overall security of our solution
- Infrastructure level security
- Application level security
- Operational security
  - Change and configuration management are critical to maintaining security
- Third-party validation through Verizon Business Security Management Program (SMP) and other audits

# Best-in-Class Hosting

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## A Powerful, Reliable, and Scalable Hosting Environment

*NIC uses world-class data centers and proven technologies to ensure that websites and applications are always available for Maryland users*

- AT&T Tier IV data centers
  - 99.995% availability for power and Internet connectivity
  - Dual OC48 Internet connections to the AT&T Internet backbone
  - Smoke, fire, and water detection and suppression
  - Excellent physical security
- Network
  - Products from Cisco, Juniper, Check Point, and Breach
  - N-tier network architecture
  - Maryland network segments logically separated from other states we host

# Best-in-Class Hosting

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## A Powerful, Reliable, and Scalable Hosting Environment

- Servers
  - Fully virtualized environment using VMware vSphere
  - Dell enterprise class servers
  - Dell EMC SANs providing centralized storage
- Software
  - Windows 2008 R2
  - SQL Server 2008
  - SharePoint 2010
- Backup and Disaster Recovery
  - Two geographically dispersed facilities in Virginia and Texas
  - EMC Avamar backup grid spanning data centers
  - SAN and RDBMS replication between data centers

# eGovernment Payment Processing

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## Payment Processing Solution for Government

*NIC has processed more online payments for state government than any other provider in the industry*

- In 2010, NIC processed more than 120 million payment transactions collecting over \$12.5 billion on behalf of our government partners
- The NIC Payment Engine (TPE):
  - Software-as-a-Service (SaaS) transaction management solution
  - Supports direct connect and centralized checkout integration with applications
  - Can integrate directly with State accounting systems and any backend payment processor
  - Offers full payment lifecycle management as well as flexible research and reporting tools

# eGovernment Payment Processing

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## Payment Processing Solution for Government

- Payment processing occurs in a hardened environment separated from the Maryland hosting environment
  - Payment processing environment is PCI DSS Level 1 certified
  - Processing engine has been certified as PCI PA-DSS compliant
  - SAS 70 Type II audited payment solution



# Marketing Solutions

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## Proven Marketing to Drive Maryland.gov Usage

- Marketing program goals:
  1. Increase awareness of Maryland's digital government services among citizen and business users
  2. Drive more traffic to Maryland.gov
    - Increase usage of eGovernment services across all channels
    - Create higher constituent satisfaction and more opportunities for the State to connect with those it serves
    - Generate increased revenue streams for the State and its agencies

# Help Desk & Customer Service Solutions

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## Multi-Channel Customer Service = Customer Satisfaction

- 24x7x365 customer support via telephone, email, and live chat – all at no charge to the State or end users
- A dedicated onsite help desk with telephone and email help desk responsibilities will operate during regular business hours
- Outstanding customer service delivery is the most effective form of encouraging constituents to participate in government dialogue
  - Live Help online customer service
  - Phone- and email-based help desk support
  - Crowdsourced online customer service
  - Robust web-based customer service pages
  - Text4help on mobile services

# Timeline

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## Deployment of eGovernment Infrastructure, Processes, and Applications

- 120 day work plan to establish platforms: January 1, 2012
  - New eGovernment application infrastructure
  - New CMS infrastructure
  - New Payment processing infrastructure
  - New 24x7x365 customer support and help desk
- Identify and deliver applications for short and long term
  - MVA services
  - Central Business Licensing components
  - Mobile – MVA Driver License Practice Exam – launched 9/24/2011 in iTunes App Store

# Next steps

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## Agency participation

- Visit DoIT website for more information
  - <http://doit.maryland.gov/contracts/Pages/eGovServices.aspx>
- Identify eGovernment projects or payment processing needs
- Schedule discovery meeting/phone call with NIC and DOIT
- Submit Work Order Request