MEDIA FACTSHEET
May 2017

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

About SMEs Go Digital

The evolving digital landscape is redefining the way we live, work and play. While rapid digitisation has ushered in disruptions to traditional businesses and value chains, it also brings 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.

The SMEs Go Digital programme not only supports SMEs in the use of technology to boost their productivity, but also provide them advice on the use of digital tech at each stage of their growth. Building on IMDA's Enhanced iSPRINT programme, the SMEs Go Digital enables SMEs with digital capabilities to achieve internal efficiencies, cost reductions, and better service offerings for sustained growth in the digital economy.

For SMEs requiring productivity tools such as digital ordering and payment, and fleet management, they will continue to receive support through pre-approved proven solutions just like in the Enhanced iSPRINT programme. This is in fact simplified as they have a one-stop contact point now through the SME Centres, which advise on what solutions are available. For SMEs with more advanced digital needs such as data analytics and cybersecurity, a **SME Digital Tech Hub** will be set up to provide them with more tailored advice.

IMDA will also place greater emphasis on supporting pilot projects that are new to SME sectors with significant potential to scale and uplift whole sectors to help more SMEs at once. This will be achieved largely by partnering **influential intermediaries or large companies** who can play leadership roles in their sectors to help digitalise the SMEs they work with and deploy impactful ICT solutions. Under this effort, SMEs that are open to applying and innovating with digital solutions new to their sectors, which will benefit them and their peers, will be supported.

In helping SMEs build stronger digital capabilities, 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 technology deployment at different stages of their growth and help them to progressively acquire advanced capabilities in cyber security, data protection and data analytics. For a start, IMDA will focus on SMEs in sectors where digital technology can significantly improve productivity, such as retail, food services, wholesale trade, logistics, cleaning and security.

For more information on SMEs Go Digital, please visit, www.imda.gov.sg/smesgodigital.

- **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 technologies that can be deployed across multiple sectors. IMDA and the sector-lead agencies will jointly develop the plans for the identified sectors. The first plan is targeted to be completed by end 2017.

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

IMDA will establish the SME Digital Tech Hub in the third quarter of 2017 to provide specialist tech advisory to SMEs with more advanced digital needs, such as data analytics and cybersecurity. The SME Digital Tech Hub complements the business advisors in SME Centres, which provides basic advice on off-the-shelf digital solutions that are pre-approved for funding support. Besides providing advisory, the SME Digital Tech Hub will also help to connect SMEs to ICT vendors and consultants, as well as conduct workshops and seminars to help SMEs to build their digital capabilities.

- **Uplift Whole Sectors by Working with Influential Partners to deploy pilot solutions with Potential To Scale**

To catalyse the use of digital technology solutions that can potentially benefit the entire sector, IMDA will collaborate with ICT vendors and progressive SMEs to architect solutions with the potential to scale. To help more SMEs at one time, IMDA will also work with influential partners, such as large companies with leadership roles within sectors or companies 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 ICT vendors at the same time.

IMDA Pilot and Pre-Approved Solutions for SMEs showcased at innovfest unbound

IMDA has pre-approved close to 50 digital solutions for SMEs, two of these solutions by Asahi Security Technologies and Graffiti Garage will be showcased at innovfest unbound.

About Asahi Security Technologies

Asahi Security Technologies (S) Pte Ltd (Asahi) specialises in providing security design and turnkey management services for clients situated mainly in South East Asia, as well as the Middle and Far East.

Asahi offers a wide range of services from risk analysis using new techniques through facility management consultancy and design to Facilities Management (FM) project management, including quantitative threat assessment, security design and project management, as well as building management services.

3D IoT Platform for Smart Buildings (Pilot solution)

- The security solution helps building and business operators to better manage and control situations, and improves decision making through 3D visualisation in the command centre. The solution provides fully integrated facilities and security services to any in-premise services of the building:

  o One unified 3D model to monitor entire premise thereby improving location interpretation and reducing errors in communicating locations.

  o Integrates real-time sensor and 3D building information in one unified view for quick situation insight and informed decision-making with real-time information.

  o Enables quick on-demand retrieval of 3D building model and devise information for situation understanding, and provides easy tools to visualise 3D indoor building layouts and annotate/plant 3D asset objects for situation response planning.

  o Enables situation and response plans through a single multi-touch interface.

Benefits to SMEs
- Fully integrated security management. CCTVs with video content analysis are fused with unified 3D model of building, improving location interpretation and reducing need for physical patrols and guards.

- Integrated facility incident reporter mobile application allows any personnel (cleaner/concierge/cook) to report facility damages, improving facilities maintenance and reducing need for facility managers.

- RFID tracking of assets reduces time wasted on tracing assets, allowing staff to perform higher value roles

About Graffiti Garage

Graffiti Garage Pte Ltd established in 2013 and is a local company within the Automotive industry. The company specialises in creating and improving different business structures through dedicated

products and services. Graffiti Garage offers strategic automobile tools for businesses to improve their business efficiency and generate higher sales figures.

NEUTO Technology: Smart Hydrogen Dry Cleaning System (Pre-approved solution)
- Big Data and cloud-based solution

- World's first hydrogen dry cleaning system that can effectively diagnose, prescribe, monitor and clean car engine with pure dry Hydrogen Gas.

- Introduced to automotive industry as an alternative to chemical carbon-cleaning

- Enables a more systematic approach in vehicle engine troubleshooting, quicker and safer engine cleaning.

- Full graphical data report generated and automatically filed onto cloud system for easy reference and historical event reference

Benefits to SMEs
- Improves diagnostic capabilities of automotive problems and productivity in engine cleaning and servicing by car workshops.

- On average, the traditional car engine cleaning service typically takes 3 – 5 man-days per manpower.

- With NEUTO Therapy, the time taken has reduced significantly to 20 – 45 minutes

- In addition, data of car engine diagnostics is registered onto the cloud system and analytics prompting alerts for subsequent vehicle servicing.

To date, approximately 20 SME car workshops have deployed the NEUTO Therapy solution.

For media clarifications, please contact:

Infocomm Media Development Authority (IMDA)
Aung Thi Ha
Assistant Manager, Industry & Marketing Communications
+65 6211 1309
aung_thi_ha@imda.gov.sg