

Pega for Business and Professional Licensing

Streamline business and professional licensing with intelligent automation

A Pega Government Datasheet

Business and professional licensing are critical services that government agencies must offer to guarantee the safety and protection of their citizens while supporting economic growth. Governments must also balance the need to simplify and streamline the business and professional licensing process while staying compliant with ever-changing policies and regulations. Complex, duplicate, and manual processes – combined with data silos and disjointed, aging legacy systems – bog down the licensing experience for applicants. As a result, agency staff members are stuck in a constant reactive mode.

Commercial off-the-shelf products with niche licensing features are costly and do not provide the flexibility and scalability that are necessary to modernize experiences and processes.

Government agencies want to be business-friendly and promote economic growth in their communities. And there's a lot at stake:

- Small businesses consider professional licensing 30% more important than tax codes in determining business-friendliness.
- 30% of U.S. workers now earn their living at state-licensed professions – 60 years ago that number was closer to 5%.
- 79% of global customers say governments could improve the level of service provided.

Low-code digitized professional and business licensing systems make ponderous legacy systems and processes more transparent, agile, and easily modifiable. With the Pega Government Platform™, a low-code, intelligent automation platform, licensing applications are built to the agency's specific requirements to digitize professional and business licensing systems.

- Citizen service application with government-tailored accelerators help you drive efficiency and streamline service experiences.
- Intelligent automation and robotics in a low-code platform let you start fast and scale to adapt to regulatory changes, improve outcomes, reduce complexity, and minimize risk.

Challenge

Customers today expect fast, streamlined government services. Manual, disconnected business and professional licensing processes make it difficult to quickly and accurately manage applications, renewals, fees, and fines.

Changing regulations, requirements and aging, disparate systems, challenge governments to be efficient, responsive, and compliant.

Solution

Pega Government Platform allows agencies to deliver efficient, customer-focused services. Pega combines automated processes, customer intent, and enterprise data to streamline licensing interactions. Our low-code, intelligent automation platform provides unprecedented agility to meet changing mandates and regulations.

Engage businesses and professionals with intuitive and streamlined interactions

- **Digital self-service.** Bring guided, user-friendly customer interactions and self-service from applications to payments, reviews, renewals, and inspections.
- **Omni-channel management.** Web, email, chat, and mobile capabilities ensure coordinated and consistent service across any channel.
- **Anywhere, anytime access.** Mobile applications let customers apply, renew, pay, and track applications from their preferred device.
- **Guided workflows.** Employees are guided through processes that allow businesses and professionals to easily apply for licenses, process renewals, submit inquiries, and monitor status on their own time.
- **Process transparency.** Workflow automation enables process transparency for employees, businesses, and professionals.

Process applications more quickly and accurately and improve employee experience

- **Key process automation.** Use intelligent processes to automatically assign or transfer work among employees, teams, programs, and agencies.
- **Process simplification.** Maximize productivity and consistency with streamlined, easy-to-use processes and a complete view of the customer. Enable transparency and accountability by providing real-time visibility to customers, employees, and managers via automated updates, notifications, and dashboards.
- **Industry-standard integration.** Use quick, industry-standard integration with legacy and third-party systems to contextually associate relevant data and documents with the right case.

Maximize business agility and revenue to build for change

- **Efficiency. Leverage the power of Pega Infinity™** and allow business and IT to quickly and easily collaborate, implement, and go live.
- **Agility.** Quickly scale and adapt to changing agency requirements, policies, license types, and technology so you can focus on forward-looking strategy.
- **Reuse.** Eliminate the hard-coded programming and reuse common processes and business rules that make traditional applications tough to build. Adapt to diverse agency program requirements with Pega's low-code development technology.
- **Platform choice.** Easily introduce changes at your pace – incrementally or all at once – with Pega cloud-based or on-premise technology.

Learn more at pega.com/government