

# Simplified administration increases business and profitability

Becoming self-employed is a big step to take. However, at the Securex Optimal enterprise counter, this step now requires somewhat less of an effort. Securex Optimal is focusing on simplifying its administrative processes. You will immediately notice it at the counter, when registering as a newly fledged entrepreneur. You will save valuable time, and so will your client advisor. So what is the secret? Direct access to the company registration database (*Kruispuntbank van Ondernemingen – KBO*), the National Register, and the Bisregister. Securex Optimal was the very first private company to receive data directly into its own applications. The updates in the KBO and the Bisregister take place automatically. “This simplification means that we can now handle 10% more files. Furthermore, the profitability of the enterprise counter has increased considerably”, says Manager Laurence Delcourt.

## CENTRAL IS CONSISTENT

“In the past, starting up a business as a self-employed entrepreneur was quite a chore”, remembers Laurence Delcourt. “In 2003, the company registration database (KBO) changed all this. The KBO is a central electronic register which holds all the identification details of companies and self-employed entrepreneurs. This is where all the government services obtain their data from and amend them. Duplicating work has become a thing of the past. Now companies only have to submit their identification data just once to the authorities. The data are also always up-to-date.”

“The commercial register also immediately underwent a metamorphosis. It is no longer a separate entity, but instead part

of the KBO. New procedures have simplified the process of setting up a business. Now you just attend one enterprise counter to deal with all of the formalities.”

## UNAVOIDABLY INEFFICIENT

Despite this simplified administration, a number of processes remained inefficient. This was also the experience at other recognised enterprise counters. “We did have access to the KBO, the National Register, and the Bisregister for business-people with a foreign address – but that was it”, continues Laurence Delcourt. “We entered each available piece of data into our application. Any updates were entered manually into the KBO and the Bisregister. This meant a lot of wasted time and increased the risk of errors. For a client-oriented company this is at the very least *bizarre*, but there was no alternative.”

## PIONEER IN WEB SERVICES WITH THE GOVERNMENT

The turning point came in 2005. The government offered enterprise counters web services in order to facilitate the exchange of data with their databases. This would avoid duplicating the data entry and improve the quality of the data. “The cost-benefit analysis confirmed our intuition: this was a no-brainer”, says Laurence Delcourt. “With the guidance of Ordina we built an application in phase 1 to collect data from the KBO, the National Register,

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← Laurence Delcourt, manager, enterprise counter service Securex Optimal



and the Bisregister. It was pioneering work. Never before had a private company retrieved data directly from government databases to be transferred into its own applications. There was no ready-to-use model available. The rules of the game took shape in the course of the development."

"The Federal Government Department for Information and Communication Technology (Fedict) and Ordina collaborated constructively. Security and logging were major focus points, because the work involves private details. Access to the system is strictly secured by means of *tokens* for our client advisors. *Big brother is watching*: every action with details of data collected is stored by Securex Optimal in an electronic logbook for the government."

### MORE TIME FOR ADVICE AND MORE FILES

After a thorough technical and legal audit, the government gave the green light for phase 1 in April 2006. Phase 2 also went live at the beginning of 2007. "The process is now completely automated", explains Laurence Delcourt. "A simple touch of the button will transfer all our updates immediately to the KBO and the Bisregister. The login process has thus been reduced by 30 minutes. That is good for our clients, but also for the client advisors, because they can process more files, or spend time with the client on other areas requiring atten-

tion. It also helps them to provide tailor-made advisory service. Our client advisors are enthusiastic. The content of their work has greatly improved in quality."

"One year after the implementation of phase 2, the figures speak for themselves", acknowledges Laurence Delcourt. "The enterprise counter has become profitable. Turnover has increased by 20% in just twelve months. The main reason? No doubt about it: simplified administration."

### PERSONALISED ADVICE

By simplifying its administration the Securex Optimal enterprise counter has also been able to improve the quality of its advisory service. Laurence Delcourt: "Setting up as a sole trader or a company incurs obligations. These will vary depending on the type of company and the business activity. The current list includes more than 3,000 business activities. How can you then ensure that 45 advisors at 22 branches provide identical and correct advice for all those different activities? Ordina has developed a tool specifically for this purpose in collaboration with Securex Optimal. The advisor enters the parameters, and within a moment he can provide correct advice concerning the necessary formalities. This guarantees a consistent high quality service."

### CLEAR COMMUNICATION

"The way to simplified administration is more complex than the end result would

have you suspect", remarks Laurence Delcourt. "For businesspeople IT is a secret language. You leave technical discussions to the IT specialists. However, how can you be certain that the technological concepts will resolve your business needs with perfection, and that complex legislation has been translated correctly into the web application? After all, that is what it is all about. Ordina has provided excellent work by communicating in human language, not in specialist jargon. We had a very open understanding, based on mutual trust and respect: if things were heading the wrong way, then we immediately knew that and made adjustments. The end users were never faced with any surprises."

### COURAGE PAYS OFF

Since the start of 2008, Fedict has been managing the KBO web interface itself. In order to further develop the web services, Fedict has kept in regular contact with Securex Optimal and Ordina. "It's flattering, but also logical", considers Laurence Delcourt. "Because we were the only private company with the appropriate field knowledge. I am proud of that, and also of our decisive approach and courage to invest in web services. These now give us a good headstart on our competitors." //

✉ [jurgen.deschepper@ordina.be](mailto:jurgen.deschepper@ordina.be)