

HIGH PERFORMANCE OUTDOOR LICENSING



NIC's OneOutdoor platform offers a best-of-breed solution to meet the essential needs of the outdoor agency decision-makers by combining:


**PROVEN
TECHNOLOGY**



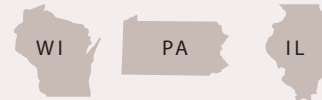

**REVENUE GROWTH
STRATEGIES**




**GOVERNMENT
KNOW-HOW**

**The Industry's Most
Powerful Outdoor
Licensing Platform**

- Configured to solve agency problems
- Flexible and scalable to deliver the consistent results
- User-friendly interface
- 12 state partnerships, including:



**Customized R3
Marketing to Increase
Agency Revenues**

- Unique branding to drive higher usage
- Industry-leading autorenewal program
- Proven email automation and hard cards

**Strategic & Broad View
of Government**

- Outdoor agencies are impacted by actions across state government
- NIC understands the implications of policy, rule, and legislative activity
- We translate broader government dynamics to benefit outdoor agencies
- Trend monitoring to drive growth -- including touchless services

Meeting the Needs of Modern Outdoor Agencies



CORE TECHNOLOGY

LICENSES & PERMITS

- » Hunting
- » Commercial & recreational fishing
- » Watercraft
- » Recreational vehicle registration and renewals

LOTTERIES & DRAWS

- » Complex special hunts
- » Limited permits

WILDLIFE MANAGEMENT

- » Harvest reporting
- » Area check-in functionality
- » License & permit management

ENFORCEMENT

- » Mobile app for field users
- » License validations
- » Revocation and reinstatements

SAFETY EDUCATION

- » Class creation & maintenance
- » Registrations & payments
- » Manage third party instructors

MANAGEMENT & ADMINISTRATION

- » Role-based access
- » Customer profiles
- » Product catalog configuration
- » Pricing, forms & business rule management

SECURE PAYMENTS

- » Built-for-government payment platform
- » PCI-compliant payment engine
- » Secure online, mobile, text, and email payments



REVENUE GROWTH

MARKETING

- » Create unique, state-specific brands
- » Autorenewal process to lock in users
- » User-focused market research
- » Customized R3 programs
 - Email automation
 - Hard cards
 - Combo sales
 - Discount codes
 - Family purchases
 - Donations



STRATEGY & INSIGHTS

GOVERNMENT INSIGHTS

- » Enterprise awareness & advocacy
- » Industry & trend monitoring
- » Policy, rule, and legislative tracking
- » Identifying interagency growth opportunities

ANALYTICS

- » Real-time analytics
- » Data dashboards
- » Customized reporting



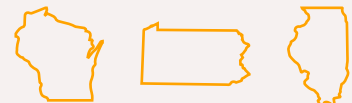
**A MODERN, FLEXIBLE
& CUSTOMIZABLE
APPROACH FOR
OUTDOOR AGENCIES**



**20+ years managing
outdoor licensing systems**



**18.4 million hunt & fish
privileges sold in 2019**



**Trusted outdoor provider for
12 states, including Wisconsin,
Pennsylvania & Illinois**