

# TECH RELIEF

## UPDATE POSSE SYSTEM MAKE IT EASIER FOR LICENSEES TO MANAGE THEIR BUSINESSES

BY JERRY FISCHER



The New Jersey Division of Alcoholic Beverage Control (NJABC) implemented an online licensing system, also referred to as POSSE ABC, in 2015. The goal for this system was to streamline all processes; to best serve the industry, NJABC has been introducing the POSSE developments in stages, rather than deploying an entire new system all at once.

At its launch, POSSE streamlined the license renewal process, especially for those holding multiple licenses within New Jersey. Since then, the system has expanded to include electronic filing for brand registrations; applications for state-issued wholesaler and manufacturer licenses; and applications for most of the various state issued permits.

The implementation of these electronic filings has resulted in reductions in processing and approval times. Brand registrations now average completion in one or two days. State-issued event permits, such as Catering Permits and Social Affair Permits, are drastically simplified as the online applications now include an automatic e-mail notification to the municipality for their review and input—supporting documentation gets to the town officials just as if they had received a paper application.

State-issued license certificates and permits are now available for printing directly from the user's POSSE account; no more waiting for the mail. NJABC has also just released the functionality of annual renewals for all transit insignia types, eliminating the need for users to apply for new transit insignias each year. And POSSE's municipal portal also

**NJABC has been introducing the POSSE developments in stages, rather than all at once—and positive results are now seen from simple renewals to specialized permit requests.**

makes interactions between NJABC and municipalities easier and quicker, benefiting all parties involved.

### More Good Things In Store

In addition to the features already implemented on POSSE, NJABC has been working on adding even more features that will greatly benefit the industry. For instance, online acceptance of license amendments and transfer applications will be deployed (in stages, with the more popular applications first). NJABC is also very close to adding a Chief of Police portal, similar to the municipal portal, for for Police Department review and approval of event permits.

NJABC efforts continue in providing an electronic mechanism to submit monthly Current Price List (CPL) to be in compliance with reporting requirements.

NJABC is designing a workflow that will enhance electronic communication with applicants; additional information from the applicant can be requested and answered or uploaded through the POSSE system, while maintaining an audit history of the communications.

NJABC is also exploring identifying a minimum standard of documentation for licensing application procedures so that, once submitted and verified, NJABC would be able to issue a

Temporary Authorization Permit (TAP) almost immediately (the remaining investigation would continue after the issuance of the TAP).

Lastly, NJABC is considering adding additional portals for third party entities that would accommodate Marketing Agent representatives and the issuance of emergency trip permits. And they are even exploring expanding their internal system for both the NJABC Investigations and Enforcement Units.

NJABC intends to remain vigilant in recognizing where additional adjustments in order can help the system remain current and efficient. In our firm, we have found communicating our ideas and insight to NJABC a useful tool in assisting to advance their processes to better serve the industry. We encourage you to share any suggestions you may have with NJABC to help improve this constantly evolving universe that is the alcoholic beverage industry. ■

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