

## The past, the present and the future of electronic recreational licensing.

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Welcome to Minnesota  
land of 10,000 lakes and  
3,000,000 annual license transactions.



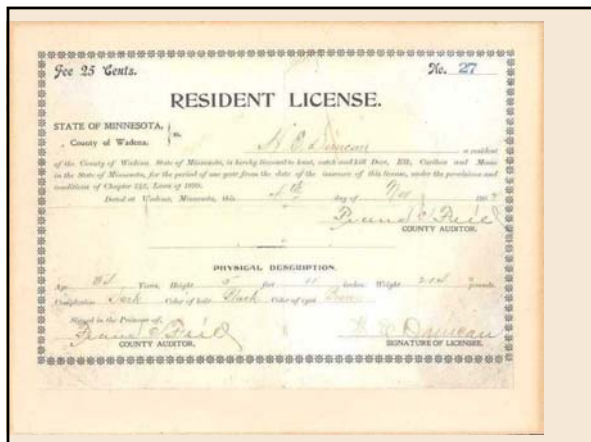
## Overview

- History
- Today
- Future
- Thoughts and suggestions...

## Define Electronic or Automated License System (ELS) as

- Capturing the customer data and requests
- Verifying the data and request
- Approving the request and issuing license
- Storing the license transaction information

utilizing electrons - aka - an electronic licensing system...ELS



## ELS History

- Reasons for ELS Development:
  - Improve license management
  - Improve customer service
  - Improve natural resource management

## ELS History

- **Pioneers** - Michigan, Texas, Missouri, in mid-late 90's.
- Today only a few states remain that do not have some license sales on an ELS
- **Key Point**  
"automated existing (paper) processes not re-engineered"

## ELS Does...

- Verification of customer information and business rule enforcement at the POS level and/or at host.
- Stores license data at host
- Sweeps license revenue weekly
- Flexibility in license issuance
- Variety of customer interfaces

## ELS Interface

- **Point of Sale Devices**
  - Credit card terminals, with either real time processing and/or store and forward functionality.
  - WebPOS utilize a PC or counter-top device

## POS Devices



## Telephone Interfaces

- **Telephone**
  - Toll free number and live operator inputs information to web based license system
  - Integrated voice recognition (IVR) for customer surveys (HIP) or registration (harvest)

## Internet Interface

- Customer access to license web site.
- WebPOS Agent access an agent web site.
- Kiosk allows customer access to license web site.

### ELS Transaction Breakdown (MN)

- POS 97%
- Internet 2%
- Telephone 1%
- Paper <1%
- Factors
  - Customer preference and traditions
  - Cost (additional convenience or credit card fees)
  - Access

### ELS Evolution (past 10 years)

- Addition of more license functionality
  - Draw or lottery hunts
  - First come, first serve of surplus licenses
  - Non-hunt and fish transactions added (well driller permits, hunter safety cards, burn permits)
- Improved license materials and printers
- SSN collection and child support enforcement
- Increased Confidence in ELS

### Changes Today (2006)

- Ethernet connection for POS terminals
- WebPOS
- Kiosks piloting
- Bar code readers for documents
- Increased system flexibility and efficiency
- Increased data mining, marketing, and information gathering (surveys)

### Changes Today (continued)

- Comprehensive business information systems development
  - Hunt and fishing licenses sales
  - Recreational vehicle registration
  - Recreational education management
  - Development of a single agency data base of its customers.
  - Data interfaces with other agencies for enforcement, child support etc.

### Future ELS ????

- POS remain top customer interface
- Increased complexity and functionality
- Potential consolidation in intra-state and inter-state licensing and data management
- Attempts to expand volume of transactions or utilization of the system.

### Future ELS ??? (continued)

- Attempt to utilize smart card technology
- Interface with homeland security
- ELS providers or vendors declining
- Attempts to develop and operate ELS systems in house
- Attempt at paperless license
- Utilization of cell phones, PDA etc.

### Change Driven by:

- Technology
- Cost and Resources
- Quality
- Politics
- Customer needs and acceptance

Change will be SLOW..

### Final Thoughts & Suggestions

- Keep License Business Rules Simple
- Beware of customer surveys via POS terminals (GIGO)
- Don't let a solution or device drive the system, determine what is ***really needed*** and determine the best solution.
- Bubba (Customer) is Number 1....

Thanks and Enjoy your stay in  
Minnesota



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