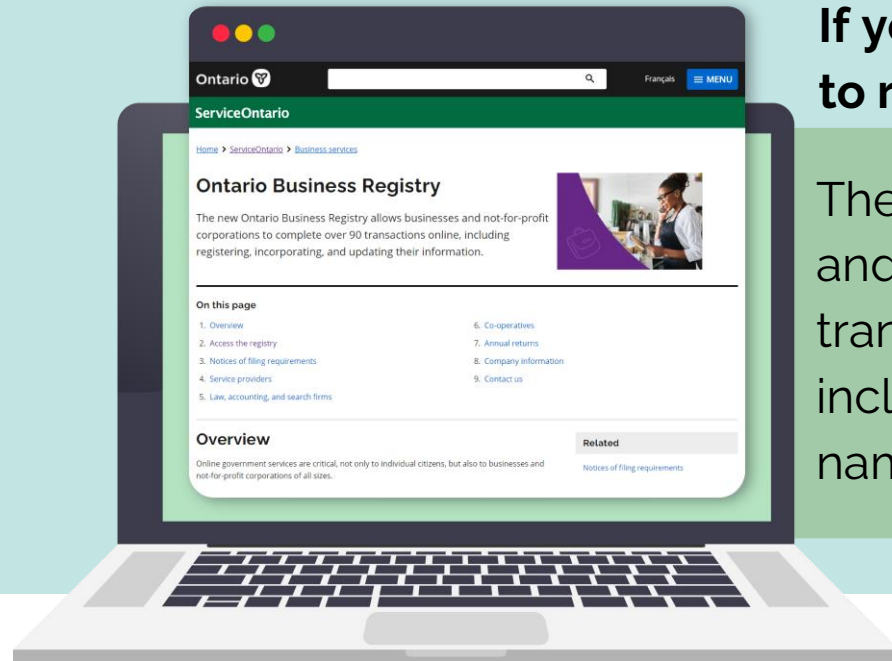


The Ontario Business Registry

Presentation to the Public Sector Service Delivery Council
September 27, 2022



Why Wait In Line? Online Business Registration Services are here for our clients



If you are doing business in Ontario, you will need to register it...

The new Ontario Business Registry (OBR) allows businesses and not-for-profit corporations to complete more than 90 transactions online, 24/7, 365 days of the year. **Key services** include business **registrations**, **incorporations**, company name **searches**, and self-serve **information updates**.

The wait-lines are long and I can only register my business during business hours. I don't have a printer and I now have to take a day off just to do this.

Before



After



I can register my business online from the comfort of my home 24/7. I work odd hours, this really helps.

An Improved Client Experience...



The OBR maintains over **530M+** **records**, which are relied upon by businesses, financial institutions, and the courts.

Since Launch...

Over **1.5M*** **transactions** have been conducted, generating over **\$43.5M*** in **revenue**.



A **store owner** applies for a loan from a bank. The **bank** will use OBR to validate information and make lending decisions.

*Numbers as of August 20, 2022

Prior to launch, Not-for-Profit organizations could only incorporate by mail/email, which took **35+ business days to process**.

After Launch, Not-for-Profit organizations can incorporate online and receive their certificate of incorporation by email within **5 business days**.

Prior to launch, most business corporation documents were filed by mail, email or in person at selected counters. They could take up to **15 business days to process**.

After Launch, all business corporation documents can be filed online and are processed immediately or within **2 business days**.

How Our **Legislative Journey** Enabled Our Transformation

Legislative changes that enabled the launch of OBR resulted in positive, **user-centric outcomes for clients** across Ontario.

- **Enabled Digital Service Delivery.** Business law regulations (13) were updated to enable electronic filing of business registration transactions; First time **Not-for-Profit Corporations** were able to conduct electronic transactions, through proclamation of the Ontario Not-for-Profit Corporations Act.
- **Reduced red tape. Legislative changes** to the *Better for People, Smarter for Business Act, 2020*, allowed corporations to incorporate with no resident Canadian directors, reducing barriers to registration.
- **Updated and centralized all notices of filing requirements to Ontario.ca** to help clients complete their transactions online, making access and findability easier for clients.

A Client's Journey

These are our **existing service channel options** and how Ontarians can access OBR services today.



Service Providers

Clients obtain services provided by **Dye & Durham** and **ESC** to conduct transactions on their behalf.



Online Self-Serve

Public-Facing OBR Portal used by entity owners (e.g., small businesses, not-for-profits, etc.) who want to **transact on their own**.



Mail/Email

Clients have the option of submitting **documents** through mail/email, which are manually processed by ServiceOntario.



The OBR is a **scalable platform** that can open **new user journeys** and **access channels**.

Alignment with Government Priorities

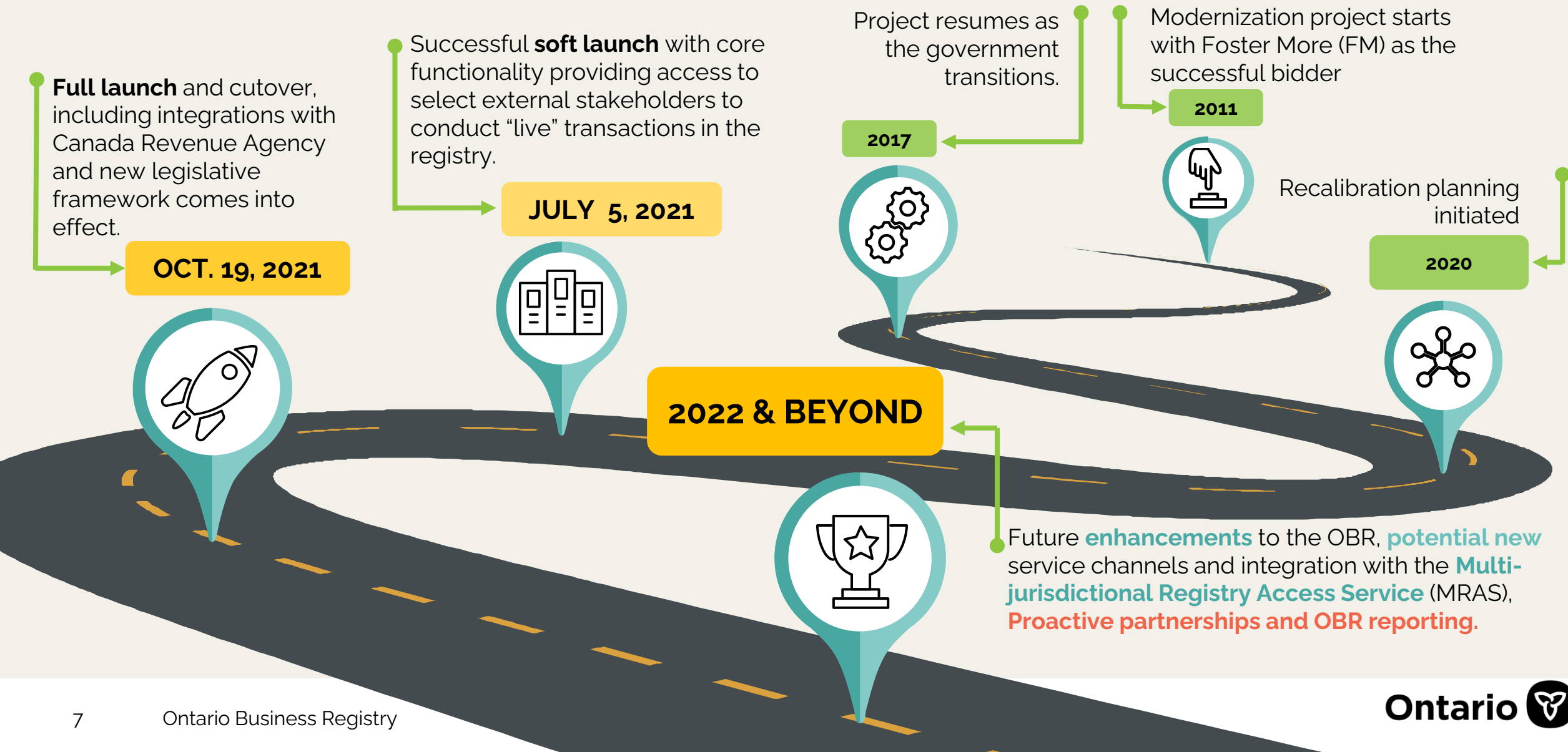


Ontario Onwards



- **Open for Business / Digital First:** Delivering **simpler, faster, better** and more easily accessible services for the people and businesses of Ontario.
- **Protect, Support, Recover:** Supporting **economic recovery** through launching a modernized registry that enables new opportunities for value creation.
- **Fiscal Sustainability, Transparency and Accountability:** Created a robust system that is accountable.
- **Red Tape Reduction: Streamlining** client and ministry **transactions** supported by a modern legal framework.
- **Ontario Onwards Action Plan:** Improved efficiency and **speed of services** using a modern digital platform
- **Ontario Data's Strategy:** enables Ontario businesses to seize **value of data** and to unlock the benefits of its use within government.

The Ontario Business Registry (OBR) Roadmap



Opportunities for **Horizontal Partnerships** and Concurrent **Collaborations**



An **Integrated System** Enabling **Modern Service Delivery**. The OBR can enable the shift towards delivering an **integrated client service experience in support of the Single Window for Business**. The OBR client experience calls for a **“tell us once”** approach which involves **joint collaborations across ministries**. This enables businesses to receive the services, guidance and supports they need in an integrated way, where there is no wrong door to access services.

Data Sharing and Evidence-based Transformation. The registry contains the public record of all businesses in Ontario, relied upon for **commercial transactions** that **underpin the economy**. The business registry is a **modern scalable platform**, which can integrate with new and emerging technologies. Integrating business registry data with other ministry data can provide **insights to make evidence-based, strategic decisions** for new programs.



Lessons Learned



1. **Timing** of launch.
2. Clients' **heightened expectations** pre and post launch.
3. Role of **service providers** in supporting communication.

Going forward the OBR will leverage digital approaches to **enable** the **successful implementation** of potential new service expansions.

Agile, Iterative, and Lean approach to implementation, with opportunities for continuous improvement and flexible rollouts.

Design client-centered, digital services and products that empower clients and improve their user journeys.

Establish the right team, with multidisciplinary talent to enable a holistic and digital first approach.

Ensure initiatives and programs are sustainable and have the capacity to provide service delivery excellence.

Continue to engage clients throughout program and product development to keep **clients at the center of everything we do**



Discussion



Based on your digital leadership expertise,

- What similar initiatives are underway in your jurisdiction?
- What advice do you have for Ontario?