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 20,000 SMEs have adopted digital solutions from the programme.

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

3. The sector-specific Industry Digital Plans (IDPs) 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 for each sector.

4. To date, IMDA has rolled out IDPs for the following sectors – Retail, Logistics, Environmental Services, Security, Food Services, Wholesale Trade, Media, Sea Transport (Harbour Craft and Ship Agency), Accountancy, Hotel, as well as Construction and Facilities Management. We will develop IDPs for more ITM sectors.

Pre-Approved Solutions with up to 70% grant support

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 Tech Depot¹ and applying for the Productivity Solutions Grant (PSG) through the Business Grants Portal². The Productivity Solutions Grant can help to offset up to 70% the costs of adopting these solutions.

¹ For more information, please refer to www.smeportal.sg/techdepot
² For more information, please refer to www.businessgrants.gov.sg
Start Digital, Start Right

6. Together with Enterprise Singapore (ESG), IMDA launched the Start Digital initiative in January 2019. Start Digital helps newly incorporated SMEs and those have yet gone digital, to get started with foundational digital solutions through their natural touchpoints – the banks and telcos.

7. These digital solutions are consolidated in Start Digital Packs, so that SMEs can easily select from these five categories: Accounting, Human Resource Management System (HRMS) & Payroll, Digital Marketing, Digital Transactions and Cybersecurity.

8. The Start Digital Packs are offered by banks and telcos 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 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.
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 for the Food Services and Retail sectors

12. The Digital Resilience Bonus seeks to uplift the digital capabilities of a broad base of enterprises so that they can adapt to safe management practices after the circuit breaker period. As a pilot, the Bonus will be targeted at 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\(^3\) 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 Peppol e-invoicing; and
- Adopt the digital solutions in the required categories.

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<th>Solutions to adopt in addition to PayNow Corporate and e-invoicing</th>
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<tr>
<td>Category 1</td>
<td>(i) Accounting, (ii) HR/Payroll and (iii) Digital Ordering (Dine in/Takeaway)</td>
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<tr>
<td>Category 2</td>
<td>Online food delivery (via food delivery platforms or own online shopfront) or e-procurement</td>
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<td>Category 3</td>
<td>Data mining and analytics</td>
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<td>Category 1</td>
<td>(i) Accounting, (ii) HR/Payroll and (iii) Inventory Management</td>
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<tr>
<td>Category 2</td>
<td>e-Commerce</td>
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\(^3\) For more information, please refer to [www.imda.gov.sg/DRBonus](http://www.imda.gov.sg/DRBonus)
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.

15. There are more than 100 digital solutions available, which have been pre-approved under the SMEs Go Digital programme.

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

16. The SME Digital Tech Hub provides digital consultancy to SMEs who 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.

17. The SME Digital Tech Hub also provides free advisory clinics for SMEs and recommends suitable infocomm technology vendors and consultants.

Digital Project Management Services to help SMEs implement digitalisation

18. SMEs can engage services from a ready pool of skilled digital project managers, at subsidised fees, to help with implementing their digital solutions. This can include the review of business processes and job redesign so that they can realise the full benefits of going digital. The digital project management services is provided by the Singapore Manufacturing Federation (SMF) and supported by ESG and IMDA.

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4 For more information, please refer to [http://www.imda.gov.sg/DRBonus](http://www.imda.gov.sg/DRBonus)
5 For more information, please refer to [www.digitaltechhub.sg](http://www.digitaltechhub.sg)
How do SMEs get started?

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