



Reinventing Performance in Michigan



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Corporations Division Repurposes Existing Application, Reduces Cycle Time by 95 Percent!

Did you know that LARA's Bureau of Corporations, Securities and Commercial Licensing (CSCL), Corporations Division, maintains records for nearly 700,000 active corporations, limited partnerships, and limited liability companies?

Reduction in Paper: 33% of customers renewed online.

Reduced Backlog: 3,000 renewal forms did not need to be entered manually.

Customers who Benefit: Corporations, limited partnerships and limited liability companies.

The Bureau promotes economic development and growth by facilitating the formation of business entities in Michigan. Between October 1 and December 31 of each year, a corporation, limited company, or limited partnership with an assumed name which expires that year, may renew the name for an additional five years. Prior to October 2014, the paper renewal form was submitted by mail, fax, or in-person at the Bureau's office.

Starting October 1, 2014, however, entities could submit and pay for an assumed name renewal online! The online assumed name renewal website creatively repurposed the Department of Treasury's existing and free application for this purpose.

On the first day of renewal, CSCL received 294 payments through the new website, totaling \$4,140 with no errors detected! These impressive numbers continued. At the end of the first week of the 13-week renewal period, approximately 16% of the assumed names eligible to use the application already filed online!

At the conclusion of the renewal cycle, 33 percent of customers who renewed their assumed name did so online. That equates to more than 3,000 renewal forms that did not need to be reviewed and entered manually.

Thanks to the continued reinvention efforts of the Corporations Division, Michigan businesses are able to confidently operate in Michigan quicker and more efficiently, positively impacting Michigan's economy!



95%
Reduction in Cycle Time