

## FACTSHEET

4 March 2022

# HELPING SMEs GO DIGITAL

### About SMEs Go Digital

1. Small and Medium sized Enterprises (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 must 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 80,000 SMEs have adopted digital solutions from the programme.

### Chief Technology Officer-as-a-Service (CTO-as-a-Service) Empowers SMEs to Go Digital

3. SMEs can access CTO-as-a-Service, a one-stop platform, to perform a self-assessment of their digital readiness, and identify their digitalisation needs and gaps. Through CTO-as-a-Service, SMEs will receive recommendations on digital solutions they can adopt, including the relevant grant support available, based on their business profile and needs. SMEs will be able to compare these solutions and decide 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.
4. SMEs can also access a shared pool of digital consultants, through CTO-as-a-Service, for digital advisory and project management services. SMEs can opt for digital consultants from either of the two appointed operators, Accenture or Stone Forest IT. The digital advisory service covers digital needs analysis, digital solutions recommendations, basic cybersecurity risk advisory and training roadmap, among others. The project management service includes establishing project implementation plan, managing the progress of the project, supporting solution 'Go-Live' and conducting project closure, among others.
5. The first-time usage of the digital advisory and project management services is available at no cost to eligible SMEs. Subsequent usage or enhancement of services

will be based on commercial agreements, should the SMEs want to continue to engage the digital consultants.

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

### **Industry Digital Plans Guide SMEs on their Digitalisation and Training**

7. 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 (ITMs) for each sector.
8. 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, Food Manufacturing, Marine and Offshore Engineering, Energy and Chemical (Process Construction and Maintenance), as well as Precision Engineering (covering Aerospace and Electronics).
9. As announced during Ministry of Communications and Information (MCI) Committee of Supply (COS) Debate 2022, the IDPs will be progressively refreshed to incorporate new digital utilities, relevant technological advances, and best practices.
10. For more information, please refer to [www.imda.gov.sg/idp](http://www.imda.gov.sg/idp)

### **Pre-Approved Solutions Help SMEs Access Market-Proven Solutions**

11. 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 using CTO-as-a-Service; and apply for the Productivity Solutions Grant (PSG) through the Business Grants Portal ([www.businessgrants.gov.sg](http://www.businessgrants.gov.sg)).

### **Start Digital Helps SMEs Start Right**

12. Together with Enterprise Singapore (ESG), IMDA launched the Start Digital initiative 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.

13. 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.
14. 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.
15. For more information, please refer to [www.imda.gov.sg/StartDigital](http://www.imda.gov.sg/StartDigital)

### **Grow Digital Helps SMEs Go Global**

16. 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.
17. 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 can 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.
18. As announced during MCI's COS Debate 2022, the group of e-commerce platforms will be broadened to widen SMEs' access to global markets.
19. For more information, please refer to [www.imda.gov.sg/GrowDigital](http://www.imda.gov.sg/GrowDigital)

## **Advanced Digital Solutions (ADS) Helps SMEs Deepen Capabilities and Build Longer Term Resilience**

20. Enterprises can adopt advanced and integrated 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 emerging technologies and enable enterprises to transact more seamlessly within or across sectors.
21. IMDA works with sector lead agencies and industry players to identify relevant advanced and integrated digital solutions for their respective sectors, that can be supported under ADS. 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.
22. As announced during MCI's COS Debate 2022, the support for enterprises under ADS will be extended, and the list of supported solutions will be also expanded, with an emphasis on Artificial Intelligence-enabled and cloud-based solutions.
23. For more information, please refer to [www.imda.gov.sg/AdvancedSolutions](http://www.imda.gov.sg/AdvancedSolutions)

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### **For media clarifications, please contact:**

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