



Case Study

Embracing the Future: How BCA Inc. Leveraged Technology Partnerships for Digital Innovation.

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Introduction

Project Summary:

BCA, a division of CCL Inc., stands as a small yet formidable entity entrusted with a significant role. As a trusted vendor to the U.S. Federal Government, BCA's expertise in printing high-security items spans postage stamps, passport pages, visas, State Department credentials, and state vital records. Known for its unparalleled commitment to security and its intricate attention to detail, BCA epitomizes trust and security in a sensitive market. However, the rise of digital transformation presents a new set of challenges and opportunities for BCA.

Problem

The digital transformation era presents BCA with a crucial crossroads. The shift towards digital records and solutions marks a significant change in the market, one that goes beyond a simple

transition of mediums. As the demand for digital solutions grows, BCA's reliance on traditional printing methods, despite their proven effectiveness, now positions the company on the edge of potential disruption. Competitors offering end-to-end digital solutions are capturing the market's attention, compelling BCA to adapt swiftly to this new digital paradigm or risk losing its revered market position and long-standing accounts.



The Process

Approach:

In the face of a rapidly evolving digital landscape, BCA embarked on an ambitious mission to compress what is typically a 20-year Go-To-Market strategy into a 2 to 5-year journey. Central to this strategy was the formation of strategic partnerships and the reinforcement of existing relationships. A thorough three-month research phase led to the identification of multiple promising new revenue streams, each representing a significant opportunity in the digital domain:

- Mobile Driver's Licenses (mDLs)
- Digital Vital Records
- Digital Tax Stamps
- Digital Vehicle Titles
- E-Visas

- Digital Healthcare Identification
- Digital Insurance Mobile Identity

This diverse range of services, while distinct in their application, shared a common requirement for robust digital infrastructure. Recognizing this, BCA saw a golden opportunity to amortize its investment in technology across all these potential revenue streams. By adopting a unified platform approach, we could effectively streamline the digital transformation process, creating a scalable and versatile foundation that could be adapted to various digital services.

With this strategy in mind, BCA initiated a technical pilot with an early adopter. This pilot served as a critical testing ground not just for the technology itself, but for BCA's ability to adapt and innovate in a rapidly changing digital landscape. This approach was about more than just expanding our product portfolio; it was about strategically positioning BCA as a leader in digital transformation, ready to meet the evolving needs of both federal and state documentation in an increasingly digital world.



Challenges

BCA is navigating a pivotal phase, with the digital landscape shaped by influential bodies like the American Association of Motor Vehicle Administrators (AAMVA). AAMVA's extensive network, spanning DMVs, state agencies, and retailers, signifies a significant shift in the digital identity domain. Aligning BCA's technology with these new standards is crucial for remaining

competitive in digital driver's licenses, Vital Records, and Tax Stamps. The involvement of tech giants in this sector underscores the complexities and potential of this transition. With our expertise in high-security credentials, BCA is uniquely positioned to offer comprehensive digital solutions while continuing to provide traditional services, presenting an opportunity to become a leader in the integrated digital identity landscape.



Results

Outcomes:

BCA's strategic partnership with a skilled overseas technology provider (Mattr / <https://mattr.global/>) has been a transformative step in a digital journey. The pilot, spanning 3 to 6 months, emerged as a cost-effective and agile alternative to a traditional three to five-year development cycle and a \$2M+ product development investment. This initiative underscored our ability to deploy a comprehensive digital trust service (DTS) rapidly. By leveraging AWS web services for data and privacy, we significantly mitigated data management risks. We aligned with the growing public demand for mobile access to state and government vital records.

The success story of LA Wallet in Louisiana is particularly illuminating.

As of May 2022, approximately 190,000 residents have used LA Wallet to access their hunting and fishing licenses, and 1.4 million have activated the app on their smartphones.

This case is noteworthy because LA Wallet is not a product of tech behemoths like Google or Apple; it's an independent solution endorsed by the state government for citizen use.

This example from Louisiana, achieving a 70%+ adoption rate in 2023 for digital vital records and hurricane relief funds, ([LA Wallet App](#)), not only validates our approach but also establishes a clear benchmark for future state-wide digital initiatives and state-driven digital wallets. The story of how Louisiana implemented this solution ([LA Wallet - State of Louisiana](#)) demonstrates the feasibility and effectiveness of independent digital solutions in a landscape often dominated by larger tech companies.

BCA is uniquely positioned to navigate this landscape. Our legacy in high-security printing, combined with our foray into digital solutions, equips us to offer something that even tech giants like Google and Apple cannot – a deeply integrated, secure, and specialized service tailored to the specific needs of government documentation. With our recent successes and strategic partnerships, BCA is poised to lead its clients through a holistic digital transformation, bridging traditional security with the latest in digital technology.