

Factsheet

9 January 2019

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 digitalisation has brought forth valuable opportunities to small and medium enterprises (SMEs), it is timely for a bigger push to help SMEs transform digitally.
2. With the increasing sophistication of digital technology solutions, the SMEs Go Digital Programme aims to simplify the process for SMEs to go digital, so that SMEs can readily gain the right digital capabilities to achieve internal efficiencies, cost reductions, and better service offerings for sustained growth in the digital economy.
3. IMDA will develop sector-specific **Industry Digital Plans for SMEs (IDPs)** that are aligned to the respective sectors' Industry Transformation Maps (ITMs). For a start, IMDA has rolled out IDPs for 7 sectors – media, retail, food services, wholesale trade, logistics, environmental services and security. IMDA will continue to roll out IDPs for the other sectors.
4. SMEs can take up the **Start Digital Pack** to give them a head start in going digital. It is made up of foundational digital solutions in the following five categories: Accounting, Human Resources Management & Payroll, Digital Marketing, Digital Transactions and Cybersecurity. Newly incorporated SMEs can take up a Start Digital Pack provided by the following participating Start Digital Partners - DBS, Maybank, OCBC, Singtel, StarHub and UOB.
5. 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 solutions**. SMEs can reach out to SME Centres available island-wide, where Business Advisors will further advise SMEs on the pre-approved solutions that may be suitable for them.
6. 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**. The Digital Tech Hub has been set up at APEX@Henderson to provide SMEs with specialist advisory services on their digital requirements.
7. IMDA will place greater emphasis on supporting pilot projects with significant potential to scale and uplift whole sectors. IMDA will work with **influential intermediaries (including large companies)** to help digitalise the SMEs in their ecosystem. For example, IMDA is working with major logistics companies, Bollore

Logistics, Dimerco and L.C.H. Lockton to lead their SME clients in using vCargo Cloud's e-Cargo Consolidation Platform, which lowers freight costs for SME freight forwarders.

8. The **Project Management Services** provide SMEs, that are embarking on digital transformation, with in-house experts to drive a more holistic and sustainable implementation of digital technology. Through the Project Management Services, SMEs can tap on a ready pool of digital project managers that have expertise including but not limited to project management, business process re-engineering and job redesign to help them maximise the value of digital solutions implementation to achieve sustainable outcomes.
9. For more information on SMEs Go Digital, please visit: www.imda.gov.sg/SMEsGoDigital.

Guide SMEs on tech deployment through Industry Digital Plans

10. The Industry Digital Plans (IDPs) for SMEs are central to the SMEs Go Digital programme. The IDPs provide SMEs with step-by-step advice on the digital technologies to use at each stage of their growth and serves as a guide for their digital journey, as well as guide infocomm media (ICM) vendors to meet sector-specific digital technology needs.
11. The IDPs, aligned with the ITMs, are jointly developed by IMDA and sector lead agencies. Besides developing the IDP's sector-specific digital roadmaps for targeted sectors, synergies might also be identified, such as common digital technologies that apply across multiple sectors.

Provide Specialist Advice via the SME Digital Tech Hub

12. 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 SME Digital Tech Hub complements the business advisors in SME Centres, which provides basic advice on proven digital solutions that are pre-approved for funding support.
13. Besides providing digital consultancy, the SME Digital Tech Hub works with SME Centres, Trade Association & Chambers (TACs) and industry partners to help connect SMEs to ICT vendors and consultants, as well as conduct workshops and seminars to help SMEs build their digital capabilities.
14. For more information, please refer to www.digitaltechhub.sg.

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

15. To catalyse the use of digital technology solutions that can potentially benefit whole sectors, IMDA collaborates with ICM solution providers and influential industry partners,

such as large companies and trade associations that are capable of leading a considerable number of SMEs in their ecosystems.

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

For media clarifications, please contact:

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