



## **THE VISION**

- *One Application*
- *One Fee*
- *One Number*
- *Apply at Home*
- *Or apply at any one of participating service centers*

## **THE RESULT**

- *Unified Business Identifier (UBI) Program*
- *One Master Application*
- *One \$15 fee*
- *One nine-digit UBI number*

## **THE RESULT**

- *Apply through the mail or any Service Center*
- *UBI Boards (Management and Operations)*
  - *Employment Security, Labor and Industries, Dept of Revenue, Secretary of State and Dept of Licensing*

## **TODAY THE UBI PROGRAM SERVES**

- *589,000 plus active businesses registered in the state*
- *An estimated 85,000 new businesses expected to register each year*



# ***MASTER BUSINESS APPLICATION***

***New On-line Application***

## ***Background***

- ***Technology Advanced***
- ***UBI Management Board expands vision***
- ***Governor's Office Support***
- ***Planning Phase early 1999***
- ***Prototype developed***

## *Background*

- *Funding granted*
- *Began system development in 2000*
- *System went on-line to public on December 29, 2000*
- *Notice to media by the Governor's office on February 8, 2001*

## *Project Success Attributed To:*

- *Clear Vision*
- *Cooperative multi agency design team*
- *Joint effort for Dept. of Licensing with vehicle renewal and credit cards*
- *Realistic time frame*
- *Funding and authority*
- *Vendor / client relationship*

## Challenges

- *Overall vision clear, differences on how to get there*
- *Credit card application*
- *Integration with old Revenue system*

## On-Line Application

- *Portable document format “.PDF Download” file and*
- *The “On-Line Application”*
- *“15 minutes” to complete*
- *<http://www.wa.gov/dol/forms/700028.htm>*

## Master Business Application

The screenshot shows the 'Master Business Application' page. At the top left is the 'Access Washington' logo. The page title is 'Master Business Application' with a search bar and 'Initial Instructions' link. A left sidebar contains navigation buttons: 'General Information', 'Who Needs a License?', 'Who Should NOT Fill Out an Application Online?', 'What's Needed to Complete an Application?', 'How Long Does it Take?', 'How Much Does it Cost?', and 'Navigation Tips'. The main content area is titled 'General Information:' and contains two paragraphs of text. The first paragraph explains that a Master Application is a multi-step form required for licenses and registrations in Washington, with the number of steps determined by business activity. The second paragraph offers assistance for users who have difficulties, directing them to a Help Text symbol or to contact the Master License Service via email (ML.Support@wa.gov) or phone (360-664-3400). At the bottom right are 'Prior User Login' and 'New User Login' buttons.

The following screens are a “sample” of what the site looks like. All the screens are not included in this presentation.

## Master Business Application

This screenshot shows the 'Master Business Application' page with the 'What's Needed to Complete an Application?' section selected. The sidebar navigation is identical to the previous screenshot. The main content area lists the following requirements:

- Business location address
- Owner's name(s) and address(es)
- Sole proprietor's social security number
- Unified Business Identifier (UBI) number (if previously licensed in Washington)  
[UBI Search](#)
- Federal Employment Identification Number (EIN or FEIN); if known
- MasterCard number, expiration date and billing address

At the bottom right are 'Prior User Login' and 'New User Login' buttons.

On the “Initial Instructions”, a list is provided as to “What is needed to Complete an Application”

## Master Business Application



Washington

Master Business Application

Initial Instructions

General Information

Who Needs a License?

Who Should NOT Fill Out an Application Online?

What's Needed to Complete an Application?

How Long Does it Take?

How Much Does it Cost?

Navigation Tips

How Much Does it Cost?

There is a \$15.00 application fee plus a \$5.00 fee for each Trade Name you register. Payment will be by   or  MasterCard only. (Sorry, we cannot accept debit cards at this time.)

Prior User Login

New User Login

*There is a \$15.00 application fee plus \$5.00 fee for each Trade Name that is registered*

## Master Business Application



Please enter your User Name and Password

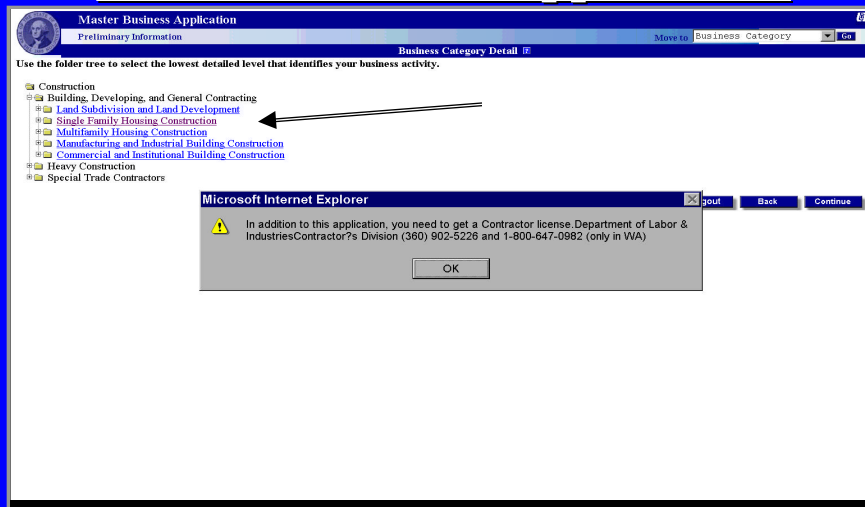
*User Account Information is requested. User can access the system with their self established password. System will keep an application information for 30 days. System will delete password if it is not used within 6 months.*

# Master Business Application



Business category list is provided to help identify business activity in Washington state

# Master Business Application



Folder tree is used to show the lowest detail level of business activity in Washington state. If additional licenses or special forms are needed, the system will display an "Informational Message"

## Master Business Application

PLEASE SELECT ALL BOXES THAT APPLY.

Change Location

*“Purpose of Application” is requested to aide in the processing of the application*

## Master Business Application

ENTER ALL PERSONAL INFORMATION:

NAME (LAST, FIRST, MIDDLE) (OPTIONAL)

*Some fields are needed for “required information”. Some fields are “optional”*

## Master Business Application

ENTER ALL INFORMATION FOR THE BUSINESS

First Name:  
[input field]

Address:  
[input field]

Do you have experience with this business?  
[input field]

*Detail information questions are asked related to the Business and License*

## Master Business Application

MASTER BUSINESS APPLIC

State: [input field]

State: [input field]

Tax Number: [input field]

IS THIS BUSINESS LOCATION WITHIN CITY LIMITS? [input field]

*"Fill-In-The-Blanks" makes it easy to use the internet format*

## Master Business Application

Master Business Application

Step 6 of 9

Main: Additional Business Information

Additional Business Information

Enter all information.

Business Bank Name

Did you buy, lease or acquire all or part of an existing business?  All  Part  No

Did you purchase/lease any fixtures or equipment on which you have not paid sales or use tax?  Yes  No

Is this business owned by, controlled by, or affiliated with any other business entity?  Yes  No

If you are changing your business structure, do you want the old account closed?  Yes  No

Have you ever owned another business in Washington?  Yes  No

Logout Back Continue

*The application is designed so that the questions may expand if a "Yes" is selected*

## Master Business Application

Master Business Application

Step 6 of 9

Main: Additional Business Information

Additional Business Information

Enter all information.

Business Bank Name

Did you buy, lease or acquire all or part of an existing business?  All  Part  No

Did you purchase/lease any fixtures or equipment on which you have not paid sales or use tax?  Yes  No

Purchase or Lease Price

Is this business owned by, controlled by, or affiliated with any other business entity?  Yes  No

If you are changing your business structure, do you want the old account closed?  Yes  No

Have you ever owned another business in Washington?  Yes  No

Logout Back Continue

*When the "Yes" question is selected, the form may expand with additional questions is selected. Therefore, in some cases, the application could be short*

## *Master Business Application*

The screenshot shows a web browser window titled "Master Business Application" with the address bar displaying "http://www.dor.ms.gov". The page is labeled "Step 8 of 8" and "Credit Card ID". A note at the top states: "Enter all information. After authorization is received, we only retain the last 5 digits of the credit card number." The form includes the following fields and options:

- Name (As Appears on Card): [Text Input]
- Card Type (Credit Card Only): [Radio Buttons for Visa and MasterCard]
- Credit Card Number: [Text Input]
- Credit Card Expiration: [Month] [Month] [Year] [Year]
- Country: [Dropdown Menu showing UNITED STATES]
- Credit Card Billing Address: [Text Input]
- City: [Text Input]
- State: [Dropdown Menu showing MISSISSIPPI]
- Amount: \$25.00

At the bottom of the form are three buttons: "Logout", "Back", and "Submit for Credit Card Approval and Application Completion".

*Department of Licensing will only retain the last 5 digits of the credit card information*

## *Internet Application*

- *Over 7,000 Master Business Applications have been processed through the On-Line system*
- *The On-Line system is averaging 1000 applications per month*

## Comments from Users

- *“Just wanted to let you know I just finished using the on line service and it was a pleasant experience. The site is well laid out and the navigation tools are straight-forward and useful. Very cool. Thanks for getting it up and running so quickly.”*
- *“Incredibly well organized, easy to use and quick.”*
- *“Great new service for businesses.”*
- *“I appreciate receiving my UBI number immediately, this gives my business the capability of opening a bank account or making bids on contracts.”*

Let's Play!

50:50

What does UBI stand for?

A: Understanding Business Information

B: Unified Business Investment

C: Unified Business Identifier

D: Up to Bat is Ichiro

Let's Play!

50:50

What does UBI stand for?

A: B:

C: Unified Business Identifier D:

Let's Play!

50:50

How many electronic methods are there to complete a Washington state Business Application?

A: 4 B: 2

C: 3 D: 1

Let's Play!

50:50

How many on-line methods are there to complete a Washington state Business Application?

A:      B: 2

C:      D:

## *Internet Application*

- *Any additional information can be obtained from the Master Licensing Service Center*
  - *The contact phone number: (360) 664-1400*
  - *Email address: [MLS@dol.wa.gov](mailto:MLS@dol.wa.gov)*
- *Internet Address*
  - *<http://www.wa.gov/dol/forms/700028.htm>*