Government as a Service

Why the public sector is turning to SaaS to solve their IT and citizen experience challenges

payit

The intersection of private and public sector

We are entering an incredible time to be a part of government service delivery—whether on a town, city, county or state level. Although the past twelve months have been rife with challenges, there have been some technological bright spots for government agencies. Office closures and disruptions in government operations and revenue collection have accelerated the need to drive government services online—and quickly.

Government leaders find themselves in a position that requires them to take swift action. In response, many are forging strong partnerships with private sector technology companies. Agencies are looking to deliver services as efficiently—and safely—as possible to their citizens, but also don't want to inherit legacy, custom-coded software that lacks the ability to be scaled or enhanced. This growing need for innovative technology makes the Software as a Service (SaaS) business model enticing for government agencies.

When the demand for innovation cannot be met by legacy providers, industries need to look elsewhere and begin thinking outside of the box. That leads to the public sector turning to tech companies that have already mastered B2C service delivery. These are companies that purpose-build user interfaces and user experiences to provide simple and consistent interactions for their customers.

That's what SaaS is able to deliver to the public sector: **consistency**. Despite many agency's best efforts, government interaction can sometimes be unpredictable for the citizen. The same task may take one citizen 15 minutes and another over an hour.

SaaS platforms deliver the same experience day-in and day-out for citizens. Whether it's a township with a population of 1,000 or a state with a population of 10 million, the same innovative technology is available to all. SaaS and private sector tech empower governments to not just improve their overall operations, but give citizens an experience they have come to expect from the Uber's and Venmo's of the world.

PayIt gives citizens a better user experience and governments a technology partner they can rely on

PayIt has helped several agencies shift their operations into the cloud and launch an innovative, SaaS platform that digitizes any government use case and their associated payments. PayIt's flexible and scalable business model has allowed government offices across the United States to serve over 80 million citizens.

This includes consolidating processes and payments from the city, county and state level into one solution, all of which adhere to each agency's unique business rules and workflows.

For a citizen, this means paying their property taxes, water and trash bills, business licenses and city parking tickets all with one user interface. A constituent is able to create a single, unique profile—that stores payment methods, receipts and ID documents—which they can use to interact with any level of government within the platform. This also means scheduling automatic payments or payment plans, setting up due date reminders and storing all of their properties and vehicles for easy repeat transactions.

Simple, purpose-built UI

Single profile and digital wallet

Available on web, tablet, mobile-web and app

Welcome Back, John

Voter Registration Application

Voter Registration John Smith
Applied: May 20, 2020

Submit a Voter Registration Application

Driver License

Renew a License

Order a Duplicate

Vehicle Registration

Renew Registration & Pay Property Tax

Pay Property Tax - New Vehicle

Order a Duplicate Registration, Change Address

Order a Special or Personalized Plate

Personalized starting point

Completed or pending tasks clearly displayed

Available services, how-to's and status updates are all accessible from the dashboard

Transforming how Alabama serves those most in need

PayIt was able to help the Alabama Department of Human Resources (DHR) digitally provide Temporary Assistance for Needy Families (TANF) to their citizens.

This innovative approach has fundamentally improved the lives of their constituents, especially during the COVID-19 pandemic. Launched fully in April 2020, OneAlabama allows citizens to submit Family Assistance (FA) applications, report changes for their employment and training program (JOBS) and upload supporting documentation. This can be done from any device—laptop, tablet or mobile app—providing citizens with the convenience and privacy they deserve.

Since launch, OneAlabama has seen steady increases in usage each month, with December 2020 and January 2021 seeing 59% of all TANF applications coming through the online experience.

The Alabama Department of Human Resources

DHR is Alabama's primary social service agency. Many of DHR's programs are designed to help low-income families, but also have several programs available to anyone in need.
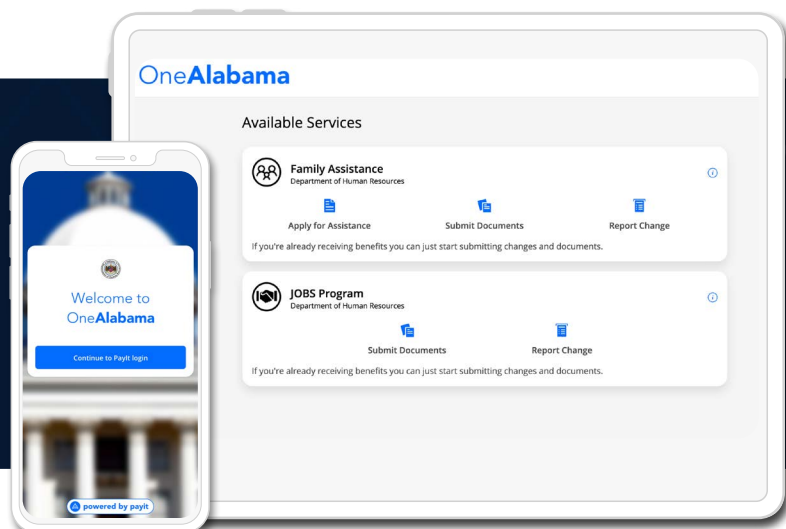
What citizens can do with OneAlabama

- Submit Family Assistance applications
- Report changes for their employment and training program (JOBS)
- Upload and verify supporting documentation
- Store digital receipts and document copies

180% increase in online TANF applications

59% of all applications are now submitted through OneAlabama

OneAlabama is accessible to citizens from their preferred device. This allows the Alabama DHR to meet their constituents wherever they are.

- Desktop and laptop
- Tablet
- Mobile-web
- Mobile apps

OneAlabama

Available Services

Family Assistance
Department of Human Resources

Apply for Assistance   Submit Documents   Report Change

If you're already receiving benefits you can just start submitting changes and documents.

JOBS Program
Department of Human Resources

Submit Documents   Report Change

If you're already receiving benefits you can just start submitting changes and documents.

Welcome to
OneAlabama

Continue to PayIt login

powered by payit

Motor vehicle services in the palm of Floridian's hands

The State of Florida and the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) partnered with PayIt on an innovative, digital reimagining of how citizens interact with local driver license and motor vehicle service centers.

Launched in 2017, MyFlorida allows citizens to search for their vehicles or vessels and renew up to five registrations at once. Typically, this would require several visits to a local service center, submitting each payment individually or mailing multiple checks. These options are not just taxing on the citizen, but require manual processes by FLHSMV staff members.

With the MyFlorida app, users can also remedy vehicle registration holds, store digital documents, manage receipts and set up due date alerts to keep track of upcoming vehicle or vessel renewals. All of this can be done right from the palm of a citizen's hand—with native Apple and Android apps available.

MyFlorida proved to be an incredibly helpful revenue collection vehicle during the onset of COVID-19. With offices closing and constituents minimizing their in-person interactions, MyFlorida was a safe and convenient way for Floridians to conduct their required motor vehicle business. The FLHSMV saw a 53% increase in app usage and a 153% increase in digital revenue collection during the start of the COVID-19 pandemic.

**The Florida Department of Highway Safety and Motor Vehicles**

The FLHSMV makes their vision very clear: A Safer Florida. This means proactively protecting roadways, enhancing online services for motorists and improving customer service.

What citizens can do with MyFlorida

- Renew vehicle and vessel registrations
- Order duplicate registration copies
- Renew up to five registrations at once
- Store digital receipts and documents
- Set due date reminders and notifications

53% increase in app usage since onset of COVID-19

**15% of all renewals** include multiple vehicles or vessels
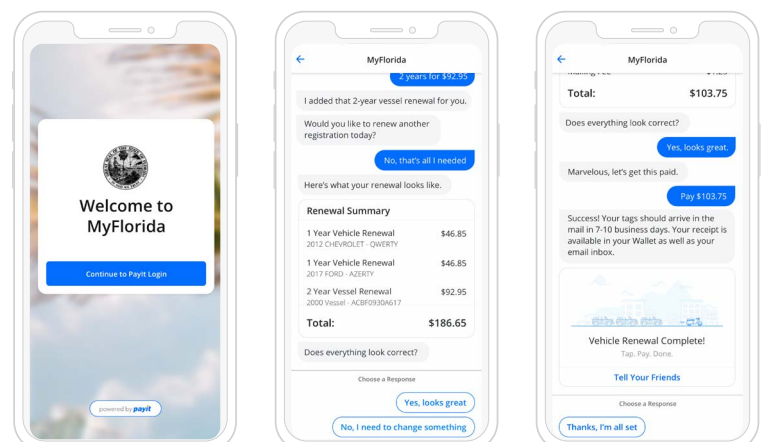
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Launching with PayIt leads to a record year of online tax collection

PayIt's SaaS business model allowed Cabarrus County, North Carolina—the 11th largest county in the state—to launch the same user-friendly mobile and web experience that the North Carolina Department of Transportation (NCDOT) had been using since 2018.

After hearing about the success of myNCDMV, the Cabarrus County Tax Administrator's Office wanted to provide the same simple UI and chatbot technology that over 4 million North Carolinians were already using. This led to a partnership with PayIt on myCabCo, a web and mobile solution for residents to pay their property taxes. Constituents are also able to link properties to their profile for streamlined repeat transactions, set up scheduled or partial payments, store payment methods and set up due date reminders. The power of technology now allows the residents of Cabarrus County to not only pay their property taxes, but also interact with the state to renew their driver licenses, vehicle registrations, order license plates and register to vote with one account.

In its first year, myCabCo empowered the Tax Administrator's Office to have a record online revenue collection and overall property tax collection year. The county saw a 161% increase in online property tax collection over their previous vendor—with $19.5 million collected during the 2020 tax season versus $7.5 million collected in the 2019 tax season. All of this contributed to the Cabarrus County Tax Administrator's Office collecting 97.5% of 2020 property tax bills.
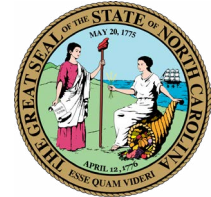
Cabarrus County Tax Administrator's Office

Cabarrus County is home to approximately 206,000 residents. The Tax Administrator's Office is the lister, appraiser, assessor and collector of various county taxes.

What citizens can do with myCabCo

- Pay real estate and personal property taxes
- Set up scheduled or partial payments
- Store digital receipts and document copies
- Use one profile to interact with county and state government

161% increase in online property tax collection over previous vendor (2020: $19.5M vs. 2019: $7.5M)

97.5% of 2020 property tax bills were collected with the help of myCabCo

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I remember when we first saw myNCDMV. We knew right away that we wanted to offer Cabarrus County residents the same easy-to-use platform that the NCDOT was having success with. The built-in userbase and PayIt's understanding of our back-office systems really sealed the deal for us.

Debbie Brannan
Area Manager of
Tech & Innovation

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Technology empowers governments to deliver a consumer-grade experience while increasing operational efficiency

Private sector SaaS companies, like PayIt, are uniquely positioned to solve the two-headed problem that leaders in the public sector are facing. Governments are trying to tackle their agency's technology and IT challenges—all with slashed budgets and limited resources—and solve for the challenges that citizens have completing essential tasks with their government.

The need for having technology partners—not just vendors—is growing by the minute. This is why major private sector technology companies have started to release products and software for use in the government space. The need and desire for digital government is here to stay, but often times taking the first step is the most challenging.

This is where PayIt's team of government technology specialists can create a strategy to bring any agency's use cases and their payments online. Unlike many competitors in the government technology world, PayIt is a true SaaS platform. The core foundation and architecture are already built out, making it very easy to launch a white-labeled solution for any government agency. This type of system would typically take years to implement, but with PayIt it can be integrated into back-office systems and launched in as little 90 days. Delivering digital

services this quickly means faster time to revenue, immediate decreases in manual processes and an improved citizen experience.

With momentum building for digital government service delivery, there is no better time than now for local and state CIOs, CTOs and elected officials to give their citizens the technology and user experience that will help improve their daily lives. Thomas Jefferson once said, "The purpose of government is to enable the people of a nation to live in safety and happiness. Government exists for the interests of the governed, not for the governors." PayIt is able to partner with any level of government to provide for the growing and ever-changing needs of their constituents.

Want to speak with a government technology specialist? PayIt has a team of local and state government experts that can walk your agency through the platform and available services. From there, we will discuss a solution that solves for your unique business challenges.

Help your agency take its first step towards the future of government operations by scheduling a meeting with one of our specialists below.

Take the first step today ›