



## **Optimiza Develops an Informational Website and a Business License Application for the Municipality of Greater Madaba**

AMIR/USAID has implemented a pilot project in the Municipality of Greater Madaba (MoGM) in order to develop a model for licensing/permitting process that can be applied to other municipalities in the Kingdom. The pilot was seeking to simplify the fulfillment of existing legal requirements rather than risk delay in negotiating legislative changes.

The primary objectives behind this project were to measurably reduce compliance and administration costs for selected business processes at MoGM.

Optimiza addressed these challenges through:

1. Developing and publishing an informational website supporting the business licensing process; and
2. Implementing an automated computer application that supports the municipality business license application and renewal processing through a web-based interface

This achieved the following benefits:

- Accelerated Professional License Issuance/Renewal processes
- Eliminated redundancy
- Improved communication among departments and staff
- Improved communication with clients and businesses
- Promoted efficiency and effectiveness with automated tracking and workflow
- Increased the accuracy and consistency of data
- Provided capability to produce accurate and timely reports on Professional Licenses with minimal investment of staff time to produce such reports
- Established a base for integration with future e-government projects

The public Website is currently available at [www.madabacity.gov.jo](http://www.madabacity.gov.jo).