Annex A

June 2015

FACTSHEET
Accreditation@IDA

Small local technology companies face an uphill task in competing for projects with government and large enterprises. The challenges they face are difficulties in substantiating their product claims, lack of track record and market visibility.

As Singapore moves towards becoming a Smart Nation, one of IDA's priorities is to build the technology industry through assisting the growth of our young and promising Singapore-based technology companies. Being accredited will open up more opportunities for their products and solutions to be showcased and eventually bought. For buyers from the Government and large enterprises, the accreditation process would provide an independent third party evaluation of the companies' claimed product core functionalities and ability to deliver.

About Accreditation@IDA

Objectives

- Accredit promising and innovative Singapore-based technology companies to establish credentials and position them as qualified contenders to government and large enterprise buyers;

- Provide potential buyers assurance on the accredited companies' product core functionalities and ability to deliver; and

- Build an innovative technopreneur ecosystem to drive economic growth, inspire the younger generation, and build more innovative products and technology companies that can scale overseas.

Target Audience

Accreditation@IDA targets Singapore-based companies that develop and own innovative high-growth infocomm products in the enterprise market.

Companies would be required to meet the following pre-qualification criteria for Accreditation@IDA:

- **Singapore-based:** Registered in Singapore with ACRA statement on company incorporation; Substantial level of value-added economic activities (e.g., R&D activities, test bedding, IP management and technical support) conducted in Singapore
- **Annual revenue less than S$10 million at the group level**
- **Innovative enterprise product, with focus on software**: Company must be a product owner (i.e., owns the IP / patent for the product and not a reseller / distributor); Product must demonstrate strong value proposition and competitive advantage to competitors / alternative substitutes in the market

IDA would subsequently <u>shortlist</u> the companies for accreditation evaluation based on the following criteria:

- **Management**: Company has clear business plan on how to grow the product and business; Company has strong management team with established track records and low key man risks
- **Financials**: Company has viable financing and/or fund raising plan going forward to sustainably operate
- **Customers**: Company has clearly identified customer segments and demonstrated demand; There is a sizeable addressable demand for the product to support the business plan

Accreditation Evaluation

Through the accreditation process, IDA aims to provide assurance to the Government and large enterprise buyers on the core functionalities of the product and the ability of the accredited companies to deliver, so as to remove the perceived procurement risks associated with the smaller early stage companies.

The three-stage process for Accreditation@IDA is illustrated in Figure 1 below. The accreditation status would be valid for 18 months and companies would be reviewed by IDA to ensure the validity of the status.
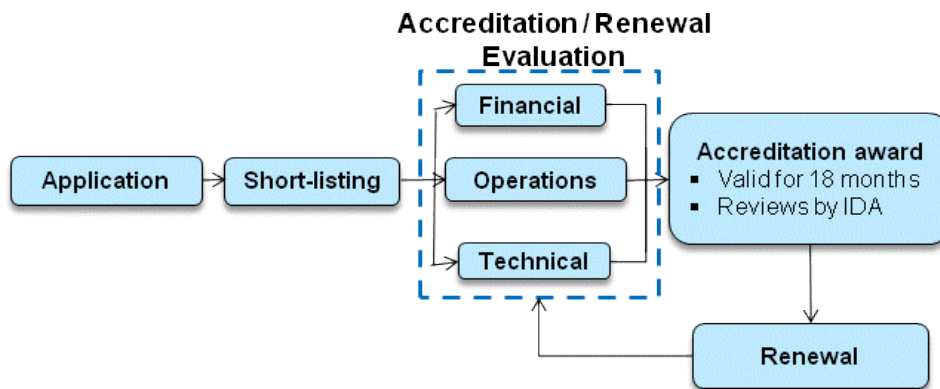
Figure 1. Accreditation@IDA process

To achieve accreditation, companies have to be evaluated on three aspects: Technical, Financial and Operations, as shown in Figure 2.
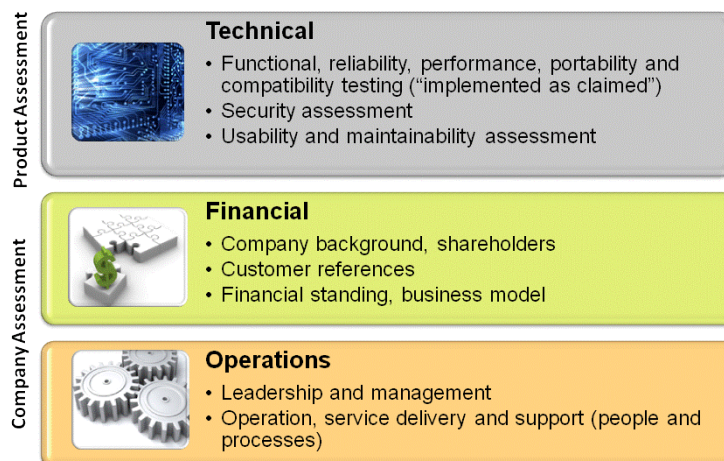

Figure 2: Key areas for accreditation evaluation.

Enhancing Government Procurement

Initiatives have been introduced to streamline and ease Government procurement from the accredited companies by:

- **Facilitating Government's procurement from accredited companies:**
  Since November 2014, accredited companies are considered first for innovative tech government projects. Design and purpose is to shorten and expedite the procurement process.

- **Accreditation status to be considered in Government tenders**: Some Government tenders may require companies to be registered as Government Registered Suppliers under relevant supply heads and financial grades (e.g. EPU/SER/20 S4). Such registration is used to gauge a company's financial

capacity to handle a project. However, young technology companies with strong value proposition may not be able to meet the registration requirement, which then limits their opportunities to bid for Government projects. The accreditation status can now be considered in place of such registration status in such Government tenders.

Helping companies to win work

As accredited companies are relatively small and unknown, Accreditation@IDA provides platforms to create awareness and visibility on their products and capabilities. Accreditation@IDA organises focused workshops and discussion forums for accredited companies to meaningfully engage key government stakeholders to pitch their value proposition, explore new use cases and develop proof of concept projects for their products. Accredited companies are also regularly featured at IDA organised industry events and media coverage.

Profile of Accredited Companies

- **KAI Square** is a high-tech company providing innovative video analytics solution – Video Analytics-as-a-Service (VAaaS) – to help business owners convert videos into meaningful business and surveillance data. VAaaS provides business intelligence analytics which include human traffic flow, audience profiling and face indexing; as well as security intelligence analytics such as intrusion detection and perimeter defence.

- **Tagit** is an award-winning mobile solutions company. Tagit's mobility platform Mobeix™ enables rapid creation and deployment of innovative mobile services / applications across all mobile platforms and mobile channels (Native, Hybrid and HTML5).

- **V-Key** is the pioneer and inventor of V-OS, a patent pending Virtual Secure Element for secure mobile identity, data, and transactions. V-OS implements a secured sandbox so that Trusted Applications can execute securely and reliably, and process and store sensitive data on mobile devices without the need for a hardware Secure Element.

- **Inspire-Tech** is a provider of Secure Enterprise File Synchronisation and Sharing solution called EasiShare. The EasiShare solution empowers corporate users to securely send large files, backup desktop files in real-time, as well as share and synchronise contents across user's desktops, web and mobiles. EasiShare connects to corporate storages like SAN, NAS, Sharepoint, Office 365 and cloud storages while providing highly secure

functions like One-Time-Password (OTP) and File Level Password Protect on sharing.

- **Latize** is an information management company, providing a new approach to data. Its semantic linked data software - Ulysses - allows organisations to connect and analyse large independent sets of data via user-centric data browsing and visualisation, helping to make better informed decisions faster.

- **Deep Identity** provides a comprehensive solution for identity governance and administration (IGA), compliance management and data governance. Its Identity Audit & Compliance Manager (Deep IACM) solution offers a layered approach that enables better visibility and controls, automating compliance management in a cost effective manner. Businesses are enabled to improve their IT security, maintain compliance and minimize business risk.

- **Trakomatic** is a video-analytics company that monitors metrics such as demographics, crowd density, path tracking, people counting and people identification. Trakomatic's O-Sense and O-Track products provide in-depth analytics to business owners and government agencies helping them to gain new insights to further enhance their service quality and improve operational efficiencies.

- **Green Koncepts** is a provider of an award-winning cloud energy management solution called Energetix. Energetix enables enterprises to manage in real time, on one single platform, usage of different types of utilities such as electricity, water and gas, as well as monitor temperature, humidity, CO_2 and other parameters. Its visualisation capabilities, advanced analytics and intelligent controls empower enterprises to make data-driven decisions for cost-effective, efficient and streamlined operations.

Strategic Industry Partners

Accreditation@IDA has established partnerships with industry players where accredited companies can leverage these partners' expertise to address their growth challenges.

<u>Resource Partners</u>

- **Amazon Web Services (AWS)** will provide AWS usage credits to accredited companies that can be used on AWS' enterprise grade cloud platform. AWS will also provide technical workshops and resources to accredited companies to enable them to develop and deliver products with agility and speed. Accredited companies will enjoy access to AWS Business Development Venture Capital team and opportunities to network with regional SaaS providers that may provide new opportunities to grow.

- **Intellectual Property Office of Singapore** will help accredited companies build capabilities in Intellectual Property (IP) management as part of their overall growth strategies. This would include knowledge sharing through awareness seminars and access to expertise, resources and programmes to help the accredited companies develop their IP management strategies and manage the life cycle of their IP.

Go-to-Market Partners

Go-to-Market partners provide systems integration and implementation support to accredited companies, and will provide access to their customers, resources and network and share their domain knowledge. Partners are keen to work with accredited companies to co-develop and incorporate their products into full featured solutions that will be attractive to enterprise buyers.

- **Dell Global B.V. (Singapore Branch)** - Leading global information technology company that offers a broad range of hardware solutions and services.

- **CrimsonLogic** – Solution experts for trade facilitation, judiciary, business licensing and security sectors.

- **Fuji Xerox Singapore** – Leader in document services and communications solutions.

- **S&I Systems** – Solution experts focusing on retail, transportation, logistics and manufacturing sectors.

Hardware Testing and Evaluation Partner

- **Nanyang Polytechnic** will be supporting IDA with testing of hardware components that are integral to the accredited companies' products. The Centre of Innovation for Electronics (COIE), jointly established by SPRING Singapore and NYP in 2008, will be providing the hardware testing services.

IDA will continue to seek suitable partners who can add value to and support the growth of accredited companies.

For media clarification, please contact:

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