

June 2007

FACT SHEET

SME Infocomm Adoption Programme (Infocomm@SME)

AIM

- To accelerate the adoption and innovative use of infocomm by SMEs, so that they can exploit infocomm to sharpen their competitiveness.

THE ACTION PLAN

- Infocomm@SME is a newly launched IDA-led initiative that seeks to help SMEs see value in infocomm and embrace it.
- IDA will embark on three initiatives under Infocomm@SME, to put hassle-free, trusted and affordable infocomm services into the hands of SMEs.
 - 1) **Infocomm_Usage@SME** – This will equip SMEs with basic infocomm such as broadband connectivity, domain name and entry-level packages. SMEs will be educated and shown the “how-to” of infocomm in order to realise its possibilities and benefits.

First and foremost, an SME Infocomm Resource Centre has already been set up at the Singapore Polytechnic. SMEs can go to the centre to seek help on how to leverage commonly used applications such as e-mail, IP-Telephony (Skype), anti-spyware and anti-virus. They can also pilot innovative solutions before embarking on full-scale implementation.
(Please see Annex A for details on the SME Infocomm Resource Centre.)

In today's global economy, it is important for businesses to leverage infocomm to stay competitive. Virtual storefronts are becoming a common place in business operations today and one way to get SMEs started is to encourage them to explore the Web and strengthen their online presence. By end-2007, businesses who used to pay between S\$39 to S\$84 to the Registrars today to register for their domain name, will enjoy discounts of up to S\$30 for the registration.

- The two other programmes will also weigh in over the next three years. IDA and SPRING will be setting aside S\$5 million from the Technology Innovation Programme (TIP) for initiatives under these two programmes:

2) Infocomm_for_Growth@SME: This will encourage SMEs to leverage infocomm for business growth through sectoral transformation. Growth sectors and sectors lagging in infocomm will be identified.

3) Infocomm_Innovation@SME: This will target SMEs who are ready to embrace infocomm to innovate as the role model for the rest.

- Moving forward, IDA will also work in partnership with other government agencies, such as SPRING Singapore, the Accounting & Corporate Regulatory Authority (ACRA) and the Singapore Workforce Development Authority, to design initiatives to transform and prepare SMEs to be globally competitive through harnessing infocomm. Chambers and trade associations such as the Singapore Chinese Chamber of Commerce & Industry, the Singapore Manufacturing Federation and Association of SMEs will also be leveraged to reach out to the SMEs.
- *(Please see Annex B for examples on how some SMEs have successfully used infocomm to reap business benefits.)*

NUMBERS TO NOTE

- By 2010, IDA aims to get 80 per cent of SMEs to have broadband usage and Web presence.

- **Computer Usage Penetration Rate for Companies:**

Number of Employees	% of companies who used the computer in 2006
250 and above	100 %
50-249	96%
10 – 49	90%
Below 10	62%

(Source: IDA's Business Infocomm Usage Survey for 2006)

- **Internet Access Penetration Rate for Companies:**

Number of Employees	% of companies with internet access
250 and above	100%
50-249	94%
10 – 49	85%
Below 10	56%

(Source: IDA's Business Infocomm Usage Survey for 2006)

- **Broadband Internet Access Penetration Rate for Companies:**

Number of Employees	% of companies with broadband internet access
250 and above	99%
50-249	83%
10 – 49	69%
Below 10	44%

(Source: IDA's Business Infocomm Usage Survey for 2006)

- **Companies with Web Presence:**

Number of Employees	% of companies with web presence in 2006
250 and above	97%
50-249	71%
10 – 49	58%
Below 10	23%

(Source: IDA's Business Infocomm Usage Survey for 2006)

FOR MORE INFORMATION

- IDA Contact: info@ida.gov.sg

ANNEX A

SME Infocomm Resource Centre@Singapore Polytechnic (SIRC@SP)

- **Mission** – To assist SMEs in adopting new infocomm technologies by acting as a centre of excellence to disseminate know-how, and providing technical resources to help jump-start innovation. The services offered are listed below:

<u>Advisory services</u>	<u>Consulting services</u>
<ul style="list-style-type: none">• Workshops on commonly used applications such as e-mail, IP Telephony (Skype), anti-spyware, anti-virus• Technology updates/ seminars• Demonstration centre for commonly used software and others such as security, mobile, multimedia, and games	<ul style="list-style-type: none">• Technical advice• Feasibility study• Technical evaluation• Proof-of-concept prototype• Project scoping, management & requirements analysis• Development & deployment services



- **The Centre's Areas of Focus includes:** Security (inclusive of information security, wireless security, etc), Open source software (use of open source productivity tools, web applications on PHP/LAMP, open source CMS such as Joomla and Mambo, Linux OS), Web 2.0 applications, Mobile applications (applications on mobile phones and PDAs) and Content development (e.g. reusable 3D models, media templates, flash animations).
- **Advisory and consultancy sessions:** SMEs are able to make use of resources such as security lab, mobile lab, open source lab, game lab, music lab and wireless lab.

FOR MORE INFORMATION

- **Industry Contact:** Mr Hwa Soon Lim, Industry Services Officer, Singapore Polytechnic, +65 6772 1787, hwasoon@sp.edu.sg
- **Media Contact:** Mr Peter Leong, Centre Director, Singapore Polytechnic, +65 6870-4735, peterleong@sp.edu.sg

ANNEX B

SMEs REAP BUSINESS BENEFITS VIA INFOCOMM USAGE

Company (1): Katong Flower Shop Pte Ltd
Sector: Retail
URL: <http://www.katongflowershop.com>
Employee Size: 30
Core Business: Katong Flower Shop markets floral and hamper gifts.

IT Implementation:

Katong Flower Shop has a website that publishes the various flower and gift items, from festive occasions like Christmas to special moments like a new-born. It also takes orders online. Through the internet, its business is able to reach to more than 150 countries. In addition, it also has an inventory control system to keep track of the stock when they run low, and a customer database to keep track of its customers' ordering history.

Contact: Mr Royston Low
Main Office Address :
112 East Coast Road, # 01-17 Katong Mall, Singapore
428802

Head Operations / Flora Centre

3829 New Upper Changi Road (in front of Tanah Merah MRT), Singapore 460000
Tel: 64422155, 64466200
Fax: 64499341
Email : royston@katongflowershop.com

Company (2): APS Asset Management Pte Ltd
Sector: Financial Services
URL: <http://www.aps.com.sg>
Employee Size: 59
Core Business: APS specialises in managing investments in Asia Pacific equities for primarily institutional investors from OECD countries and the US. It currently manages about S\$3.2 billion assets and has offices in Singapore, Tokyo, Shanghai and New York.

IT Implementation:

APS uses Infocomm technology extensively in their service offerings for both their institutional and retail clients. Clients can have access to the valuation reports through the Web-based reporting. Their fund managers/analysts access

to online market news, data and research reports through Bloomberg and Thomson Financial. Their senior management is equipped with Blackberry PDAs to access emails anywhere. They also have an integrated front and backoffice system that assist their fund managers/analysts and dealers in their portfolio order management, reporting and retrieving information to analyse their clients' portfolios e.g. providing information on performance measurement and attribution by security or sector. All data are kept within a common data warehouse that can be easily retrieved for downloading to other systems.

Contact: Lu Lan Fang (Senior Manager-Finance)
3 Anson Road, #23-01 Springleaf Tower S(570231)
Tel : 63034510 (DID), 63338600 (Main line)
Fax : 6333 8900
Email : lanfang@aps.com.sg

Company (3): Ma Kuang Chinese Healthcare Group Pte Ltd
Sector: Healthcare
URL: www.makuang.com.sg
Employee Size: 120
Core Business: General Traditional Chinese Medicine (TCM) consultation including Gynaecology & Paediatrics, Andrology, Dermatology, Acupuncture, Massotherapy ("Tui Na"); Cosmetology; Sales & Marketing of TCM herbal medicine, TCM health supplements & natural health supplements.

IT Implementation:

Across the 23 TCM clinics, they have all been networked and linked to the Headquarter (HQ) through broadband. Ma Kuang has a patient record system, inventory system for chinese medicine and prescription. The system is able to take both English and Chinese Terms, and they are consolidated so that (i) HQ can have overall view of revenue, (ii) number of cases of a particular illness, (iii) segmentation of patient by age group. The system is also link to the registry system to notify patient of the room to go to when their turn is up.

Contact: Tresa Ong (Asst Marketing Manager)
190 Middle Road #20-08 Fortune Centre S (188979)
Tel : 6884 4772
Fax : 6884 4265
Email : tresa.ong@makuang.com.sg

Company (4): GMP Recruitment Services (S) Pte Ltd
Sector: Business Services
URL: www.gmprecruit.com
Employee Size: 120
Core Business: Regional human capital solutions provider across all industries.

IT Implementation:

GMP has implemented a Talent Management System using an award-winning solution designed by TALEO – a US-based system that provides talent management solutions to leading companies worldwide. The system allows candidates looking for jobs to submit their profile and work experience online; companies who want to hire to make a request to GMP online; and GMP staff to match and track the cases online. With the system, GMP is also able to monitor the performance of their staff in closing the cases. Automated messages are sent to candidates if they are shortlisted for an interview. Selected senior management and staff use the PDA for remote access to e-mails and wireless access. GMP also has a HR system to provide compensation and benefits functions to corporations who outsource their HR function to GMP.

Contact: Josh Goh (Manager, Corporate Services)
1 Raffles Place #57-00, OUB Centre, Singapore 048616
Tel : (65) 6736 2022
Fax : (65) 6736 2155
Email : josh.goh@gmprecruit.com

Company (5): Asia Polyurethane Manufacturing Pte Ltd (APU)
Sector: Manufacturing
URL: <http://www.apu.com.sg>
Employee Size: 30
Core Business: APU manufactures and supplies polyurethane for customers from 20 countries across five continents. The market covers more than 15 different types of industries ranging from automotive to oil pipeline application, from furniture to building materials.

IT Implementation:

APU published their offerings in six languages including English, Japanese, Korean, Bahasa Indonesian, Spanish and Arabic to cater to its diverse customer base. They received a lot of enquiries via the Web and e-mail. APU has also implemented an Enterprise Resource Planning system for ordering, financial/accounting and also report generation of their sales, either by product, salesmen, item and even country. Sharing of information among staff is also encouraged through a file-sharing system.

Contact:

Jerlyn Yeo (Executive, CEO's office)
22 Tuas Crescent, Singapore 638716
Tel : (65) 6417 9070
Fax : (65) 6861 2277
Email : jerlynyeo@apu.com.sg