

CASE STUDY

AISN Modernizes Virginia's Business One Stop Website

The state agency supporting Virginia small businesses relied on AIS Network's web development team to do a complete redesign and launch of its core website, Business One Stop, which provides aspiring entrepreneurs and business owners with the resources they need to plan, develop and expand their business. Annually, more than 33,000 business owners of all sizes use the site to register an account, make a payment, get access to online guidance and find practical information about starting and sustaining a business.

Client

The Virginia Department of Small Business and Supplier Diversity's mission is to enhance growth opportunities, allowing Virginia's nearly 784,000 small businesses to prosper through increased revenue and job creation. Small business employees comprise nearly 47 percent of Virginia's workforce.



Challenge

The Business One Stop website was ready for a new look. The 2008 design, content and application functionality were outdated and inefficient, which hindered engagement and hampered entrepreneurship. SBSB needed a new, modern .NET website with updated content and enhanced functionality to offer its customers a seamless user experience and provide SBSB staff with a better website management experience. A PCI-compliant payment portal for site registration and financial reporting capabilities were a must.

Solution

Working under Virginia's eGov contract, the AISN development team delivered a modern website with a clean design, improved navigation and a user-friendly payment process for account registrations. Key implementations included an enhanced, welcoming visual experience complemented by navigation tools that easily lead entrepreneurs through new business registration. Depending on whether a user is registering an LLC, partnership, sole proprietorship or corporation, that user goes through a specific step-by-step process via the site's unique wizard functionality. The AISN solution includes ongoing hosting, operations and maintenance, plus monthly vulnerability scans and remediation at the OS and application levels.

Results

The state-of-the-art Business One Stop website accomplished SBSB's mission to provide a great user experience and improved access to resources for new business owners and entrepreneurs. The user-friendly registration now encourages engagement. Registrations and payments were successfully processed for more than 4,000 new business owners within the first nine months of its launch. The SBSB reports more satisfied customers who appreciate the user-friendly visual experience, improved site navigation and enhanced website management experience for staff as well as greater site stability.