

## FACTSHEET

1 April 2021

### HELPING SMEs GO DIGITAL

#### About SMEs Go Digital

1. SMEs are at the heart of Singapore's economy, employing two thirds of our workforce and contributing to nearly half of Singapore's Gross Domestic Product (GDP). With digital technology transforming every sector of Singapore's economy, our SMEs have to capitalise on digital technologies to thrive and seize growth opportunities.
2. Launched in April 2017, the SMEs Go Digital programme by the Infocomm Media Development Authority (IMDA) aims to make going digital simple for SMEs. More than 63,000 SMEs have adopted digital solutions from the programme.

#### Industry Digital Plans provide sector-specific roadmaps for digital adoption and training

3. The sector-specific Industry Digital Plans (IDPs)<sup>1</sup> provide SMEs with a step-by-step guide on the digital solutions to adopt and relevant training for their employees at different stages of their growth. The IDPs serve as a common reference for SMEs and they are aligned with the Industry Transformation Maps (ITMs) for each sector.
4. To date, IMDA has rolled out IDPs for the following sectors – Environmental Services, Food Services, Logistics (including Air Transport), Media, Retail, Security, Wholesale Trade, Sea Transport (Bunkering, Harbour Craft and Ship Agency), Accountancy, Hotel, Construction and Facilities Management, Training and Adult Education, Land Transport, Early Childhood, and Food Manufacturing. We will develop IDPs for more ITM sectors.

#### Pre-Approved Solutions with up to 80% grant support<sup>2</sup>

5. To make it easy for SMEs to adopt digital solutions recommended in the IDPs, IMDA provides a list of pre-approved solutions assessed to be market-proven, cost-effective and supported by reliable vendors. SMEs interested in adopting these solutions can start by visiting GoBusiness Gov Assist<sup>3</sup> and applying for the Productivity Solutions Grant (PSG) through the Business Grants Portal<sup>4</sup>. PSG can help to offset up to 80% of the costs of adopting these solutions.

---

<sup>1</sup> For more information, please refer to [www.imda.gov.sg/idp](http://www.imda.gov.sg/idp)

<sup>2</sup> The maximum funding support level has been raised to 80% from 1 April 2020 to 31 March 2022, after which it will revert to 70% from 1 April 2022.

<sup>3</sup> For more information, please refer to <https://govassist.qobusiness.gov.sg/productivity-solutions-grant/>

<sup>4</sup> For more information, please refer to [www.businessgrants.gov.sg](http://www.businessgrants.gov.sg)

## Start Digital, Start Right

6. Together with Enterprise Singapore (ESG), IMDA launched the Start Digital initiative<sup>5</sup> in January 2019. Start Digital helps newly incorporated SMEs and those that have yet to digitalise, to get started with foundational digital solutions through their natural touchpoints – banks and telcos.
7. These digital solutions are consolidated in Start Digital Packs, so that SMEs can easily select from these six categories: Accounting, Human Resource Management System (HRMS) & Payroll, Digital Marketing, Digital Transactions, Cybersecurity and Digital Collaboration. SMEs can easily expand or upgrade to more advanced digital solutions as their business needs grow.
8. The Start Digital Packs are offered by bank and telco partners – DBS, M1, Maybank, OCBC, Singtel and UOB – at competitive prices. SMEs that sign up for a minimum 18-month contract will receive cost waivers for at least six months, applicable for any two solutions.

## Grow Digital Helps SMEs Go Global

9. Officially launched in June 2020, Grow Digital<sup>6</sup> is an initiative jointly developed by IMDA and ESG where SMEs can participate in Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce platforms to sell overseas without a need for physical presence.
10. These platforms, pre-approved by IMDA and ESG, are selected for their strong networks with complementary business service providers (e.g. logistics and financing), good track record and experience in operating in multiple overseas markets. Through these platforms, SMEs will benefit from:
  - Greater overseas exposure from smart matching to connect with potential overseas clients.
  - Optimised listings on overseas e-marketplaces.
  - Prompt access to financing offers facilitated via the platforms.
  - Cross-border e-payment facilities that alleviate currency risks.
  - Strong partners network such as with logistics companies to facilitate last-mile delivery.
  - Training and support to build competency for cross-border e-commerce.

---

<sup>5</sup> For more information, please refer to [www.imda.gov.sg/StartDigital](http://www.imda.gov.sg/StartDigital)

<sup>6</sup> For more information, please refer to [www.imda.gov.sg/GrowDigital](http://www.imda.gov.sg/GrowDigital)

## Supporting Growth and Innovation through Pilot Projects for SMEs

11. IMDA collaborates with industry leaders and infocomm media solution providers to pilot new digital solutions. These are typically solutions that meet new business needs in the industry and have the potential to scale up and have a broader impact on the industry. Solutions that are proven to be effective and useful to SMEs in the industry could be considered for pre-approval and supported under the PSG.

## Digital Resilience Bonus (DRB) for the Food Services and Retail Sectors

12. The DRB seeks to uplift the digital capabilities of a broad base of enterprises in the Food Services and Retail sectors, which are most affected by the safe distancing requirements as we re-open the economy.
13. Food Services and Retail enterprises that are incorporated on or before 26 May 2020, and have adopted pre-defined categories<sup>7</sup> of digital solutions by 30 June 2021, are eligible for the bonus. Eligible enterprises can receive payouts of up to \$10,000, if they:
  - Adopt PayNow Corporate and InvoiceNow; and
  - Adopt the digital solutions in the required categories.

| <b>F&amp;B</b> | <b>Solutions to adopt in addition to PayNow Corporate and InvoiceNow</b>                    |
|----------------|---|
| Category 1     | (i) Accounting, (ii) HR/Payroll and (iii) Digital Ordering (Dine in/Takeaway)               |
| Category 2     | Online food delivery (via food delivery platforms or own online shopfront) or e-procurement |
| Category 3     | Data mining and analytics   |

| <b>Retail</b> | <b>Solutions to adopt in addition to PayNow Corporate and InvoiceNow</b> |
|---------------|--|
| Category 1    | (i) Accounting, (ii) HR/Payroll and (iii) Inventory Management           |
| Category 2    | e-Commerce   |
| Category 3    | Data mining and analytics  |

14. The payout for Category 1 and 2 is \$2,500 per enterprise per Category. The payout for Category 3 is \$5,000 per enterprise. Enterprises that fulfil all categories will receive \$10,000.

<sup>7</sup> For more information, please refer to [www.imda.gov.sg/DRBonus](http://www.imda.gov.sg/DRBonus)

## **Cost-Free Digital Consultancy Services at the SME Digital Tech Hub**

15. The SME Digital Tech Hub<sup>8</sup> is a pilot initiative that provides digital consultancy to SMEs that require expert advice in specialised areas such as data analytics, cybersecurity, artificial intelligence and Internet of Things. Established by IMDA and operated by the Association of Small and Medium Enterprises (ASME), the SME Digital Tech Hub complements SME Centres which help SMEs identify the pre-approved solutions that meet their business needs.
16. The SME Digital Tech Hub also provides free advisory clinics for SMEs and recommends suitable infocomm technology vendors and consultants. This pilot will transit to the Chief Technology Officer-as-a-Service (CTOaaS) later this year.

## **CTOaaS Helps SMEs to Digitally Transform**

17. Through CTOaaS, the broad base of SMEs will be able to access a one-stop web application where SMEs can assess their digital maturity and digitalisation needs. SMEs will receive tailored recommendations on digital solutions they can adopt, including the relevant grant support available, based on their identified needs, enterprise profile and business goals. SMEs will be able to compare these solutions and make more informed decisions on which one best meets their needs. SMEs will also be able to receive relevant news and case studies of SMEs that have digitalised, to learn from the experiences of their peers.
18. For SMEs that need more in-depth digital advisory, CTOaaS will also provide a shared pool of CTO-equivalents, or Digital Consultants to help SMEs identify their digitalisation needs, select suitable digital solutions and project manage the solution implementation. Following a preliminary self-assessment, SMEs will be assigned to these Digital Consultants with digital tech expertise in areas such as data analytics, cybersecurity, Internet of Things and artificial intelligence, among others. IMDA aggregates SMEs' demand so that they can access professional CTO services at no charge or at an affordable rate.
19. More details on how SMEs can access CTOaaS will be made available later this year.

## **Advanced Digital Solutions (ADS)**

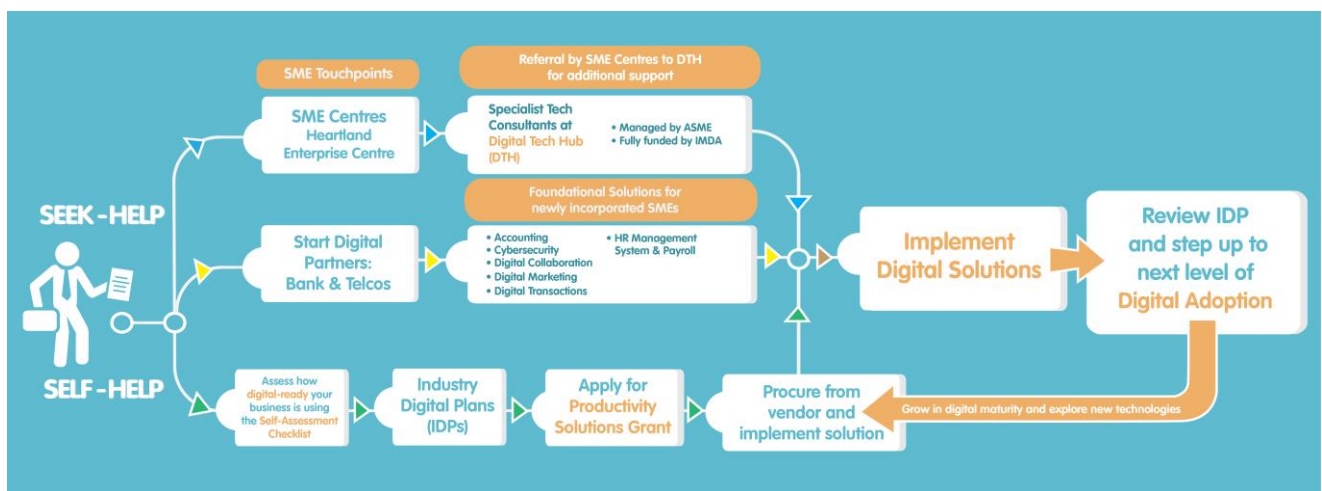
20. Enterprises can enjoy up to 80% co-funding support to adopt more advanced solutions to deepen their capabilities, strengthen business continuity measures and build longer term resilience. Solutions supported under ADS address common enterprise-level challenges at scale, help enterprises to adopt cutting-edge technologies and enable enterprises to transact more seamlessly within or across sectors.

---

<sup>8</sup> For more information, please refer to [www.digitaltechhub.sg](http://www.digitaltechhub.sg)

21. IMDA works with sector lead agencies and industry players to identify relevant integrated digital solutions for their respective sectors, that can be supported under ADS. Suitable solutions will be curated and onboarded by 30 September 2021. Enterprises that would like to adopt these solutions can refer to the [IMDA webpage](#) for the application period for each solution. Funding support can cover costs for hardware and software, infrastructure, connectivity, cybersecurity, integrations, development, enhancement and project management. It can also cover costs of replacing or expanding legacy systems and existing infrastructures.

### How do SMEs get started?



- END -

**For media clarifications, please contact:**

Chloe Choong  
 Assistant Director, Communications and Marketing, IMDA  
 Email: [chloe\\_choong@imda.gov.sg](mailto:chloe_choong@imda.gov.sg)