

# New South Wales Government Secures Unified Services Portal for Citizens

## MORE THAN 1.5 MILLION SIGN UP TO NSWs' UNIFIED SSO PORTAL

New South Wales government drives digital transformation across its agency services, making a secure and seamless customer experience. Already, more than 1.5 million customers have signed up to the single sign-on service, offering safe, secure 24/7 access to government transactions.

## THE OBJECTIVE

Service NSW, an organization within the New South Wales (NSW) government, was established to make it easier for NSW residents and businesses to access government services. Services covering business and trade matters, life events, housing/property and more were being offered through siloed and stand-alone government shopfronts, typically requiring in-person visits. The citizens of New South Wales demanded easier and more online access to government services, as well as a single point of contact.

Service NSW was tasked to initiate a digital transformation and customer experience improvement program. Its goals were to introduce business interoperability across agencies, digitize 70% of transactions and enable citizens to access services from anywhere at any time.

## THE CHALLENGE

The NSW government operated numerous web portals and backend legacy systems across a number of agencies and with limited consistency from a customer's perspective. Customers had to work with numerous agencies and systems in order to access systems and gain access to services, this resulted in working with many agencies and remembering multiple usernames and passwords, or actually visit agencies to obtain services.

Service NSW set out to provide a one-stop shop for citizens and businesses, consolidating access to 250 different government agencies and departments for more than seven million citizens. Of course, users' privacy also had to be maintained, and highly sensitive data needed to be secured.

## SOLUTION AT-A-GLANCE

1. Single sign-on provides citizens with anytime, anyplace access via a central portal.
2. Standards support allows for ease of integration with multiple agency solutions.
3. Central, federated API framework creates secure and seamless experience.
4. Risk-based proofing secures high-value transactions and aligns to in-place agency business rules.

## THE SOLUTION

Versent configured and deployed the Ping Identity Platform, which was the scalable and flexible solution Service NSW was looking for. Its broad standards support allowed for out-of-the-box, rapid integration with Service NSW's existing technology, like Salesforce and Drupal.

PingFederate, Ping's full-featured federation server, was deployed to authenticate and authorize interactions with agency microsites and the Service NSW API. Calls from the API link back to the central identity system, ensuring the user is authorized to access the information or transaction they're requesting.

On the customer-facing side, citizens authenticate via a single sign-on experience and securely access multiple agency services with just a few clicks from the landing page. Innovative proof of identity (POI) functionality is enabled to support a variety of business rules and to support of higher-risk transactions. For example, during the submission of a NSW Police minor crimes report, the citizen's identity is validated to match the transactional risk and agency business process against information from trusted a trusted third party, such as date of birth, driver license number or other data.

### MORE ABOUT SERVICE NSW:

Service NSW is an award-winning New South Wales government initiative delivering improved one-stop services for government citizens and customers. It delivers more than 970 transactions—including driver licenses, birth certificates, NSW Seniors Cards and Fair Trading licenses—through one digital service, one single online portal, one phone number and a network of one-stop shops.

Learn more at: <https://www.service.nsw.gov.au/>

## THE RESULTS

New South Wales citizens now have an easy to use, opt-in, one-stop dashboard for online government service transactions. Since launching its new portal, Service NSW has seen on average 100,000 customer sign-ups a month, with in-excess of 1.5 million accounts within Ping.

“The MyServiceNSW Account provides customers access to an increasing number of government services via a digital channel, enabling customers an opt-in method to access services via a secure, scalable and modern interface. The solution is ISO-27001 certified and reflects the importance of information security and privacy as a core component of the platform. The Ping platform has been designed and built to scale and support the customers of NSW Government.”

- *Ben McMullen, Director Technology Architecture & Risk Management Service NSW*

Working with Versent to digitize their services drove a 66% increase of transactions being performed online and a decrease in walk-in traffic. Customers have a more direct engagement with NSW Government, and the solution is a key enabler of digital adoption within the public sector.

