

## ANNEX C Fact Sheet

### STRATEGIC PARTNERS PROGRAMME (SPP)

#### BACKGROUND

Digital technology is constantly and rapidly evolving, bringing disruption and challenges to business processes and outcomes. To remain competitive, digital transformation needs to be pushed through the different sectors of our economy. Partnerships need to be developed with the industry, with government and with the community, to accelerate digitalisation efforts for better outcomes.

The Strategic Partners Programme (SPP) was launched in July 2017 with the aim of helping Singapore-based tech companies scale-up and improve their digital capabilities, as well as expand their network and globalise through collaborations with multinational companies (MNCs).

#### BENEFITS TO SINGAPORE-BASED TECH COMPANIES

Through the SPP, Singapore-based tech companies can benefit from:

- **Enhanced business offerings** – by bundling or adding new applications co-developed using the platforms offered by the platform partners;
- **Access to domain expertise** – to augment the capabilities and knowledge of Singapore-based tech companies with the platform partners' technical and domain expertise in developing solutions and products for global markets;
- **Opportunities to scale international markets** – by leveraging on the platform partners' global market network and reach.

## BENEFITS TO PARTNERS (MNCs)

Through the SPP, the platform partners can:

- **Enhance solution offerings** – by bundling or adding new applications to its existing platforms or solution offerings;
- **Align Singapore-based tech companies' development efforts to the platform partners' product / technology roadmaps** – provide input to Singapore-based tech companies to co-develop products that are in line with the platform partners' business opportunities; and
- **Build network of partners or suppliers** – grow a base of Singapore-based technology partners to support its business or customers' needs.

## NEW PARTNERS

New collaborations are being announced in November 2017 with Memoranda of Intent (MOIs) being signed with three platform partners namely, **IBM, Microsoft and Samsung** to groom selected Singapore-based tech companies in their respective ecosystems. These new partnerships aim to benefit between 80-100 companies.

As a start, IMDA will work with these MNCs to enable a pool of Singapore-based tech companies to enhance their solutions and meet the requirements of IMDA's SMEs Go Digital Programme. In addition, they will provide the SME Digital Tech Hub with access to their technologies to support SMEs in their digitalisation journey, starting with **Microsoft and IBM** providing their AI technologies.

As an immediate focus under the collaboration with **Microsoft**, IMDA and Microsoft will work with local tech companies, leveraging on the Microsoft Azure platform, and Microsoft's expertise in workplace productivity, data and analytics, machine learning and artificial intelligence, and cloud computing, to provide robust, enterprise-grade, cloud-based solutions in the targeted sectors identified by IMDA (such as Retail, Logistics and F&B) to catalyse digital transformation for SMEs. Microsoft will work with IMDA to help accelerate the adoption of SMEs Go Digital programme's pre-approved solutions among the SMEs, as well as projects that tap on influential partners to uplift identified industry sectors, as well as help bring some of these Singapore tech solutions to the region and beyond.

IMDA and **IBM** will work with Singapore-based tech companies to leverage on IBM's Cloud (covering devops, analytics, security and IOT) and Augmented Intelligence Platforms to build cognitive computing capabilities into their solutions and offer innovative Augmented Intelligence-enabled products for targeted sectors identified by IMDA (such as Retail, Logistics and F&B) to catalyse the sector wide digital transformation for the sector's local enterprises and SMEs. IMDA will also work with IBM to enable these Singapore-based tech companies to scale-up their products for the global market through the harnessing of IBM's resources, technical and go-to-market expertise.

**Samsung** will provide global problem statements and market opportunities curated from its 13 regional offices around Asia Pacific to Singapore-based tech companies. Samsung will, where appropriate, allow Singapore-based tech companies access to their KNOX and SmartThings platforms, to build mobility solutions that are cyber secured to address SMEs' needs in targeted sectors, starting with Smart Facility Management, Transport, Logistics, Financial Services and Insurance. Additionally, for Singapore-based tech companies with promising and relevant products or solutions, Samsung will collaborate with them to jointly market them to Samsung's go-to-market partners in the region.

IMDA is also working with **Apple** to bring the best-in-class iOS solutions to SMEs to help transform businesses in areas like Retail, F&B, Wholesale, Field Service and Hospitality. Local tech companies can work with Apple to take full advantage of the power, simplicity and security of iOS, to build powerful business capabilities such as cashless payments, machine learning and augmented reality.



## **EXISTING PARTNER**

**Huawei** was the first partner under the SPP, having signed an MOI in July 2017 to propel Singapore-based tech companies (35 will be jointly shortlisted) into the global market. Huawei will provide global problem statements and market opportunities curated from its 170 offices around the world to Singapore-based tech companies under the SPP. These companies will be given the opportunity to co-develop applicable solutions, which Huawei will, where appropriate, incorporate into or bundle with Huawei products marketed and sold to the global market. Huawei will also facilitate technology transfer (training and workshop with Huawei's engineering team) and provide early access to their tech for selected companies.

### ***About Infocomm Media Development Authority (IMDA)***

*The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.*

*For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).*

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