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FACT SHEET

Software-as-a-Service (SaaS) Call-for-Collaboration (CFC)

About the SaaS CFC

SaaS is an easy-to-adopt, scalable and cost-effective option for many enterprises that are concerned with the initial outlay associated with ICT implementation.

The Software-as-a-Service (SaaS) Call-for-Collaboration (CFC) is a multi-agency effort led by the Infocomm Development Authority of Singapore (IDA), in collaboration with SPRING Singapore, Ministry of Social and Family Development (MSF), Ministry of Education (MOE) and National Trades Union Congress's e2i (Employment and Employability Institute). A total budget of S\$21 million was set aside by these agencies to support successful proposals selected through this CFC.

The CFC was developed in consultation with the above supporting organisations and the respective sector champions, such as Maritime and Port Authority of Singapore (MPA), Council for Estate Agencies (CEA) and Council for Private Education (CPE).

The key objectives of the SaaS CFC are:

- i) To spur the demand for high-impact SaaS solutions that will address sector-specific requirements, bring about mass adoption among SMEs and deliver productivity gains to various sectors.
- ii) To encourage ICT vendors to develop innovative, exportable SaaS solutions by leveraging off domain insights from users participating in the CFC.
- iii) To promote user confidence in SaaS by inculcating industry best practices in the areas of data security, integrity, privacy, recovery and portability.

Participants of this CFC were invited to propose SaaS solutions for SMEs in sectors such as: Pre-schools, Private Schools, Real Estate Agencies, Restaurants Operators, Food Suppliers, Accounting Firms, Travel Agencies and Construction Companies.

Supporting SMEs in adopting SaaS solutions

The CFC is expected to support over 600 companies, mostly SMEs, in adopting sector-specific SaaS. In the longer term, 3,000 more companies are expected to benefit from these solutions. The support will cover the software subscription cost, hardware cost, consultancy cost and training costs.

Supporting solution providers in developing SaaS solutions

The CFC is expected to support the development of over 10 SaaS-based solutions which is in line with IDA's Infocomm Productivity Roadmap to encourage more ICT SMEs to move towards product and SaaS-based business models. This enables ICT SMEs to scale their businesses faster and expand their customer base. Altogether, it is anticipated that the CFC would bring many new business opportunities for the ICT industry. Awarded companies will be supported with grants to assist in the development of SaaS-related skillset. Primary elements of support include: manpower costs, training, and professional services.

Types of solutions supported

The types of solutions supported through this CFC include:

- **Sector-Specific SaaS Solutions** that address the specific and homogeneous business requirements of a sector; incorporate the best sector practices and compliance requirements; realise significant productivity gains and catalyse mass adoption within a sector;
- **Collaborative SaaS Platforms** that facilitate multiple enterprises within one sector or across multiple sectors in carrying out Business-to-Business (B2B) and Business-to-Government (B2G) transactions, through adopting industry-accepted messaging standards while also providing enhanced or new functionalities;
- **Enterprise SaaS Solutions** that are innovative, high-growth, exportable, and address critical needs of an Enterprise User; or
- Any combination of the above.

Progress of the SaaS CFC

The SaaS CFC was issued on 19 June 2012 and closed on 1 October 2012. A total of 84 proposals for SaaS solutions, which target more than 10 sectors were received. As of 14 May 2013, to support the development of SaaS solutions, a total of seven proposals have been awarded. For more information of the winners of the seven proposals, please see **Annex A.**

To support the adoption of SaaS solutions, 13 projects targeting six sectors – Early Childhood, Real Estate, F&B, Travel, Private Education and Retail have been awarded. Other proposals are being evaluated and would be progressively awarded in due course. The awarded proposals will be awarded grants for adoption and/or development, of up to 70% of the qualifying costs. The grant can also support up to two years of the SaaS subscription costs.

ANNEX A

Details of the seven awardees

Company	Summary of solution
Magicsoft Asia	<p><u>eData Management System (EMS)</u></p> <p>The construction industry faces challenges such as low productivity due to a large number of manual and paper-based business processes. It is a complex industry, requiring a large amount of interaction between different parties working on a project. In addition, there are numerous compliance and regulatory requirements which can be time-consuming and tedious to complete without systems and processes in place to automate the work.</p> <p>eData Management System (EMS) is a mobile construction project management solution that also serves as a communication and coordination tool for various groups involved on a construction project. It improves productivity through the automation of manual processes such as: data collection, processing, submission, approval, and billing. It also assists with meeting regulatory requirements through providing standard templates for compliance and reporting to the Building Construction Authority.</p> <p>This helps to reduce wastage due to having re-work errors made. This improves productivity and frees up resources to perform more value-add work such as focusing on sales and service delivery to customers. Magicsoft's tool has a high degree of business innovation, with the potential to drive a large amount of productivity and automation benefits to the SME construction sector.</p> <p>For example, their system will enable site engineers to collect and manage on-site data through their mobile devices. The updates will be then reflected in their web-based system in real time, providing project managers with up to date visibility of project progress, so that they can quickly deal with any issues, and closely monitor activities to make sure they are completed on time and to budget.</p>

Astoria	<p><u>Astorjob</u></p> <p>The SME Marine Contractor industry faces challenges such as lack of data available on-the-go to make quotations for customers, missed out billings, lack of updated costing and performance reports, visibility of workforce, and time-consuming processes to prepare invoices and work completion reports.</p> <p>AstorJob is a solution specifically designed for small maritime subcontractors to automate, streamline job management tasks, and drive productivity. Their target demographic is the “non-IT” user segment, whose requirements are very different to traditional shipyards and large marine enterprises. It offers streamlined and domain-targeted ERP processes such as invoices, costing, work orders, and project document management.</p> <p>The company has deep industry focus and domain expertise in the marine and offshore oil and gas industry. Astorjob has generated a large amount of market interest and has the potential to provide productivity and efficiency gains for users.</p>
i-Access Solutions	<p><u>School Management System SaaS (eTEAMS SaaS)</u></p> <p>Mid-sized private schools face challenges such as inefficient and lengthy administrative processes due to the usage of manual methods (word, access, excel), and disparate legacy systems to manage their business operations. This has led to multiple data entry points and results in error-prone and inefficient data management, resulting in time wastage and loss of productivity. They also have difficulty meeting the CPE compliance and reporting requirements.</p> <p>ieTEAMS is specifically a School Management System (with ERP and CRM functionality) for small to mid-sized Private Schools. It is an integrated solution to streamline administrative data entry and enable users to meet statutory reporting requirements, in compliance with CPE's EduTrust requirement.</p>

Evvo Labs	<p><u>One SMP</u></p> <p>Most medium sized accounting firms currently do not have end-to-end systems. It is a labour intensive industry, requiring a large number of administrative work, and manual processes. In addition, available off-the-shelf packages tailored towards SME firms are not localized to business practices and regulations.</p> <p>By incorporating industry and country-specific requirements to create a tailored be-spoke solution that solves issues across the industry, Evvo Labs created One SMP, a Practice Management Solution for Small and Medium Accountancy (CPA) firms. The product comprises the following integrated modules: core workflow module to support operational activities, HR, accounting, and admin modules.</p> <p>It aims to increase productivity in a labour-intensive and service-orientated industry by automating critical tasks, and reducing reliance on unskilled administrative workers.</p> <p>The solution is targeted at small / medium firms that currently use manual processes or disparate legacy systems. It is also tailored to meet local business practices and regulations. The solution has great potential to drive productivity and efficiency benefits to an industry that is currently dependant on manual processes.</p>
Beautec	<p><u>Beautec Cloud Beauty SaaS</u></p> <p>This industry has a low degree of IT adoption. The spa and beauty industry faces a shortage of manpower, as well as rising costs, which are exacerbated by lacking the use of technology to streamline operations and improve operations. In addition, other solutions in the marketplace lack Asian language functionality and local support services.</p> <p>Beautec is building an integrated SaaS ERP product that helps customers handle day-to-day operations of the beauty business (spas, beauty salons). The proposed system will be available in 10 Asian languages. The solution will enable users to use mobile devices to key in appointments, as well as include a web portal for customers to check their package information and balances. It enables users to increase productivity and reduce manual processes and reliance on staff. Most of their target demographic are currently using manual methods, or relying on simple PoS systems. Implementing this new solution would enable them to cut costs and increase efficiency.</p>

Integrated Retail	<p><u>Retail Task Management Solution (RTMS)</u></p> <p>This industry currently relies on manual methods to manage tasks such as email or fax. They also face challenges such as shortage of staff, making it difficult to track successful execution which could result in poor customer experience and losses for the retail business.</p> <p>RTMS is a task management solution targeting chain retailers with several outlets to manage. It assists customers to undertake consistent on-time execution of project tasks across retail outlets. It creates instructions, distributes them, and then tracks and rates the success of execution for corrective action. The new product will include additional features such as project scheduling, workflow modelling, as well as provide document management functionality.</p> <p>The development of this SaaS solution will help them crystallise insights developed from the industry into a replicable product that can be scaled to new customers and geographies, as well as move away from solutioning and bespoke customization. It will also enable them to develop new SaaS and cloud-based competencies.</p>
MQ Spectrum	<p><u>COBO</u></p> <p>SMEs that operate in complex supply chains where they work with many suppliers and customers use disparate and inefficient technologies: email, phone, text, whatsapp to communicate. There is a lack of traceability and logging of content, which results in miscommunication, lost orders, disagreements over order placing. Communication cannot be easily retrieved when required, resulting in productivity loss and time wastage when information is lost or miscommunicated.</p> <p>COBO is a mobile communication tool targeted at the food distribution industry. The tool is to be used by suppliers, distributors and customers that belong to the same supply chain ecosystem, that require a mobile communication tool to track communication around business transactions (e.g. orders, deliveries) with each other.</p> <p>It combines email, voice, and messaging functionality. It also provides audit, traceability and logging functionality, where content is owned by users and can be categorized for easy reference. Its aim is to improve communication in order to increase sales, increase response time, reduce errors and increase productivity. It solves the problem of having disparate communication trails, and provides audit traceability to track orders placed.</p>



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