

June 2008

FACT SHEET

SME Infocomm Package (SIP) Initiative

Background

There are 143,000¹ local SMEs, which constitute almost 90% of the enterprises in Singapore and employing 53% of Singapore's manpower. Increasingly, SMEs are adopting infocomm to compete effectively in the global economy, with the IDA Annual Survey on Infocomm Usage by Enterprises for 2007 which showed that 31% SMEs already have a web presence in comparison to the 27% in 2006.

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. Initiatives under the Infocomm@SME Programme support SMEs in their adoption of infocomm to be more productive, to grow and to differentiate.

In the same IDA survey, enterprises, including SMEs cited the cost of infocomm expenditure as too high and the technology is too complicated as the main barriers to infocomm and internet usage. To address these areas, SIP aims to provide SMEs with an affordable means and a hassle-free experience to include infocomm technology as part of their operations and to grow their businesses effectively.

SIP Initiative Details

Starting from 15 May 2008, SMEs are able to pick from a range of attractively priced infocomm packages bundled with a one-stop customer support from the consortia awarded by IDA. These consortia are led by the companies: DP Bureau Pte Ltd, iCELL Network Pte Ltd and SingTel.

¹ Local SMEs are defined as those with at least 30% local shareholding; less than S\$15 million fixed assets (manufacturing sector); and less than 200 employees (non-manufacturing sector).

Each infocomm package, depending on the needs of the SME, can be in any combination of the following components:

S/No	Application Category	Examples of Items
1	Entry-Level Items	Personal computer, laptop, printer, broadband connectivity, domain name registration, security products, e-mail accounts and hosting, website development, hosting and maintenance, and more.
2	Generic Applications	Office tools, accounting software, customer relationship management software, human resource management software, and more.
3	Sector-Specific Applications	<ul style="list-style-type: none"> ▪ For Retail Sector: Electronic point-of-sale system ▪ For Financial Sector: Reminder service for financial advisers ▪ For Food and Beverage Sector: Online reservation system ▪ For Education Sector: Mobile learning-on-demand; and more.

For a seamless one-stop experience and an extension of the SIP service, an SME could also approach the same consortia² for other useful non-infocomm services. Some services include, BizFILE-related processing; application of licences and trademarks; accounting services; auditing; tax compliance; corporate secretarial services; GST reporting; financial assessment and financing matching.

SIP Subsidy

To encourage SMEs to take their first step with infocomm technology, 5,000 local SMEs will be subsidised on a first-come-first-served basis when they sign up a package that includes developing a web presence for their business. The criteria and application details are as below:

- a) The subsidy applies to any local SME who meets all the criteria:
- i) at least 30% local shareholding;
 - ii) less than S\$15 million fixed assets;
 - iii) less than 200 employees (applicable to non-manufacturing sector only);
 - iv) do not already own a website;
 - v) purchase includes the development of a website or webpages for their business, and;
 - vi) who has not claimed under this initiative before.

² Non-infocomm services are only available from DP Bureau Pte Ltd and iCell Network Pte Ltd.

- b) The subsidy covers any of the items below capped at S\$1,000 per SME:
- i) 50%³ of monthly broadband subscription charges for 12 months;
 - ii) 50%³ of monthly hosting and maintenance of website or web pages for 12 months, and;
 - iii) 80% of website/web pages development efforts.

To apply for the SIP grant, the SME can approach any of the consortia for advice on subsidy eligibility. Once the SME is assessed to be eligible, the consortia will offer the SME the infocomm packages at the subsidised rate. The SIP offer ends on 30 April 2010.

FOR MORE INFORMATION

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- **Consortia led by DP Bureau Pte Ltd:** Ms ONG Siew Gim, General Manager, +65 65072318, osk@dpgroup.com.sg, www.dpbureau.sg
- **Consortia led by iCELL Network Pte Ltd:** Mr Ken CHUA, CEO, +65 63094520 ext 500, ken@icellnetwork.com, www.icellwireless.net/sme
- **Consortia led by SingTel:** Ms WONG Lin, Director, Marketing, +65 6838 8493, wonglin@singtel.com, www.singtel.com/sme/idasip

³ SME must sign a contract of at least 12 months.