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Official Site of the Aloha State

ACCESS HAWAII COMMITTEE

Hawaii Information Consortium General Manager's Report

OCTOBER 2008

Executive Summary

In October the portal continued working on the upcoming eBench Warrants application for the Judiciary, 2009 updates to various applications and the new Wiki Permits system for the Department of Land and Natural Resources. We have hired a new Project Manager, Sady Gabrielli, and Software Developer, Karthic Vijayarijan who will be starting in November.

We have included report from Google Analytics for the month of October 2008.

Marketing Activity

DCCA PVL

HIC sent over 22,000 postcards and 17,000 email reminders to professional .licensees who are due to renew by December 31, 2008. .

DCCA BREG

HIC sent over 24,000 postcards and 10,000 emails to reminders to 2008 Q4 annual filers.

DCCA INS

HIC sent 712 email reminders for the December 2008 renewal cycle.

HTSB

Russell and Jing met with the Hawaii Teachers Standard Board members and officially introduced HIC and ehawaii.gov.

JUDICIARY

HIC hosted a Meet & Greet with the Judiciary team in October. Both teams' members were introduced and future visions were exchanged.

New Partner Contacts

None

Mailings and Other Notices to End-users

Date	Type	Qty	Agency	Description
1-Oct	Mail	24,000	BREG	Q4 2008 Annual Reminder Postcards
1-Oct	Email	712	INS	DEC 2008 Renewal Cycle Reminder
2-Oct	Email	10,223	BREG	Q4 2008 Annual Reminder email
13-Oct	Mail	22,000	PVL	DEC 2008 REB Renewal Notice Cards
13-Oct	Email	14,000	PVL	DEC 2008 REB Renewal Notice email
20-Oct	Email	2,500	PVL	DEC 2008 Renewal Other Notice email

Highlights

DCCA PVL

As of October 27, 4,089 professional licensees renewed online, that is 98.89% of all licensees who'd renewed so far.

DCCA INS

We continue to see 90%+ online adoptions for INS online renewal. August 2008 cycle was 92.5% and Oct 2008 cycles reached 93%.

DLNR CMLS

On October 30, 2008, HIC launched the all new Commercial Marine Licensing System. It allows commercial marine license holders to renew licenses and register bottom fishing vessels online. A press released can be found at <http://hawaii.gov/dlnr/chair/pio/nr/2008/N8-130.pdf>.

DLNR Wiki Permits

The DLNR Wiki Permits are currently being tested by both DLNR and industry users. It received great compliments from the pilot users. It is scheduled to be released on November 10, 2008.

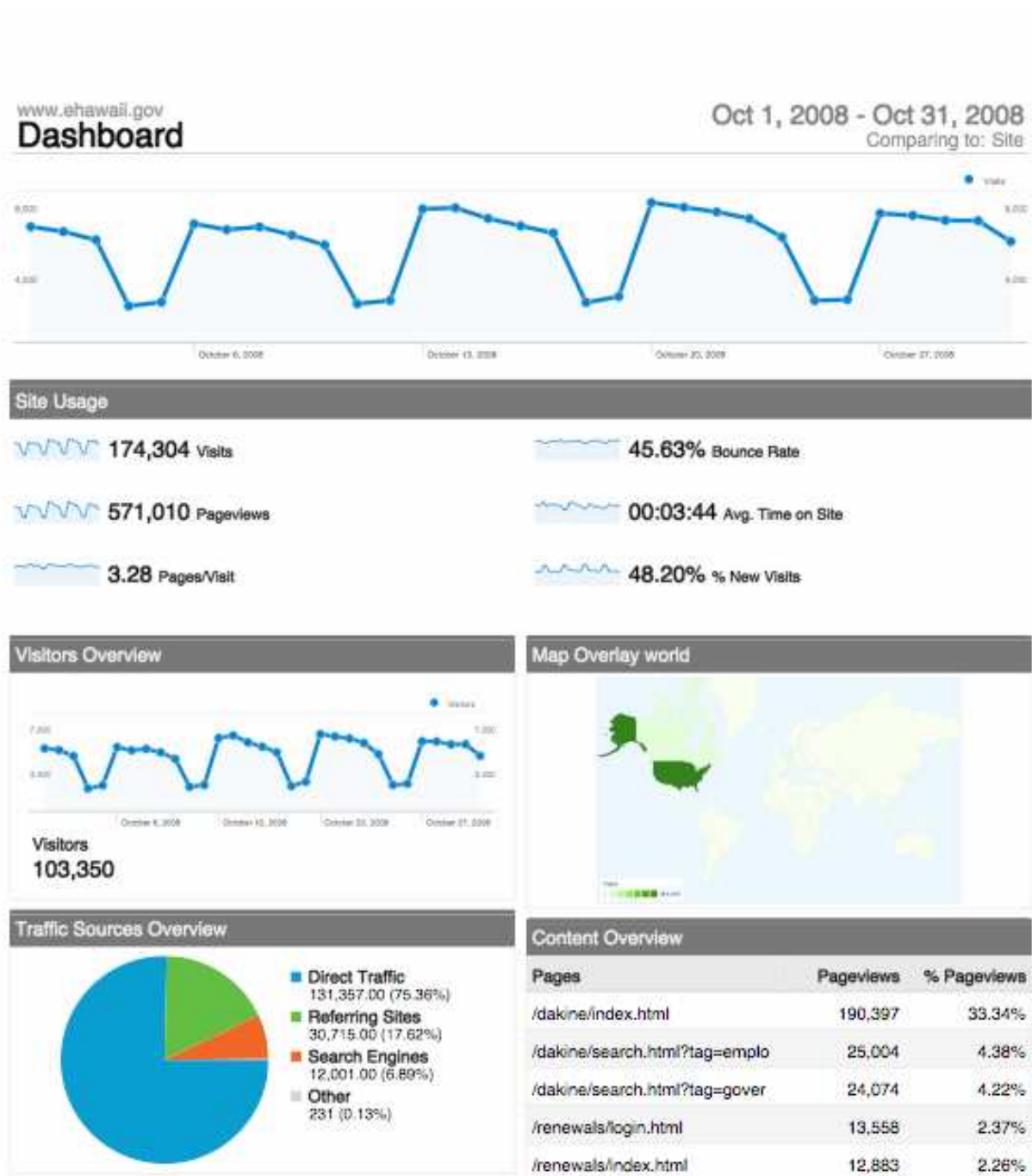
"Just went through the permit system and what a nice job! I think this will be simple. I'm sure there will be adjustments and fine tuning as we go along but overall I think this will make a lot of obstacles obsolete."

Application Upgrades

- HCE
- Real Estate CE
- BREG Online Documents
- EDRS
- Wastewater Permit Filing
- INS CE Search and Submission
- Vessel Registration Renewal

New SOW's/ SLA's

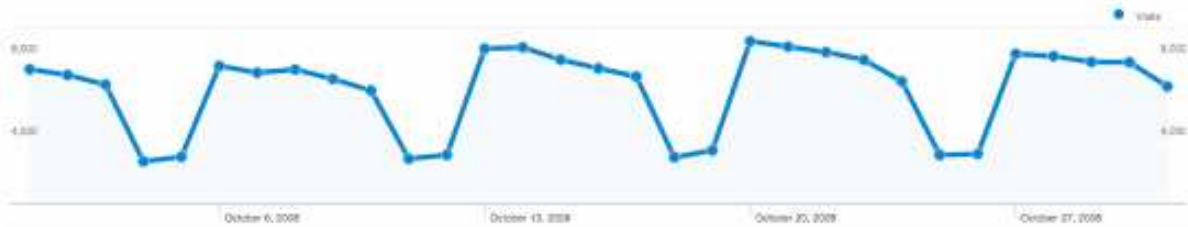
None.



Traffic Sources Overview

Oct 1, 2008 - Oct 31, 2008

Comparing to: Site



All traffic sources sent a total of 174,304 visits

75.36% Direct Traffic

17.62% Referring Sites

6.89% Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	131,357	75.36%	state of hawaii	1,396	11.63%
hawaii.gov (referral)	18,858	10.82%	ehawaii.gov	792	6.60%
yahoo (organic)	4,865	2.79%	hawaii	695	5.79%
google (organic)	4,007	2.30%	http://pvl.ehawaii.gov/renewals	515	4.29%
msn (organic)	1,868	1.07%	hawaii state government	436	3.63%

Financial Report- September 2008

Consolidated Balance Sheet

Hawaii Information Consortium, LLC

-Unaudited report

	09/30/08
Assets	21,475,801
Liabilities	21,330,609
Shareholder Equity	145,192
Total Liabilities & Shareholder Equity	21,475,801

Income Statement

Hawaii Information Consortium, LLC

-Unaudited report

	July	August	August	Rolling 3 Month
Total Revenues	433,200	471,360	443,042	1,347,602
Cost of Revenues	249,408	292,853	249,484	791,745
Gross Margin	183,792	178,507	193,559	555,857
Operating Expenses	194,636	197,579	184,877	577,092
Income (Loss) from operations	(4,400)	30,543	8,682	(21,234)
Other Income (Expense)	11,399	11,718	11,116	34,233
Net Income (Loss) Before Taxes	556	(7,354)	19,797	12,999
Total Provision for Income Taxes	326	(126,197)	0	(125,871)
Net Income (Loss)	230	118,843	19,797	138,870

In Closing

Everyone at HIC appreciates the opportunity to serve as the State's Portal Manager. As always, I welcome your thoughts and feedback.

I can be reached at 808-695-4615 or by email at russell@ehawaii.gov.

Respectfully Submitted,

Russell Castagnaro
General Manager

Appendix A: Key Staff Contacts

<u>Name</u>	<u>Position</u>	<u>Phone</u>	<u>Cell</u>	<u>Email</u>
Russell Castagnaro	General Manager	808-695-4615	808-778-5621	russell@ehawaii.gov
Jing Xu	Director of Portal Operations	808-695-4614	808-220-6265	jing@ehawaii.gov
Zheng Fang	Director of Development	808-695-4617	808-741-1669	zheng@ehawaii.gov
Rosie Warfield	Partner Relationship Manager	808-695-4629		rosie@ehawaii.gov
Emergency Help Line	Emergency Support	808-695-4627		
Customer Support	Public Customer Support	808-695-4620		info@ehawaii.gov

Appendix B: Acronyms

AOAO - Association of Apartment Owners
B&F – Department of Budget and Finance
BREG – Business Registration Division (DCCA)
CMLS – Commercial Marine Licensing System
CMS – Content Management System
DCCA – Department of Commerce and Consumer Affairs
DLIR – Department of Labor and Industrial Relations
DLNR – Department of Land and Natural Resources
DOH – Department of Health
DOCARE - Division of Conservation and Resources Enforcement
EDRS – Electronic Death Registration System
ELF – Electronic Filing System
HBE – Hawaii Business Express
HCE – Hawaii Compliance Express
HCJDC – Hawaii Criminal Justice Data Center
HID – Hawaii Insurance Division
HUI EXPRESS – Hawaii Unemployment Insurance Express
HTSB- Hawaii Teachers Standards Board
IACA - International Association of Commercial Administrators
IRS – U.S. Internal Revenue Service
JIMS – Judiciary Information Management System
NASCIO – National Association of State Chief Information Officers
OMPO – Oahu Metropolitan Planning Organization
PVL – Professional Vocational Licensing
REB – Real Estate Branch

RICO - Regulated Industries Complaints Office
SLA – Service Level Agreement
SOW – Statement of Work
UCC – Uniform Commercial Code
UI – Unemployment Insurance
VIPS – Volunteers in Public Service
XML – Extensible Markup Language

Appendix C: Web Analytics Terms

- **Hit** - A request for a file from the web server. Available only in log analysis. The number of hits received by a website is frequently cited to assert its popularity, but this number is extremely misleading and dramatically over-estimates popularity. A single web-page typically consists of multiple (often dozens) of discreet files, each of which is counted as a hit as the page is downloaded, so the number of hits is really an arbitrary number more reflective of the complexity of individual pages on the website than the website's actual popularity. The total number of visitors or page views provides a more realistic and accurate assessment of popularity.
- **Page View** - A request for a file whose type is defined as a page in log analysis. An occurrence of the script being run in page tagging. In log analysis, a single page view generates multiple hits as all the resources required to view the page (images, .js and .css files) are also requested from the web server.
- **Visit / Session** - A series of requests from the same uniquely identified client with a set timeout. A visit is expected to contain multiple hits (in log analysis) and page views.
- **Visitor / Unique Visitor** - The uniquely identified client generating requests on the web server (log analysis) or viewing pages (page tagging). A visitor can make multiple visits.