

**Pre-Approved Solutions
Of
“SMEs Go Digital”
Programme
(Pre-Approved@SMEsGoDigital)
Guide**

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NOTICE

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1 INTRODUCTION

1.1 *General*

- 1.1.1 As Singapore moves towards becoming a Smart Nation, a priority for the Info-Communications Media Development Authority (“**IMDA**”) is to develop a strategy for companies to achieve a certain standard of digital transformation and utilisation of ICT technologies, and identify digital solutions that can be adopted by businesses at different stages of business transformation.
- 1.1.2 The Pre-Approved Solutions of “SMEs Go Digital” (“Pre-Approved@SMEsGoDigital”) is a programme aimed at providing pre-qualified digital solutions and ICM vendors across Whole of Government (WOG).
- 1.1.3 Through Pre-Approved@SMEsGoDigital, pre-qualified ICM vendors’ digital solutions will be listed on the Government Business Grant Portal (BGP) for enterprise buyers to apply to government for consideration of grant or other support, where applicable.
- 1.1.4 Pre-Approved@SMEsGoDigital aims to prepare the ICM vendors to enhance their digital solutions to achieve the required standards in functionality and capability in areas for example: cybersecurity, compliance to Personal Data Protection Act, etc. so as to assist Small & Medium sized Enterprises (SMEs) to build strong digital capability, and participate in the Digital Economy through the use of IMDA’s Pre-Approved Solutions.
- 1.1.5 The Pre-Approved@SMEsGoDigital Guide (“**Guide**”) is to be used in conjunction with the Application Form, the Terms & Conditions, the Brand User Guide and any other relevant documents issued by IMDA in connection with Pre-Approved@SMEsGoDigital. The Guide introduces and provides an overview of the following:
- a. The criteria and requirements for Pre-Approved@SMEsGoDigital Vendor appointment,
 - b. The process to achieving and maintaining Pre-Approved@SMEsGoDigital Vendor appointment, and
 - c. The obligations of Pre-Approved@SMEsGoDigital Vendors appointment.
- 1.1.6 This document is intended to be used primarily by ICM vendors that apply to be or have been appointed as Pre-Approved@SMEsGoDigital Vendor.

1.2 *Organisation and Governance Structure*

- 1.2.1 Pre-Approved@SMEsGoDigital is owned and managed by IMDA.
- 1.2.2 The overall policy of the Pre-Approved@SMEsGoDigital is set by the management of IMDA who approves the award of SMEs Go Digital Pre-Approved Solution.

2 PRE-APPROVED@SMESGODIGITAL PROCESS

2.1 Target Audience and Pre-Approval Criteria

2.1.1 Pre-Approved@SMEsGoDigital targets ICM vendors that develop and/or sell digital solutions to the enterprise market. ICM vendors must meet the following criteria in order to apply for Pre-Approved@SMEsGoDigital Vendor appointment:

- a. The ICM vendor must be registered in Singapore with substantial level of local support in Singapore;
- b. The ICM vendor must be financially stable with a positive net equity based on the latest financial statement;
- c. The solution must be ready for deployment, and identified as contributing at least 15% increase in productivity per year in the relevant business processes.
- d. The solution must meet the Pre-Approval criteria published on IMDA website at <https://www.imda.gov.sg/SMEsGoDigital> (“SGD Website”) based on the latest version, at the point of submitting the completed Vendor Self-Assessment Checklist (“Checklist”) to IMDA;
- e. The ICM vendor must have at least 5 SME¹ that have used the solution for the last 6 months, and are still using the solution (Note: Enterprises must not be subsidiaries nor affiliated companies);
- f. The ICM vendor must have at least 5 Letters of Intent/Interest from local SMEs (other than the 5 enterprises using the solution) from the targeted sector to acquire the solution; and
- g. The ICM vendor must have adequate resources to manage, administer and implement the solution for mass deployment.

2.2 Pre-Approved@SMEsGoDigital Vendor Appointment Process

2.2.1 The Pre-Approved@SMEsGoDigital process has 6 progressive stages: vendor briefing, vendor self-assessment, technology demonstration, application, evaluation and appointment, as illustrated in Figure 1 below.

2.2.2 The companies shall ensure that all information provided to IMDA in the Pre-Approved@SMEsGoDigital application process are true and correct, and must not withhold, suppress or misrepresent any material facts or information from IMDA.

¹ SME Definition: (1) Annual Sales turnover of not more than S\$100 million or Employment size of not more than 200 workers; and (2) At least 30% local shareholding being held by Singaporeans or Singapore PRs

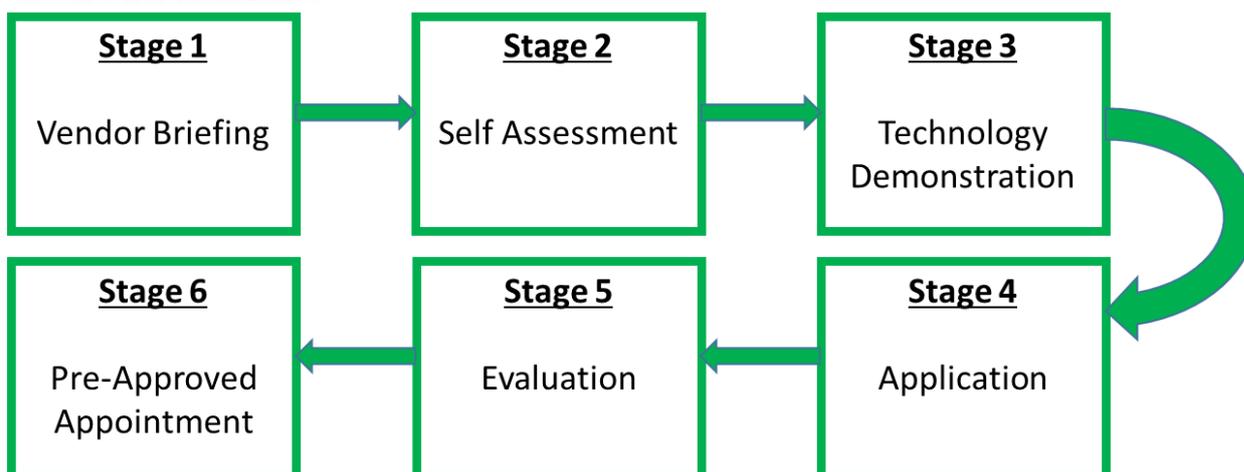


Figure 1. Pre-Approved@SMEsGoDigital Vendor Appointment process.

Stage 1 – Vendor Briefing

- 2.2.3 IMDA conducts Vendor Briefing to share about the Pre-Approved@SMEsGoDigital Programme. The Vendor Briefing schedule is published on IMDA website: <https://www.imda.gov.sg/SMEsGoDigital>.
- 2.2.4 ICM vendor who is interested to apply for Pre-Approved@SMEsGoDigital Vendor appointment must sign up and attend the Vendor Briefing prior to submitting Vendor Self-assessment Checklist to IMDA.

Stage 2 – Self Assessment

- 2.2.5 Within 3 months upon attending the Vendor Briefing, ICM vendor who is interested to apply for Pre-Approved@SMEsGoDigital Vendor appointment shall download and fill up the Vendor Self-assessment Checklist found on IMDA website: <https://www.imda.gov.sg/SMEsGoDigital>.
- 2.2.6 ICM vendor shall fill up one Checklist for each digital solution that they propose to be pre-approved under the Pre-Approved@SMEsGoDigital programme. Each Vendor Self-assessment Checklist shall be accompanied with supporting document as stipulated in the Vendor Self-assessment Checklist, including but not limited to:
- Latest Financial statement of the ICM vendor in the last Financial Year;
 - Contact details of 5 satisfied local SMEs that have adopted the solution for at least 6 months, invoices issued to these 5 local SMEs and post usage survey from these 5 local SMEs;
 - Letter of Intent from 5 new local SMEs who have expressed interest to purchase the solution;
 - Solution write-up to describe how it assists the SMEs achieve at least 15% increase in productivity in their business operation or processes (E.g. saving in manpower, time, processes, costs, increase in revenue, turnover, customers acquisition/retention etc.); and
 - Write-Up/Proposal to articulate how the ICM vendor plan to manage and administer resources for mass deployment to SMEs.

- 2.2.7 There is no limit on the number of digital solutions that an ICM vendor may submit for pre-approval. However, each submission must be accompanied with the supporting document as stipulated in the Vendor Self-assessment Checklist.
- 2.2.8 The ICM vendors can email the Vendor Self-assessment Checklist to SMEs-Go_Digital@imda.gov.sg when all the mandatory criteria in the Vendor Self-assessment Checklist are met.
- 2.2.9 IMDA may request additional information on the ICM vendor's financials or 5 Letters of Intent/Interest by local SMEs (other than the existing 5 enterprises using the digital solution). IMDA may conduct interview with the ICM vendor's key management to understand its business model and solution, and may contact the 5 existing enterprises using the solution

Stage 3 – Technology Demonstration

- 2.2.10 Eligible ICM vendor will be invited to a technology demonstration session to showcase the proposed solution(s) provided that all the criteria in the Vendor Self-assessment Checklist are met.
- 2.2.11 The technology demonstration shall be concise, cover key features of the solution including how the solution can help the SMEs to improve productivity in their business operations or processes.
- 2.2.12 If feasible, the ICM vendor shall demonstrate live actions of the solution running on the intended hardware and network environment (where applicable).
- 2.2.13 IMDA at its sole and absolute discretion, will evaluate the solution, and offer the Application form to the shortlisted ICM vendor if the proposed solution is deemed suitable to proceed to Stage 4 vendor application process. IMDA will notify the ICM vendor if the proposed solution is not shortlisted to the next stage of vendor application process.

Stage 4 - Application

- 2.2.14 The ICM vendor is to complete the Application form and submit via email to SMEs_Go_Digital@imda.gov.sg. The application submission must be accompanied by all supporting documents including the ACRA profile, audited financial statements or management reports, organisation chart and solution brochures/specifications of each solution applied to be pre-approved by IMDA.
- 2.2.15 The ICM vendor shall nominate an Appointed Representative (“AR”) who shall be one of the key management member of the ICM vendor's organisation as the point of contact for IMDA to liaise with for all matters related to Pre-Approved@SMEsGoDigital. The ICM vendor shall inform IMDA on the change of AR as soon as reasonably practicable.

Stage 5 – Evaluation

- 2.2.16 The complete Application will be evaluated based on the following criteria:
- (a) Quality of the Solution (e.g. functionality, reliability, usability, portability etc.) (40%)
 - (b) Affordability of the solution (10%)
 - (c) Productivity and growth impact of the solution on the specific SME sector (20%)
 - (d) Availability of resources from ICM vendor to mass deploy the solution to SMEs, such as training and after-sales technical support (20%)
 - (e) Financial soundness of the ICM vendor (10%)
- 2.2.17 IMDA at its sole and absolute discretion, will evaluate the application, and has the rights to amend the evaluation criteria without notification to the ICM vendor. IMDA will notify the ICM vendor if the solution is not shortlisted for the next stage of vendor application process.

Stage 6 - Pre-Approved@SMEsGoDigital Vendor Appointment

- 2.2.18 IMDA will appoint the ICM vendor as the Pre-Approved@SMEsGoDigital Vendor for a validity of one (1) year or such other periods from the date of appointment.
- 2.2.19 The appointment of Pre-Approved@SMEsGoDigital Vendor is only applicable for the ICM vendor to sell the specific solution and version that had undergone the evaluation and pre-approved in the appointment letter. It shall not be transferrable or applicable to other solutions, or other versions of the pre-approved solution sold or marketed by the ICM vendor.
- 2.2.20 The Pre-Approved@SMEsGoDigital evaluation is not a guarantee or endorsement that the solution provided by the Pre-Approved@SMEsGoDigital Vendor is fit for any purpose, and/or free from any defects and accordingly the Pre-Approved@SMEsGoDigital appointment shall not be taken or marketed as such.
- 2.2.21 Upon the appointment as Pre-Approved@SMEsGoDigital Vendor, the ICM vendor may use the Pre-Approved@SMEsGoDigital brand provided that such use is in accordance with the Brand User Guide. IMDA at its sole and absolute discretion reserves the right to publish the information of the appointed Pre-Approved@SMEsGoDigital Vendor, and its respective pre-approved solution(s) on IMDA and other government's websites or on any other publications relevant for Pre-Approved@SMEsGoDigital.
- 2.2.22 The Pre-Approved@SMEsGoDigital Vendor shall work with IMDA, when required, to showcase its pre-approved solution(s).
- 2.2.23 The Pre-Approved@SMEsGoDigital Vendor shall furnish information as may be requested by IMDA, whether through survey or otherwise, at any time until three (3) years after the expiry of the Appointment Period for the purpose of enabling IMDA to monitor and assess the benefits of the pre-approved solution(s).

2.3 *Withdrawal from the Pre-Approved@SMEsGoDigital Process*

- 2.3.1 If an ICM vendor decides to withdraw from the Pre-Approved@SMEsGoDigital process, it must provide a written notification to IMDA that it is withdrawing from the application. It is not required to provide a reason for withdrawal. When informed of a withdrawal by the ICM vendor, IMDA will archive the information that has thus far been provided by the ICM vendor. Any fees (if any, outlined in paragraph 3.4.1) paid by the ICM vendor will be forfeited.
- 2.3.2. The ICM vendor may re-apply for Pre-Approved@SMEsGoDigital status at a later date, and such re-application shall be treated as a new application, shall be required to undergo the entire Pre-Approved@SMEsGoDigital 6 stages process including but not limited to the payment of the applicable fees, the submission of a full set of documents and information required for Pre-Approved@SMEsGoDigital.

3 PRE-APPROVED@SMESGODIGITAL VENDORS' OBLIGATION

3.1 Appointment as Pre-Approved@SMEsGoDigital Vendor

- 3.1.1 The ICM vendor may use the Pre-Approved@SMEsGoDigital Vendor status only after IMDA has issued the Appointment Letter, and ICM vendor has accepted, signed and return the Letter of Acceptance to IMDA. The appointment as Pre-Approved@SMEsGoDigital Vendor may only be used in relation to the corresponding version of the pre-approved solution stated in the Appointment Letter.
- 3.1.2 The Pre-Approved@SMEsGoDigital Vendor must, to the best of its knowledge, warrant and represent that it conforms to the Pre-Approved@SMEsGoDigital terms and conditions, and to the guide herein during the validity of the appointment status.

3.2 Maintaining Pre-Approved@SMEsGoDigital Vendor appointment

- 3.2.1 The Pre-Approved@SMEsGoDigital Vendor shall use the corresponding version of the pre-approved solution stated in the Letter of Appointment for sale in the enterprise market throughout the validity of the appointment.
- 3.2.2 During the validity of the appointment, the ICM vendor shall provide self-declaration to IMDA upon any material changes to the pre-approved solution and pricing, and its organisation (including corporate structure, key personnel, corporate direction and financials).
- 3.2.3 The Pre-Approved@SMEsGoDigital Vendor shall issue quotations and invoices to the enterprise market, and reflect any discount/rebate corresponding to the item in the quotations and invoices in accordance to the format set out in the Appointment Letter (excluding the 'Qualifying Cost'),
- 3.2.4 Items outside the standard digital solution (as set out in the Appointment Letter), must be quoted and invoiced by the Pre-Approved@SMEsGoDigital Vendor separate from the standard digital solution.
- 3.2.5 At any time during the period of appointment, IMDA has the right to conduct interim evaluations and/or seek additional clarifications to ensure that the ICM vendor meets the Pre-Approved@SMEsGoDigital requirements and obligations.
- 3.2.6 The Pre-Approved@SMEsGoDigital Vendor shall not: agree to offer or offer to its customers; agree to accept or accept from its customers; or agree to share or share with its customers, any incentives or government grant. Forms of incentives may include, but is not limited to, rebates, cash-backs, gifts in kind, loans or credit facilities.

3.3 *Suspension and Termination of Appointment as Pre-Approved@SMEsGoDigital Vendor*

- 3.3.1 IMDA may suspend or terminate the appointment status if the ICM vendor fails to meet any obligation or requirement under Pre-Approved@SMEsGoDigital, or breaches any the Terms and Conditions.

3.4 *Fees*

- 3.4.1 Currently, IMDA does not collect fees for the application to be appointed as the Pre-Approved@SMEsGoDigital Vendor. IMDA reserves the right to impose fees in the future.

4 Code of Conduct

4.1 Code of Conduct

4.1.1 IMDA has an interest to ensure that appointed Pre-Approved@SMEsGoDigital Vendors hold themselves, at all times, to high standards of conduct. In the marketing and selling of digital solutions, the Pre-Approved@SMEsGoDigital Vendors must not abuse their appointment status, and shall at all times conduct themselves in a manner that does not bring disrepute to and/or damage of the reputation of Pre-Approved@SMEsGoDigital.

4.1.2 Without limitation, Pre-Approved@SMEsGoDigital Vendors shall observe and comply to the following code of conduct:

- (a) Pre-Approved@SMEsGoDigital Vendor shall respond to customer requests and enquiries in a prompt manner and without undue delay;
- (b) Where the Pre-Approved@SMEsGoDigital Vendor is proposing or selling a solution (including a new version of the pre-approved solution) which is not listed in the Appointment Letter, the Pre-Approved@SMEsGoDigital Vendor shall disclose and inform the potential customer of the same; and
- (c) The ICM vendor shall not misuse or abuse the appointment as Pre-Approved@SMEsGoDigital Vendor to win work, including but not limited to:
 - (i) Pre-Approved@SMEsGoDigital Vendor shall not cross sell or bundle other solution(s) or services that is not pre-approved in the Appointment Letter, unless such solution(s) or services are optional purchases to the potential customer. PROVIDED ALWAYS that, at all times, where the Pre-Approved@SMEsGoDigital Vendor cross sells or bundles other solution(s) or services not pre-approved in the Appointment Letter, the Pre-Approved@SMEsGoDigital Vendor shall declare upfront and provide details to the potential customer such cross-selling and/or bundling.
 - (ii) The Pre-Approved@SMEsGoDigital Vendor shall not unduly raise prices and/or profiteer using the Pre-Approved@SMEsGoDigital Vendor appointment status as a pretext.
- (d) Pre-Approved@SMEsGoDigital Vendor shall not: apply or make claims, relating to any government grant, on behalf of its customers; or manage any contact details and email accounts provided by its customers as part of their applications for government grants.

5 CONFIDENTIALITY

5.1 Confidentiality

- 5.1.1 IMDA will treat the information provided by the ICM vendor as confidential. However, IMDA may use or disclose such confidential information to 3rd parties under certain circumstances or for certain purposes – For example (but not limited to): for the purposes of evaluation, for the purposes of monitoring or benchmarking the ICM vendor’s performance, or where IMDA is required to disclose pursuant to law.
- 5.1.2 IMDA may also share any relevant information gathered through the Pre-Approved@SMEsGoDigital process with the Government of Singapore, provided always that where such information consists of the source codes, schematics and any information that is expressly marked as “proprietary”, IMDA will first seek written consent of the ICM vendor before sharing with the Government of Singapore.
- 5.1.3 The ICM vendor shall keep confidential any information relating to its application for Pre-Approved@SMEsGoDigital until such Pre-Approved@SMEsGoDigital Vendor appointment has been awarded by IMDA. The ICM vendor shall also keep confidential all correspondence between the ICM vendor and IMDA in connection with Pre-Approved@SMEsGoDigital.
- 5.1.4 The terms and conditions regarding confidentiality and non-disclosure are contained in the Pre-Approved@SMEsGoDigital Terms and Conditions.