

## **Annex D Fact Sheet**

### **THE RETAIL INDUSTRY DIGITAL PLAN FOR SMES**

The Retail Industry Digital Plan (IDP) for SMEs is developed by Infocomm Media Development Authority (IMDA) in partnership with SPRING Singapore (SPRING), to guide SME retailers on their digital transformation effort. SMEs can use the guide to assess their digital readiness and identify digitalisation opportunities relevant for their businesses, as well as identify skill gaps to support their digitalisation.

The Retail IDP is a living document to be updated over time as digitalisation of the industry progresses and new technologies are introduced and made relevant for the sector. It is meant for local SME retailers in sub-sectors, including supermarkets and convenience stores, fashion and sporting goods, consumer electronics, department stores, jewellery & timepieces and furniture & household products.

#### **Key components of the Retail Industry Digital Plan for SMEs**

The Retail IDP for SMEs comprises:

- An industry digital guide, including a self-assessment checklist
- A list of pre-approved digital solutions and various assistance channels
- Projects co-created by IMDA and industry leaders to uplift whole sector
- A skills framework

**The industry digital guide** provides a reference on solutions relevant for SME retailers across 3 stages: “Getting Digital Economy Ready”, “Growing in the Digital Economy” and “Leaping Ahead”.

### Stage 1: Getting Digital Economy Ready

Ready-to-go digital solutions identified to enable automation of front-of-house operations and promote self-service, At the same time, this will be supported by digitalised back-of-house operations. Ideally, these solutions should be integrated where applicable for seamless data flow and smooth operations.

### Stage 2: Growing in the Digital Economy

More advanced digital solutions identified to capture new consumer markets through aggregation platforms. With a high smartphone penetration rate in Singapore, SME retailers can also enhance customers' self-served experience through their mobile devices, facilitating both in-store and online shopping experience.

### Stage 3: Leaping Ahead

Integration to other digital platforms for the aggregation of industry data, harnessing analytical information to make informed business decisions involving themselves and their business partners in the ecosystem.

Exploiting new and advanced digital platforms like omni-channel retailing and digital marketing, retailers can create, grow and protect a global brand and enhance customer reach and experience.

**A Self-Assessment Checklist** will be made available online where SME retailers can assess and identify their digital readiness and the digitalisation opportunities based on a broad understanding of their business operations, current level of digitalisation, and business expansion plans. For a more comprehensive review of their business, SME retailers can approach SME Centre business advisors for free business diagnosis and advice on relevant digital solutions. SME Centre business advisors will also refer SMEs that require specialist advice on more advanced digital solutions, such as data analytics and cybersecurity, to **the SME Digital Tech Hub**.

## **Pre-approved Digital Solutions**

SMEs requiring productivity tools such as video analytics solutions will continue to receive support through access to pre-approved digital technology solutions. SMEs can visit the Tech Depot<sup>1</sup> ([www.smeportal.sg/techdepot](http://www.smeportal.sg/techdepot)) for more information on these solutions.

## **Skills Framework**

The Skills Framework for Retail, which was launched on 4 August 2017, identifies a spectrum of skillsets, career pathways and job roles to cater to this new digital workforce. With the identification of the new skills sets, companies can also tap on WSG's Adapt and Grow initiatives such as the Professional Conversion Programmes.

Concurrently, the TechSkills Accelerator (TeSA) programme will support the Retail IDP by offering various programmes to develop ICT manpower needs to help businesses in their digitalisation journey.

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## **Helping SMEs in their Digital Journey through IMDA's SMEs Go Digital**

### **About SMEs Go Digital**

1. The evolving digital landscape is redefining the way we live, work and play. Rapid digitisation has brought forth much opportunities to SMEs. With the increasing sophistication of technology solutions, and rapid pace of change, it is timely for a bigger push to help SMEs transform digitally.
2. The SMEs Go Digital programme not only supports SMEs in the use of digital technology to boost their productivity, but also provides step by step guidance on the use of digital technology at each stage of their growth. Building on IMDA's Enhanced iSPRINT programme, the SMEs Go Digital enables SMEs

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<sup>1</sup> The Tech Depot is a one-stop, centralised platform under the SME Portal aimed at improving SMEs' access to technology and digital solutions



with digital capabilities to achieve internal efficiencies, cost reductions, and better service offerings for sustained growth in the digital economy.

3. For SMEs requiring productivity tools such as digital ordering and payment, and fleet management, they will continue to receive support through access to **pre-approved digital technology solutions**. SMEs can visit the Tech Depot at SME Portal ([www.smeportal.sg/techdepot](http://www.smeportal.sg/techdepot)) for more information on these solutions and reach out to the SME Centres where Business Advisors will advise further SMEs on the pre-approved solutions that may be suitable for them.
4. For SMEs with more advanced digital needs such as data analytics and cybersecurity, the Business Advisors at the SME Centres will refer them to **the SME Digital Tech Hub** that has been set up to provide SMEs with specialist advisory services.
5. IMDA will place greater emphasis on supporting pilot projects that are new to SME sectors with significant potential to scale and uplift whole sectors. IMDA will partner **influential intermediaries or large companies** who can play leadership roles in their sectors to help digitalise the SMEs they work with.
6. IMDA will develop sector-specific **Industry Digital Plans** that are aligned to the respective sectors' Industry Transformation Maps (ITMs). These plans will be used to guide SMEs in the deployment digital technology at different stages of their growth. For a start, IMDA will focus on SMEs in sectors such as retail, food services, wholesale trade, logistics, environmental services and security.
7. For more information on SMEs Go Digital, please visit [www.imda.gov.sg/smesgodigital](http://www.imda.gov.sg/smesgodigital).

### **Provide Specialist Advice via a New SME Digital Tech Hub**

The SME Digital Tech Hub, established by IMDA and operated by the Association of Small and Medium Enterprises (ASME), is a dedicated hub that provides specialist digital technology advisory to SMEs with more advanced digital needs, such as data

analytics and cybersecurity. The Principal Consultants at SME Digital Tech Hub complements the business advisors in SME Centres, who provide basic advice on proven digital solutions that are pre-approved for funding support. Besides providing digital consultancy, the SME Digital Tech Hub will also work with SME Centres and Trade Association & Chambers (TACs) to help connect SMEs to ICT vendors and consultants, as well as conduct workshops and seminars to help SMEs to build their digital capabilities.

The SME Digital Tech Hub is located at APEX@Henderson and is operational since September 2017.

For more information, please refer to [www.digitaltechhub.sg](http://www.digitaltechhub.sg).

### **Uplift Whole Sectors by Working with Influential Partners to Pilot Projects with Potential to Scale**

To catalyse the use of digital technology solutions that can potentially benefit the entire sectors, IMDA will collaborate with infocomm media (ICM) solution providers and influential partners, such as large companies with leadership roles within sectors or that have influence over a considerable number of SMEs due to business relations.

In addition, IMDA will partner large corporations such as telecommunications companies, banks and professional firms to put together comprehensive digital solution packages for SMEs. This makes it more convenient for SMEs to adopt more complex digital solutions, and reduce the hassle of having to manage multiple ICM solution providers at the same time.

### **Guide SMEs on Tech Deployment through Industry Digital Plans**

The Industry Digital Plans for SMEs form the core of the SMEs Go Digital programme. The plans will help SMEs understand which digital technologies are relevant to their sectors, as well as guide ICT vendors to meet sector-specific digital technology needs.

The plans will be aligned with the Industry Transformation Maps (ITMs) and identify synergies across different sectors, such as cross-cutting digital technologies that can be deployed across multiple sectors. IMDA and the sector-lead agencies will jointly develop the plans for the identified sectors.

## **Resources:**

### **Appendix D-1: Quotes from Industry**

#### ***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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## **Quotes from Industry Partners**

“As part of the Retail Industry Transformation Map (ITM), SPRING is pleased to work with IMDA and trade associations to help retailers go digital and capitalise on new growth opportunities. We encourage retailers to reinvent themselves through the Retail IDP, from assessing their knowledge gaps to adopting technology solutions.”

*Mrs Kee Ai Nah  
Group Director for Industry & Enterprise Group  
SPRING Singapore*

“Many of our SMEs do not have a dedicated Infocomms team. They are uncertain and unsure of the technology road map and may end up investing in solutions that do not serve their needs or become obsolete. The Industry Digital Plan for SMEs, by IMDA, is timely as SMEs will now have step-by-step guidance on the digital solutions that they would need at different stages of their growth.”

*Mr Kurt Wee,  
President,  
Association of Small & Medium Enterprises*

“We are excited by the launch of the Industry Digital Plans for SMEs. The digital guide for SMEs will be an invaluable tool for our Relationship Managers in engaging our SME clients and advising them on available digital solutions, in addition to the financial advice and services. Adoption of digital solutions is critical for SMEs to not only improve their productivity but also to increase their competitiveness and grow in the digital economy. We look forward to supporting our SME clients on their digitalisation journey.”

*Mr Ang Tang Chor,  
President  
Hong Leong Finance*

“‘Go digital’ is a refrain that SME owners are familiar with but some might not even know where to begin. The Industry Digital Guide is therefore a step in the right direction and will be useful to SMEs from all stages of the business life cycle. Such resources and initiatives like the SMEs Go Digital programme will surely go a long way toward promoting technology-led growth and digitalisation – a mission that we as a bank have always been committed to supporting. Over the years, we have launched various products and services, such as our Business Mobile Banking app, to spur SMEs on their digital journey.”

*Mr Tan Chor Sen,  
Executive Vice President, Global Commercial Banking,  
OCBC Bank*

“We strive to ensure our small- and medium-sized enterprise (SME) customers reap the benefits of digital solutions for their businesses. The cloud-based UOB BizSmart solution, for instance, enables our customers to automate their back-office processes and to improve their operating efficiency. The IMDA’s Industry Digital Guide is a practical means for SMEs to have perspective of the evolving digital economy and their place in it. It will help them assess their state of readiness in adopting the appropriate technology and guide them in developing their capabilities to seize the opportunities that arise.”

*Mr Mervyn Koh,  
Managing Director and Country Head of Business Banking, Singapore,  
UOB*