

**FACT SHEET
(Oct 2011)****MOBILITY SOLUTIONS CALL-FOR-COLLABORATION FOR THE RETAIL, FOOD & BEVERAGE, HOTELS
AND ATTRACTIONS SECTORS****Purpose of the Call-for-Collaboration (CFC)**

The Mobility Solutions Call-for-Collaboration (CFC) for the Retail, Food & Beverage, Hotels and Attractions Sectors is a multi-agency effort led by the Infocomm Development Authority of Singapore (IDA) in collaboration with SPRING Singapore, the Singapore Tourism Board and NTUC's Employment and Employability Institute (e2i). A total budget of S\$15 million has been put together by these agencies to support successful proposals awarded through this CFC.

This CFC aims to spur the adoption of mobility solutions across key customer-facing sectors. With the increased availability of smart mobile devices, pervasive wireless and mobile networks today, there are new opportunities for user enterprises in these sectors to enhance customer experience, deepen customer loyalty as well as improve operational efficiency.

Companies are Invited to Submit Proposals

This CFC invites interested ICT companies to collaborate with user enterprises and trade associations in the Retail, Food & Beverage, Hotel and Attraction sectors, as well as other relevant industry players, to propose mobility solutions that will help user enterprises in one or more of the following areas:

- a. Increase workforce productivity;
- b. Increase reach to customers;
- c. Improve customer engagement and service;
- d. Create new lines of businesses and revenue models through innovation; and/or
- e. Share productivity gains with workers.

The proposals submitted should achieve one of these objectives:

- a. Pilot innovative mobility solutions to transform an enterprise;
- b. Deploy mobility solutions that integrate multiple relevant business functions (for example, a mobile menu ordering service that is integrated to a restaurant's point-of-sales system) to maximise productivity gains of each user enterprise and its workers; and/or

- c. Deploy common solutions that facilitate wide adoption among user enterprises. An example is common wireless payment platform that any restaurant can easily subscribe to without having to own multiple terminals for different credit cards payments or incur substantial development efforts.

Current Status of the CFC

The CFC was issued on 21 June 2011 and closed on 15 September 2011. It has generated substantial interest from the industry in which a total of 46 proposals have been received. This covers 147 F&B companies, 85 retailers, 47 attractions and 37 hotels. Some of the proposals received include solutions for:

- a) Mobile reservations, ordering and payment;
- b) Mobile customer relationship management and marketing;
- c) Mobile sales and supply chain management;
- d) Mobile-enabled integrated hotel services;
- e) Mobile tour guide for attractions; and
- f) Tourist itinerary planning, and ticketing using mobile platform.

The announcement of selected proposals and award of grants are expected to be in February 2012.

For media clarification, please contact:

TAN Sock Gim (Ms)
Manager, Corporate and Marketing Communications
IDA Singapore
Tel: +65 6211 1350
E-mail: tan_sock_gim@ida.gov.sg

For CFC clarification, please contact:

Doris HO (Ms)
Senior Manager, SME Infocomm Enabler
IDA Singapore
Tel: +65 6211 0393
E-mail: doris_ho@ida.gov.sg