

## **Factsheet**

### **Partnership with A\*STAR to Enhance SMEs' Digital Capabilities through Operation and Technology Roadmapping**

#### **BACKGROUND**

A Memorandum of Understanding (MOU) was signed between the Infocomm Media Development Authority (IMDA) and the Agency for Science, Technology and Research (A\*STAR) to leverage A\*STAR's Operation and Technology Roadmapping (OTR) initiative to support the SME Go Digital programme through strategic roadmapping.

Through the OTR exercise, A\*STAR facilitators will help SME develop a customised roadmap to strategically allocate resources to the relevant digital technologies at the suitable timing for the optimal business impact.

In addition, the SME Digital Tech Hub will work with the SME Centres and Trade Associations and Chambers (TACs) to gather together SMEs from the same industry to identify common digital needs for participating companies.

The initiative aims to identify industry-wide needs and kick-start new projects or programmes that can create a collective impact for the sector. The initiative also serves to create awareness amongst SMEs on OTR, enabling companies to understand the importance of roadmap planning for business success.

#### **PARTNERSHIP WITH A\*STAR**

Mr Liao Eng Soon, Director, Industry Development Group, A\*STAR, said that, "In line with the Committee of Future Economy (CFE)'s recommendation to build strong digital capabilities and improve productivity, A\*STAR's Operation and Technology Roadmapping (OTR) initiative enables SMEs to integrate digitalization through developing strategic roadmaps. With this roadmap, SMEs can then adopt the relevant technologies at the right time for maximum business impact. The consortium approach further accelerates the digital transformation of SMEs by identifying industry-wide needs, and recommending solutions to move the industry forward as a whole. A\*STAR looks forward to partnering IMDA in journeying with SMEs to go digital and be transformed."

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