



CityOnline

## e-Government for Your City

*Apply for permits and pay bills or  
parking tickets through the Internet.  
No lines, no waiting...*

CityOnline is the easiest way for citizens to interact with their local city government. By accessing the CityOnline system through the Internet, citizens can accomplish a variety of tasks from the comfort of their own homes. There's no need for waiting in long lines. Citizens can access your city *online*, any time of day, from anywhere. You receive same-day payments, with fewer items delayed in the mail, and more satisfied customers. It's a significant improvement in customer service for both citizens and administrators, as well an improvement in the productivity of your city's government.

*CityOnline provides an out-of-the-box  
solution to Web-enable your current system  
and customize your site to suit  
your city's needs and its unique identity.*

In today's competitive world, you need to reach out for continued growth to maintain the revenue base of your city's population.



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## The Framework

### HIGHLIGHTS

CityOnline Web-enables local governments to provide better service to citizens.

- Access from anywhere, any time of day
- Variety of modules available: Buy only the ones you need
- Secure transactions (SSL and encryption)
- Online payment processing: both credit cards and checks
- Integration with existing data in legacy systems – real-time or batch updates, you decide
- Customized user interface
- Robust reconciliation and transaction reporting
- E-mail confirmations to citizens and city officials

**Sites Built with CityOnline Framework:** CityOnline sites are built using a customizable infrastructure. These sites are secure, ensuring that both local government and citizen data are protected. Using Secure Socket Layer (SSL) protocol, private information is encrypted—you control access to this information.

Customized for each city, CityOnline allows administrators to select appropriate modules to provide to their citizens. Choose from these options:

#### Service Modules

- **ezPermit** – Apply for parking permits and business permits
- **ezRenew** – Renew business licenses and permits
- **ezUtility** – Pay utility bills
- **ezTicket** – Pay parking tickets and moving violations

#### Foundation Modules

- **ezPay** – Pay fees online
- **ezUpdate** – Update the city's current database with information entered by citizens through CityOnline

With the ezPay module, you can accept credit card and electronic check payments online, streamlining the payment process and ensuring that funds are received in your city's account **faster**. With CityOnline there are **no hidden fees**<sup>1</sup> of any kind.

Through CityOnline's Integration Manager, your city's existing system is integrated with CityOnline, meaning that citizens will retrieve the most current information. If you select the ezUpdate module, data that is captured from citizens on CityOnline will be automatically imported to your legacy systems, ensuring that all of your information is up-to-date.

CityOnline provides a friendly user interface that is tailored to your city's preferences and business rules. **It is your "ezSite"!**

***With CityOnline, YOU control the features, the look, and feel of your site.***

With CityOnline you are never in the dark: you get comprehensive reporting on every transaction that occurs. Administrators can run reports at any time and will receive e-mails automatically informing them of certain transactions. Citizens will also receive e-mails confirming the transactions.

Most importantly, implementing CityOnline is **fast, affordable, and cost effective**. The CityOnline QuickStart process will get your city up and running in as little as ten days.



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<sup>1</sup> Your Merchant Account may charge you a transaction fee for accepting the funds from the credit card or check.

## Our Modules

### MODULES

- **ezPermit** – Apply for parking permits and business permits
- **ezRenew** – Renew business licenses and permits
- **ezUtility** – Pay utility bills
- **ezTicket** – Pay parking tickets and moving violations
- **ezPay** – Pay fees online
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### Service Modules

#### **ezPermit**

ezPermit allows citizens and businesses to apply for permits online without having to deal with the added paperwork. They simply select the permit application they want, fill it out online, and submit it to city officials automatically. If payment is required, ezPermit will link to the ezPay module and request payment information.

#### **ezRenew**

ezRenew is a fast, hassle-free way for businesses and citizens to renew licenses and permits. It's as easy as selecting the required renewal form and completing it online: the form is submitted to the city automatically. If payment is required, ezRenew will link to the ezPay module and request payment information.

#### **ezUtility**

ezUtility provides a more efficient way for citizens to track and pay their utility bills such as water, sewer, gas and electric. As with all CityOnline modules, the citizen and designated city officials receive e-mail notifications confirming the transaction. To process payments, the ezPay module is also required.

#### **ezTicket**

With ezTicket, motorists can review and pay their parking tickets and traffic tickets online, 24 hours a day, 7 days a week. The motorist simply enters the citation number and license plate number and the information from the ticket is displayed. Motorists can also review the status of a ticket as to whether or not payment has been received. To process payments, the ezPay module is also required.

### Foundation Modules

#### **ezPay**

ezPay allows citizens to purchase parking permits, pay parking tickets and moving violations, and pay for application/permit fees online, without the hassle of waiting in long tedious lines or sending payments via the U.S. Mail. This saves time and money for citizens and city government alike. Users select their preferred method of payment (credit card or electronic check) and submit the payment automatically to the city's bank. The user and designated city officials receive e-mail notifications confirming the transaction.

#### **ezUpdate**

ezUpdate ensures the integrity of the data. ezUpdate facilitates updating the city's database using the data captured through CityOnline. For example, when the citizen fills out a new business permit application, that data can be posted to the legacy system.



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## Our Modules, Continued

### MODULES, *continued*

- Integration Manager
- ezReports
- Additional Options
  - Comprehensive Web traffic analysis
  - Live chat and discussion forums
  - Online surveys

### **Integration Manager**

Integration Manager provides the facility to either query the legacy system in real time or in batch mode. Integration Manager is part of the CityOnline framework to allow accessing data from the legacy system. It provides a staging facility using the Sybase SQL Anywhere database bundled with CityOnline.

- Data is read from the legacy system to display to the citizen. For example, when the citizen enters the citation number or a license plate number for a parking ticket, the information on that parking ticket such as the location and the amount of the fee is displayed to the citizen.
- There are two options when integrating with the legacy system.
  - Real-time integration (or just-in-time integration) in which the data is read directly from the legacy system.
  - Batch integration in which the data is transferred between the CityOnline database and the legacy database on a periodic basis (e.g., nightly).

CityOnline uses a JDBC/ODBC interface to communicate with existing legacy databases.

### **ezReports**

CityOnline comes with a comprehensive set of standard reports which the administrator or city manager can access online. It provides reports on daily activity, transaction reconciliation and system performance.

### **Additional Options**

As CityOnline is a robust, extensible framework, it allows interfacing with many off-the-shelf components.

- Comprehensive Web traffic analysis

We recommend using WebTrends<sup>2</sup> for Web traffic analysis and demographics analysis. Our analyst will work with your city to acquire the components you need.

- Live chat and discussion forums

If your existing Web site does not provide live chat, discussion forums and feedback mechanisms, our analyst will work with you to get the appropriate components in place to provide these cost-effective components

- Online surveys

An extension of the ezPermit module is the Online Survey capability. Additionally, you will need the Online Survey Reporting module to slice and dice the survey results.



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<sup>2</sup> <http://www.webtrends.com>

# CityOnline Overview



## THE CITYONLINE ADVANTAGE

- Quick Implementation
- Cost-Effective and Affordable
- Easy to Use
- Customer Satisfaction Guarantee

The CityOnline framework is built upon a flexible architecture utilizing Java, XML and XSL. We start the process with our ezConfigurator.<sup>3</sup> Display information such as fields to display, format, and validations are all entered into the ezConfigurator with help from a PowerVision analyst. Data mapping to a legacy system<sup>4</sup> is also performed through ezConfigurator. The ezTranslator module included in the framework then automatically converts the configuration parameters into generalized XML.

Each CityOnline implementation has a customized look and feel through the use of HTML templates and a Cascading Style Sheet (CSS). The HTML templates define what content will be placed around the Web pages (see diagram below).

The citizen accesses the system and selects the application form to be filled out or payment to be made. The CityOnline Server utilizes the XML, HTML templates, and CSS to render the intuitive pages with the proper information and branding. The CityOnline Server routes the requests from the citizen to the appropriate module.



<sup>3</sup> ezConfigurator uses the popular and widely accepted Microsoft Excel to capture configuration parameters.

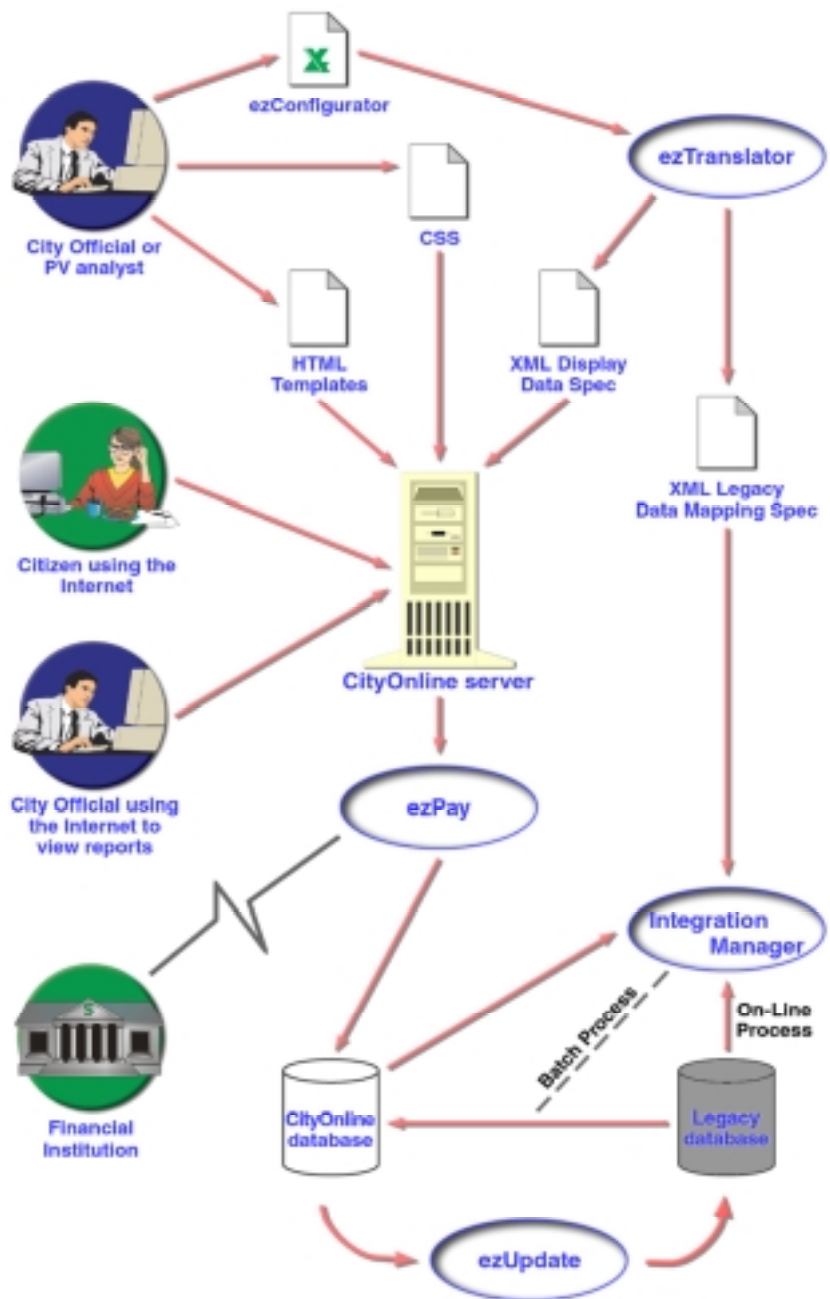
<sup>4</sup> Legacy system is required to have ODBC or JDBC interface.

# Overview, Continued



The ezPay Module allows credit card and check processing online. ezPay includes credit-card authorization, automatic debit and fund transfer, payment confirmation and tracking, and reconciliation reporting.

City administrators use CityOnline to access reports. A robust reporting package is included as a standard offering. Report access is role-based and login is validated for accessing reports. Citizens are not required to login to perform many tasks. The system provides for validated login for such tasks as user preferences setup, workflow for permit applications, etc.



## Return on Investment

### BENEFITS

- Anyplace/anytime access to city government
- Higher collection rates: on-time collection
- Shorter collection cycle
- Improved customer service
- Improved productivity
- City administrator has full control: "ezSite" is *your* site
- Cost-effective method of providing a high-Tech image for your city
- No hidden transaction or convenience fees

Forrester Research forecasts that federal, state, and local governments will collect \$602 billion in online revenue in 2006. Four out of ten government Web sites (city, state, and local) plan to provide some type of license application and payment via the Web in 2001.

***Your city can be a pioneer in the field and profit e-normously with a Web site developed using the CityOnline suite.***

Citizens and administrators will benefit from a CityOnline e-Government "ezSite". For starters, **the system can be accessed 24x7, anytime, any place.** Our comprehensive and extensible reporting facility allows the city manager to keep a finger on the pulse of the city.

**Your city's Information Services (IS) group has full control over the "ezSite" built with CityOnline.** Our CityOnline framework provides an open, scalable, extensible architecture. You can start the site with one permit and one payment option, then add other licenses, renewal modules and other payment options as you realize the return on investment.

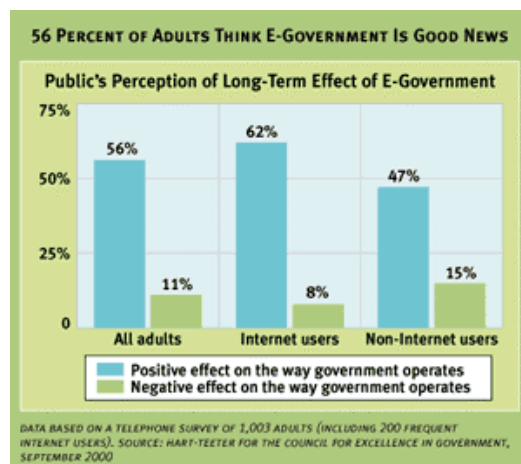
Local government is a business after all. **A shorter collection cycle helps improve cash flow.** As a business, you want to provide **better customer service at a lower cost.** With CityOnline your city will reach these goals and more. A recent Federal study for the Social Security Administration has shown that phone inquiries cost an average of \$10 per call, while the same inquiry on the Web costs less than 10 cents.

***You can reap the same benefits!***

There are 137 million people in the U.S. who had online access in 2000. An analysis of the Internet Report released by Media Metrix for January to December 1999 shows that Baby Boomers and seniors now comprise 20% of total online users. The analysis also shows that 45- to 64-year olds surf the Internet more frequently, stay there longer, and check out more Internet pages than ever before. This group is your primary customer base. CityOnline will be the stimulus toward moving your city online. Implementing CityOnline is **fast, affordable, and cost-effective.** And there are no hidden fees.

A recent survey indicates that 56% of adults think e-Government is a good idea.

***What do you think?***



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## Why CityOnline?

### KEY DIFFERENTIATORS

- Faster Installation: Out of the box and ready to go in as little as 10 days.
- Cost-Effective and Affordable: Buy only the modules you need, when you need them.
- Easy to Use: A user-friendly interface customized to your specifications.
- Backed by Experience: PowerVision is a leading IT solutions provider.
- Customer Satisfaction Guaranteed: We offer support for as long as you need it.

### **Fast Implementation**

- Our modular system allows you to choose what you need. You can begin with a few modules to establish a return on your investment, and add modules at a later date as your budget permits.
- Based on your needs, the site can be up and running in as little as ten days.

### **No Convenience Fees**

- There are no hidden fees with CityOnline. Some competitors charge a convenience fee of as much as 2% *and higher* on *each* transaction. CityOnline has no convenience fees—your city could realize a huge savings as a result.

### **Cost-Effective and Affordable**

- Buy only the modules you need, when you need them.

### **“ezSite” is Your Site**

- You control the site. We license the software to you and you can add functionality at your own pace, on your own schedule.
- Our ezReports module keeps you in tune with the big picture, so you’ll know where you stand at all times.
- Your “ezSite” belongs to you. It’s deployed at your facility, and you own the data—secured behind a firewall and SSL.

### **Backed by Experience**

- PowerVision Corporation is an e-Business solutions expert and a leader in the IT industry. Our proven **vision@work**<sup>®</sup> product development methodology incorporates procedures and tools that have evolved in the industry and through practical application. It’s a systematic approach, resulting in quality products developed and delivered on time and within budget. In an industry where companies typically fail to deliver if they do not have a solid process, **vision@work**<sup>®</sup> is the foundation for our success *and yours*.

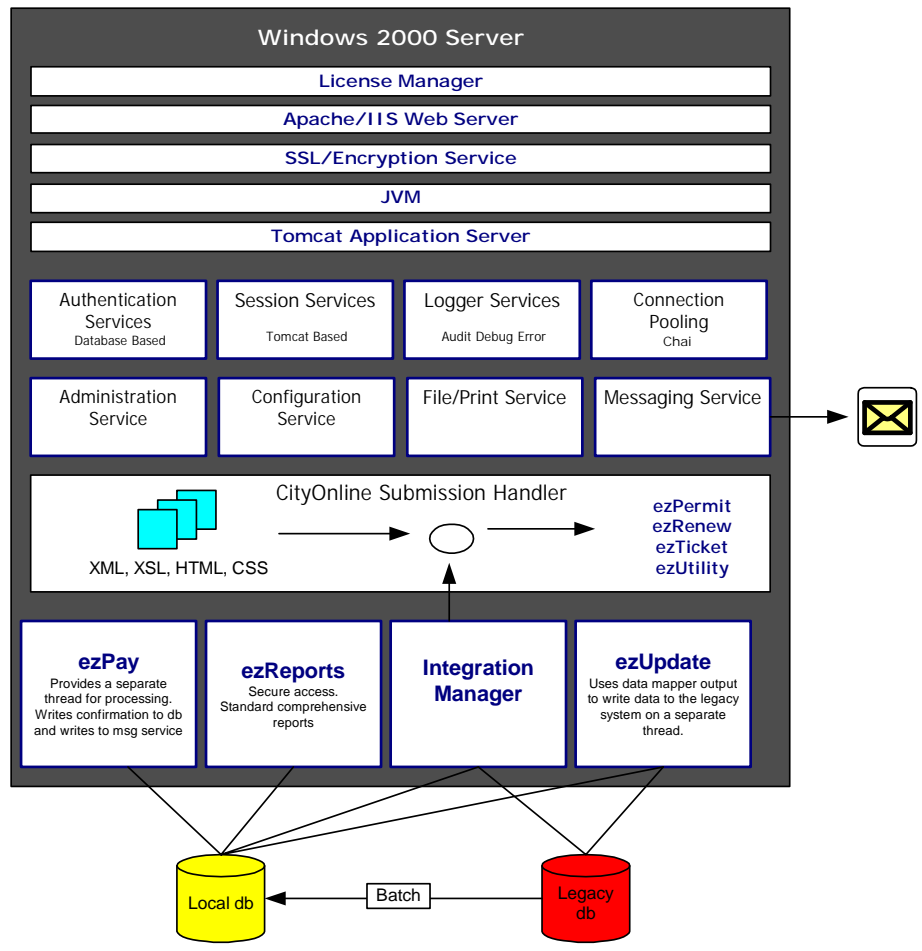
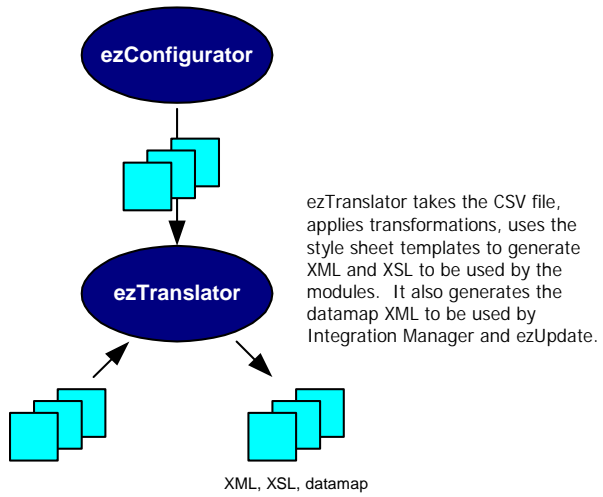
*We Make IT Happen!*<sup>®</sup>





# Architecture

The CityOnline architecture is built to be flexible to adapt to your city's unique business needs and its current architecture. The schematic below illustrates the CityOnline architecture.





## Preparing Your Site

### SYSTEM REQUIREMENTS

- Windows 2000 server with SSL license
- Internet Connectivity
- Firewall
- E-Mail service
- JDBC/ODBC drivers for your legacy system
- Merchant account

As CityOnline provides the framework for quicking and effectively building your "ezSite", your city needs to provide the following:

- A Server: Our analyst will provide the server specifications based on your needs. A typical server configuration will be:
  - 800 MHz Pentium III processor
  - 512 MB RAM
  - 40 GB disk storage
  - Un-interruptible power supply
  - 19" monitor, mouse, keyboard
  - Ethernet connectivity
  - A Verisign<sup>5</sup> SSL license for the server (we can help you get one)
  - Windows 2000 professional
- Internet Connectivity
  - Most cities' IT facilities have T-1 or fractional T-1 connectivity.
- Firewall
  - If you do not have a firewall in place, we will specify one for you.
- Our base module includes the license for Sybase Adaptive SQL Anywhere Server 7.0<sup>6</sup> license.
  - Our system supports Microsoft SQL Server 2000 and Oracle8i databases. If your city requires support for either of these databases, you need to purchase the license and we will provide configuration support.
- E-mail Service: Our notification engine assumes that you have e-mail capability. If not, we will provide the specifications for the e-mail system. We expect a SMTP- or POP-compliant mail server.
- Legacy System Interface: Your legacy system should be able to support either a JDBC or ODBC interface for data access. Our analyst will work with you to determine the availability of these drivers.
- Merchant's Account: You will need to establish a Merchant's account for enabling the ezPay module.

With this limited list, you are ready to go. Our analyst will come to your site and work with you to get the site up and running. We provide a 30-day initial warranty.

Most cities opt to buy an annual maintenance agreement.

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<sup>5</sup> <http://www.verisign.com>

<sup>6</sup> <http://www.sybase.com>

