

Media Factsheet

Helping SMEs in their Digital Journey through IMDA's SMEs Go Digital

About SMEs Go Digital

1. The evolving digital landscape is redefining the way we live, work and play. Rapid digitisation has brought forth much opportunities to SMEs. With the increasing sophistication of technology solutions, and rapid pace of change, it is timely for a bigger push to help SMEs transform digitally.
2. The SMEs Go Digital programme not only supports SMEs in the use of digital technology to boost their productivity, but also provides step by step guidance on the use of digital technology at each stage of their growth. Building on IMDA's Enhanced iSPRINT programme, the SMEs Go Digital enables SMEs with digital capabilities to achieve internal efficiencies, cost reductions, and better service offerings for sustained growth in the digital economy.
3. For SMEs requiring productivity tools such as digital ordering and payment, and fleet management, they will continue to receive support through access to **pre-approved digital technology solutions**. SMEs can visit the Tech Depot at SME Portal (www.smeportal.sg/techdepot) for more information on these solutions and reach out to the SME Centres where Business Advisors will advise further SMEs on the pre-approved solutions that may be suitable for them.
4. For SMEs with more advanced digital needs such as data analytics and cybersecurity, the Business Advisors at the SME Centres will refer them to **the SME Digital Tech Hub** that has been set up to provide SMEs with specialist advisory services.
5. IMDA will place greater emphasis on supporting pilot projects that are new to SME sectors with significant potential to scale and uplift whole sectors. IMDA will partner **influential intermediaries or large companies** who can play leadership roles in their sectors to help digitalise the SMEs they work with.

6. IMDA will develop sector-specific **Industry Digital Plans** that are aligned to the respective sectors' Industry Transformation Maps (ITMs). These plans will be used to guide SMEs in the deployment digital technology at different stages of their growth. For a start, IMDA will focus on SMEs in sectors such as retail, food services, wholesale trade, logistics, environmental services and security.
7. For more information on SMEs Go Digital, please visit www.imda.gov.sg/smesgodigital.

Provide Specialist Advice via a New SME Digital Tech Hub

The SME Digital Tech Hub, established by IMDA and operated by the Association of Small and Medium Enterprises (ASME), is a dedicated hub that provides specialist digital technology advisory to SMEs with more advanced digital needs, such as data analytics and cybersecurity. The Principal Consultants at SME Digital Tech Hub complements the business advisors in SME Centres, who provide basic advice on proven digital solutions that are pre-approved for funding support. Besides providing digital consultancy, the SME Digital Tech Hub will also work with SME Centres and Trade Association & Chambers (TACs) to help connect SMEs to ICT vendors and consultants, as well as conduct workshops and seminars to help SMEs to build their digital capabilities.

The SME Digital Tech Hub is located at APEX@Henderson and is operational since September 2017.

For more information, please refer to www.digitaltechhub.sg.

Uplift Whole Sectors by Working with Influential Partners to Pilot Projects with Potential to Scale

To catalyse the use of digital technology solutions that can potentially benefit the entire sectors, IMDA will collaborate with infocomm media (ICM) solution providers and influential partners, such as large companies with leadership roles within sectors or that have influence over a considerable number of SMEs due to business relations.

In addition, IMDA will partner large corporations such as telecommunications companies, banks and professional firms to put together comprehensive digital solution packages for SMEs. This makes it more convenient for SMEs to adopt more complex digital solutions, and reduce the hassle of having to manage multiple ICM solution providers at the same time.

Guide SMEs on Tech Deployment through Industry Digital Plans

The Industry Digital Plans for SMEs form the core of the SMEs Go Digital programme. The plans will help SMEs understand which digital technologies are relevant to their sectors, as well as guide ICT vendors to meet sector-specific digital technology needs.

The plans will be aligned with the Industry Transformation Maps (ITMs) and identify synergies across different sectors, such as cross-cutting digital technologies that can be deployed across multiple sectors. IMDA and the sector-lead agencies will jointly develop the plans for the identified sectors.