

## Exhibit 300: Capital Asset Summary

### Part I: Summary Information And Justification (All Capital Assets)

#### Section A: Overview & Summary Information

**Date Investment First Submitted:** 2012-02-29  
**Date of Last Change to Activities:** 2012-02-29  
**Investment Auto Submission Date:** 2012-02-29  
**Date of Last Investment Detail Update:** 2012-02-29  
**Date of Last Exhibit 300A Update:** 2012-06-29  
**Date of Last Revision:** 2012-07-31

**Agency:** 006 - Department of Commerce      **Bureau:** 05 - Departmental Management

**Investment Part Code:** 01

**Investment Category:** 48 - Multi-agency collaboration

**1. Name of this Investment:** BusinessUSA

**2. Unique Investment Identifier (UII):** 006-999990530

#### Section B: Investment Detail

- 1. Provide a brief summary of the investment, including a brief description of the related benefit to the mission delivery and management support areas, and the primary beneficiary(ies) of the investment. Include an explanation of any dependencies between this investment and other investments.**

BusinessUSA is an intergovernmental effort focused on the provision of outstanding customer service to US small businesses and exporters in order to make it easier for them to grow and hire. The US Government provides programs and services through a number of agencies to help US small businesses and exporters grow their businesses and create jobs. Agencies are effective at organizing and structuring business related content, programs and services to serve their respective missions. However, each agency is constrained by the boundaries or mandates of their organization. Today, information related to business-facing content and services is hosted on a number of distinct websites and search engines, and in a number of formats, making it difficult to find, understand and consume. In many cases, government websites also contain duplicative or inconsistent information. The result is that the business owner is presented with a complex web of options when trying to access government services and programs. The BusinessUSA initiative provides a "no wrong door" approach to help US business owners find the help they are seeking quickly and efficiently. BusinessUSA shall: (a) make it easier for customers to find the answers and assistance they need quickly through whatever channel they enter the Federal system; (b) enable contacts with the Federal government that are treated as a single experience, rather than a series of first contacts by maintaining a customer profile with appropriate privacy and security controls; (c) make it easier for customers to be made aware of answers, services, compliance

requirements, and federally-supported opportunities in a manner best suited to a business's voluntarily articulated interest; (d) ensure customer inquiries are followed up on and closed in a satisfactory, timely manner; (e) engage state and local resources appropriately to provide more complete portfolio of customer solutions; (f) serve as a clearinghouse to exchange information among Federal, State, regional, metropolitan, community, nonprofit and foundation officials involved in the provision of enterprise assistance (e.g., previous studies, technical information, events, sources of technical assistance or public and private financing); (g) analyze trends and solicit feedback from the business community about what programs and services they find most valuable; and, (h) develop common standards, policies, practices and procedures for customer service.

**2. How does this investment close in part or in whole any identified performance gap in support of the mission delivery and management support areas? Include an assessment of the program impact if this investment isn't fully funded.**

The Obama Administration launched a new online platform, BusinessUSA, to help small businesses and exporters of all sizes find information about available federal programs without having to waste time and resources navigating the federal bureaucracy. This is about providing great customer service and giving Americans the government they deserve. To date, BusinessUSA combines information and services from 10 different government agencies through one consolidated website and coordinate telephone support through a single 800#. The BusinessUSA Web site already presents hundreds of business resources, in one place. It's a "no wrong door" approach for small businesses and exporters, creating a common platform to match businesses with the services relevant to them, regardless of where the information is located or which agency's website, call center, or office they go to for help. And as more federal agencies publish content through web services, the more BusinessUSA will be able to highlight the most relevant information and programs from across the government. BusinessUSA will modernize the federal government's web presence and help streamline the process for today's innovators and entrepreneurs to get their hands on information to help make better decisions. To ensure that it is designed with the customer in mind, BusinessUSA was built with the active feedback of U.S. businesses and relevant online communities and, to the extent possible, and participating agencies are encouraging businesses to continue providing feedback that will be incorporated as BusinessUSA.gov is refined. The BusinessUSA website provides an easy-to-use mechanism to provide feedback and this information will be used to make the site even better. As BusinessUSA evolves, it will integrate related state and local government services, as well as those of private sector partners.

**3. Provide a list of this investment's accomplishments in the prior year (PY), including projects or useful components/project segments completed, new functionality added, or operational efficiency achieved.**

The DOC began CommerceConnect (CC) as "no wrong door" approach to accessing 70 plus business-related DOC programs and resources. Since its launch, CC evolved into a scalable DOC-wide customer service initiative that trained nearly 190 staff across most DOC Bureaus and at 19 field locations (hosted by ITA, EDA, MBDA and Census) to understand the full portfolio of DOC assistance and engage businesses. In FY 11, CC engaged 875 customers (vs. 90 in FY 2010), provided 1,338 referrals (vs. 333 in FY 2010) to DOC (39%), other Federal (40%), state/local government and non-profit programs (21%). Over 74% of those

referrals were ultimately acted on by clients and an average of 3 cross-bureau referrals to each customer. The BusinessUSA initiative, lead by DOC and SBA, shall build upon the CC lessons and achievements, as well as the achievements of SBA Direct and other federal customer service initiatives.

**4. Provide a list of planned accomplishments for current year (CY) and budget year (BY).**

BusinessUSA was initiated in FY 2012. The near-term goal for the initiative included launching the BusinessUSA.gov website which served as the start of long-term customer service improvements across the federal government extending from web portals, to contact centers, to common standards for service and information sharing. Viewed through the lens of the Presidential Memorandum, the mandate for BusinessUSA is rooted in customer service improvements that, when fully implemented, will fundamentally change the way government interacts with customers. Per the Memorandum, all changes are to be predicated upon clear engagement with the business community on what they need. After the website launch, DOC and SBA have proposed that an interagency group be chartered that would be co-chaired by DOC and SBA. This interagency group would support and fund ongoing BusinessUSA efforts. A joint project management office (PMO) would be formed to lead the interagency group and manage the project moving forward. This office would be responsible for on-going website maintenance, improvement and operations, partner outreach, obtaining business feedback, site trend analysis and refinements. Through the end of FY 12, the interagency group would develop a plan for longer-term operations and initiatives and integrated customer service infrastructure including web services, contact centers field offices and other forms of interactions with clients. The initial deployment included initial planning, design, content, development and roll-out of a new beta BusinessUSA website on February 17, 2012. Within 10 days of the initial release of BusinessUSA website (www.BusinessUSA.gov), the site had approximately 10,000 individual users who spent an average of 3 minutes on the site. The website featured over 250 programs and resources from 10 agencies, hundreds of data sets, contract and grant opportunities, hundreds of state and local business-related resource and more. In addition, an expanded call center experience for customers, including Interactive Voice Response (IVR) at 1-800-FED-INFO, was implemented. The IVR routes calls directly to identified Contact Centers best equipped to provide service. Long term goals are predicated on the completion of the interagency charter and funding.

**5. Provide the date of the Charter establishing the required Integrated Program Team (IPT) for this investment. An IPT must always include, but is not limited to: a qualified fully-dedicated IT program manager, a contract specialist, an information technology specialist, a security specialist and a business process owner before OMB will approve this program investment budget. IT Program Manager, Business Process Owner and Contract Specialist must be Government Employees.**

2012-09-28

Section C: Summary of Funding (Budget Authority for Capital Assets)

1.

Table I.C.1 Summary of Funding

	PY-1 & Prior	PY 2011	CY 2012	BY 2013
Planning Costs:	\$0.0	\$0.0	\$1.9	\$0.6
DME (Excluding Planning) Costs:	\$0.0	\$0.0	\$0.9	\$5.1
DME (Including Planning) Govt. FTEs:	\$0.0	\$0.0	\$1.0	\$1.6
Sub-Total DME (Including Govt. FTE):	0	0	\$3.8	\$7.3
O & M Costs:	\$0.0	\$0.0	\$0.2	\$1.0
O & M Govt. FTEs:	\$0.0	\$0.0	\$0.0	\$0.3
Sub-Total O & M Costs (Including Govt. FTE):	0	0	\$0.2	\$1.3
Total Cost (Including Govt. FTE):	0	0	\$4.0	\$8.6
Total Govt. FTE costs:	0	0	\$1.0	\$1.9
# of FTE rep by costs:	0	0	7	7
Total change from prior year final President's Budget (\$)		\$0.0	\$4.2	
Total change from prior year final President's Budget (%)		0.00%	0.00%	

**2. If the funding levels have changed from the FY 2012 President's Budget request for PY or CY, briefly explain those changes:**

Not applicable.

Section D: Acquisition/Contract Strategy (All Capital Assets)

Table I.D.1 Contracts and Acquisition Strategy

Contract Type	EVM Required	Contracting Agency ID	Procurement Instrument Identifier (PIID)	Indefinite Delivery Vehicle (IDV) Reference ID	IDV Agency ID	Solicitation ID	Ultimate Contract Value (\$M)	Type	PBSA ?	Effective Date	Actual or Expected End Date
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NONE

2. If earned value is not required or will not be a contract requirement for any of the contracts or task orders above, explain why:

## Exhibit 300B: Performance Measurement Report

### Section A: General Information

**Date of Last Change to Activities:** 2012-02-29

### Section B: Project Execution Data

**Table II.B.1 Projects**

Project ID	Project Name	Project Description	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)
053012D001	BusinessUSA Website	Beta BusinessUSA website under USA.gov.			
053012D002	Web Services	Deliver a personalized experience to U.S. businesses for access to services.			

**Activity Summary**

Roll-up of Information Provided in Lowest Level Child Activities

Project ID	Name	Total Cost of Project Activities (\$M)	End Point Schedule Variance (in days)	End Point Schedule Variance (%)	Cost Variance (\$M)	Cost Variance (%)	Total Planned Cost (\$M)	Count of Activities
053012D001	BusinessUSA Website							
053012D002	Web Services							

**Key Deliverables**

Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days)	Schedule Variance (%)
053012D001	Beta website stand-up	Beta BusinessUSA.gov	2012-09-30	2012-09-30		338	0	0.00%

Key Deliverables

Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days )	Schedule Variance (%)
		website						
053012D002	Planning for BusinessUSA Web Services	Planning for BusinessUSA web services.	2012-09-30	2012-09-30		304	0	0.00%

Section C: Operational Data

Table II.C.1 Performance Metrics

Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
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NONE