

Sports licensing

Modernize and transform your sports licensing program



Changing expectations

States offer a wide variety of hunting, fishing and other recreational opportunities to outdoor enthusiasts. Citizens want easy access to services when purchasing hunting, fishing, snowmobile, off-road vehicle or other licenses, but they have varied expectations about what that means—in person, via their mobile device or computer. Additionally, they want 24x7 availability, a simple purchase process and immediate fulfillment.

While citizen expectations for service are increasing, state agencies are facing other challenges. Most agencies are trying to respond to these increased expectations with aging IT or pieced-together systems that are not agile and expensive to maintain.

Agencies must balance their need to improve IT, refine data management capabilities and enhance customer

experience, while fulfilling their stated mission and goals. Goals typically include conservation and management of natural resources while increasing outdoor recreation participation through marketing activities.

Furthering the agency mission requires the ability to identify opportunities through data analysis, and respond quickly by implementing new licenses or pricing strategies. State agencies must prioritize and manage all of these challenges and expectations while continuing to provide uninterrupted, excellent customer service to their citizens.

Perspecta sports licensing solution

Perspecta sports licensing is an innovative, flexible, and proven custom-off-the-shelf solution designed as a cohesive integrated system built on state-of-the-art technology. We help agencies automate and streamline

their licensing program by providing online licensing services for retail agents and citizens, tailored to meet the agency's specific needs, requirements and regulations.

The solution includes multiple sales channels, surveys, and administrative management. Multiple sales channels enable citizen purchases anytime, anywhere. Surveys facilitate the collection of customer feedback to the agency. The administrative management application allows agencies to define and manage license definitions, pricing strategies, purchase authorizations, special hunt drawings, financial records, and customer information—all through a single web application.

Specific features of the our sports licensing solution:

- Online sales with customer portal
- Retail sales
- Administrative management
- Surveys
- Reporting
- Application set-up, configuration, support and development services
- Hosting
- Training
- Call center / help desk
- Printing and fulfillment options (Point-of-Sale (POS), print at home, email delivery, centralized print center)
- POS hardware, management and support

Flexibility

Our sports licensing solution is adapted to meet an agency's specific brand and requirements. It is customer-configurable to allow the flexibility to address changing needs over time. An agency can use the

administrative application to independently control the following licensing functions:

Flexible purchase rules:

Flexible purchase rules can be assigned per license type and enforced at the sales channel.

- Customized sales catalog for the purchaser based on customer characteristics (age, residency, purchase history) and license business rules (sales dates, left-over available quantities)

Flexible license prices:

- License prices based on customer characteristics (age, residency)
- Discounts based on packages, military designation, or hunt area choice
- Retail agent commission rates based on agent types (sales outlet type)

When and where a license can be sold:

- Beginning and ending sales dates and season dates
- Online or retail sales channel
- Agent types
- Flexible drawing rules

Flexible drawing rules:

- Hunt area definition
- Drawing eligibility
- Drawing selection
- Drawing transfer

Agency and customer benefits

Our sports licensing solution enables state agencies to manage licensing programs more effectively and make day-to-day operations more efficient. It can also supply better data for management and marketing purposes, and a more reliable revenue stream. The

sports licensing system can create higher satisfaction for both agency personnel and end users with a straight-forward user interface, online reference materials, and fast transaction processing. Because it is designed to be agency-maintainable after implementation, it is easy to use and quick to implement new business rules. Real-time transaction processing increases enforcement of purchase rules and recreation regulations, ensuring customers only purchase authorized licenses.

Why Perspecta

Even when a new solution is the right way to go, the implementation process and transition from legacy to new systems has to be seamless for agency personnel and consumers alike. Perspecta's superior project management expertise ensures a focus on getting to the end-goal on time and on budget with a solution that offers high availability and scalability during peak usage periods.

With more than 14,000 experienced professionals serving public sector customers, Perspecta is the premier provider of technology products and services that enable government to better respond to its citizens. We build strong and lasting high-value relationships by understanding our customers' needs, meeting or exceeding their expectations, and consistently providing outstanding service and quality. We have proven experience in the use of technology, automation, and processes to modernize and transform a state's sports licensing program to meet agency goals.