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MEDIA FACTSHEET

Infocomm@SME Programme

Infocomm@SME programme was launched in June 2007, aligned to IDA's iN2015 masterplan for Singapore to be a world leader in leveraging infocomm to add value to the economy and society. This programme is built on IDA's strategic key thrust to encourage sophisticated demand of infocomm amongst SMEs, to help them gain a competitive advantage in the global marketplace.

The Infocomm@SME Programme focuses on three key areas:

- i) Educating SMEs on the value and possibilities of infocomm;
- ii) Providing SMEs with hassle-free and trusted access to infocomm; and
- iii) Making infocomm affordable to SMEs.

Educating SMEs on the value and possibilities of infocomm

These initiatives aim to help SMEs to:

- i) become more aware of the "whats", "whys", and "how-tos" of infocomm. This is an important first step for the infocomm adoption roadmap before SMEs will consider using infocomm in their business; and
- ii) have a better understanding of their current level of infocomm adoption and how to advance the use of infocomm for the benefit of their business.

SME Roadshows & Education Efforts

IDA works with government agencies, chambers and trade associations to raise the awareness of infocomm amongst SMEs through the participation of events such as seminars and workshops. More than 10,000¹ SME participants have attended seminars/ conferences in which IDA participated to promote the value of infocomm transformation.

SME Infocomm Resource Centres (SIRCs)

The SIRCs serve as a one-stop channel to advise SMEs on the usage of infocomm. Besides advisory services, SMEs are encouraged to tap on the resources available to trial or pilot innovative solutions. The SIRCs also organise regular workshops or technology learning sessions for SMEs to learn about common infocomm business applications, such as IP telephony, security software and updates of current technology trends. The first SIRC was set up at the Singapore Polytechnic in June 2007, followed by a second SIRC at the

¹ The figure is accurate as at 31 July 2009.

Singapore Chinese Chamber of Commerce & Industry in August 2008. As at end July 2009, more than 4,000 SME participants were assisted via advisory services or attended seminars at the two SIRCs.

Providing SMEs with hassle-free and trusted access to infocomm

These initiatives aim to provide SMEs with a hassle-free experience in using infocomm.

SME Infocomm Package (SIP)

The SME Infocomm Package (SIP) offers one-stop, ready-to-go bundled infocomm solutions on hardware, sector-specific applications, website development, broadband connectivity and maintenance support for SMEs.

In addition, SMEs that do not own a website can enjoy a subsidy to develop an online presence for their business. Since its official launch in June 2008, more than 2,500 SMEs have enjoyed this subsidy and established the first website for their business.

Starting April 2009 to March 2011, the subsidy cap for SIP has been raised from \$1,000 to \$2,000 to cover 80% of website or web pages development cost, as well as the items below if they are purchased within the same package:

- i) 80% (up from 50%) of monthly broadband subscription charges for the first 12 months;
- ii) 80% (up from 50%) of monthly hosting and maintenance of website or web pages charges for the first 12 months.

To apply for the SIP subsidy, the SME can approach any one of the three consortia awarded by IDA through a Call for Collaboration for advice on their eligibility. They are led by DP Bureau Pte Ltd, iCELL Network Pte Ltd and SingTel. Once the SME is assessed to be eligible, the consortium will offer the SME the suitable infocomm packages at a subsidised rate.

Online Infocomm Directory for SMEs (i-Directory)

In August 2008, IDA launched a dedicated one-stop portal with easy classification of infocomm products and services to better help SMEs look for suitable infocomm solutions for their businesses. The directory offers short profiles of infocomm solutions providers, contact information and details of available infocomm products and services.

i-Directory is available under the Infocomm Singapore Portal² at: infocommsingapore.sg/idirectory. As at end of July 2009, SMEs can have access to more than 400 unique infocomm products and services in i-Directory.

² Infocomm Singapore portal is a virtual storefront with a one-stop directory listing and capability maps of local infocomm companies.

Making infocomm affordable to SMEs

For SMEs that are ready to embark on more innovative infocomm implementations, IDA has in collaboration with SPRING Singapore co-fund SMEs in these implementations.

Technology Innovation Programme (TIP)

IDA and SPRING have started to co-administer TIP from June 2007 to help SMEs grow their businesses through innovative use of infocomm technologies³. TIP provides co-funding to help offset part of the SMEs' costs such as manpower, equipment and professional fees incurred in taking up more advance infocomm projects, in the likes of implementing enterprise resource planning system and mobile solutions to enhance their business operations and efficiency. As at end July 2009, more than 40 SMEs have been awarded a total of over \$4 million under TIP.

FOR MORE INFORMATION

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³ IDA and SPRING also taps on the TIP to support SMEs that are infocomm local enterprises (iLEs), to undertake projects that apply infocomm technology to develop new innovative products, and to increase the level of technology innovation in the local infocomm industry.