

Appendix – Partners’ Quotes

HP

“With the power of creative thinking and technology, Singapore start-ups can develop products that transform people’s lives and businesses. However, product and application quality can be the difference between acclaim and irreversible damage. To ensure only high quality products reach the market, HP has integrated our Application Lifecycle Management, Unified Functional Testing and LoadRunner software solutions to automate product testing during IDA accreditation. By removing testing constraints, we are helping start-ups speed the process of delivering innovative, reliable products and applications to drive an enhanced customer experience,” said Kamal Dutta, Vice President - Business Units, HP Software Hewlett-Packard Asia Pacific and Japan.

Cognizant

“We are pleased to partner with IDA on this strategic accreditation programme to encourage transformational entrepreneurship in Singapore. Cognizant’s Quality Engineering and Assurance practice is one of the world’s largest with more than 24,000 professionals and industry-acclaimed methodologies, tools and frameworks. We look forward to leveraging our extensive consulting, business and technology expertise to help IDA realise its vision of enabling technology start-ups in Singapore to drive innovation and achieve their full potential,” said Jayajyoti Sengupta, Vice President and Head of ASEAN and Greater China, Cognizant.

Red Hat

"Red Hat aims to be the catalyst in communities, contributors and partners in creating better technology the open source way and we see the collaboration with IDA as a step towards creating a stronger and more open ecosystem that can promote innovation not just for us, but across the ICT industries and everyone involved. It's not just about technology, but being part of an ecosystem of thought leaders and contributors sharing knowledge to advance Singapore's ICT capabilities together," said Damien Wong, Senior Director and General Manager, ASEAN, Red Hat.

Intel

“As we move towards a future where everything is smart and connected — from automobiles and vending machines to automated factories and cities — we’ll need our brightest minds experimenting and collaborating on new products and solutions that connect and enrich the lives of every person on the planet. Together in partnership with IDA, Intel’s world-class R&D resources and technical expertise will enable these innovative start-ups to bring these products and solutions to life and transform them into meaningful global businesses,” said Prakash Mallya, Country Manager, Intel Singapore & Malaysia.

SMU

"SMU is very delighted to see IDA establish an Innovation Lab at the National Design Centre. It is certainly the right step towards transitioning the nation into its next lap of economic growth. We are eagerly looking forward to working with IDA's Innovation Lab by involving as many of our students as possible in availing the resources provided by this lab. We wish IDA a great success in this laudable effort to provide a creative and inspiring environment for the next generation of innovators," said Arcot Desai Narasimhalu, Director, Institute of Innovation and Entrepreneurship, SMU.