

## Annex 1

### Quotes from CFC Awardees

#### Customer & Marketing Analytics

##### **Service Provider: Manthan Systems**

“Manthan Systems is honored to be selected as the service provider for Customer & Marketing Analytics under IDA's Sectoral Business Analytics Call-For-Collaboration. We are excited to deploy Manthan's analytical applications that will bring about business value such as business efficiency and optimization of marketing spend. With our strong records in providing breakthrough analytical solutions globally, our innovative solutions, customer commitment and unique culture of inventiveness make a significant difference in the way analysis is bought, consumed and benefited from.”

*Mr Atul Jalan, CEO, Manthan systems*

##### **Early Adopter: NTUC Fairprice**

“At NTUC FairPrice, we are always looking into ways to better serve our customers. Being an early adopter of IDA's Sectoral Business Analytics Call-For-Collaboration enables us to work with other like-minded service and retail industry leaders and innovatively utilize sophisticated analytical tools to gain a deeper understanding what our customers really want. Through this new initiative, FairPrice will be able to better meet the needs of our customers as we bring even greater quality, value and service to our customers.”

*Mr Seah Kian Peng, CEO (Singapore), NTUC Fairprice*

##### **Early Adopter: NTUC Link**

“NTUC Link is thrilled to participate as an early adopter in the IDA's Sectoral Business Analytics Call-For-Collaboration. As the operator of Plus!, Singapore's largest loyalty program with over 1.2 million members, the analytics services will help NTUC Link and our retail partners to understand Singaporean consumers better and deliver product and services that are more relevant to their needs and wants. This is a win-win proposition for businesses and consumers alike.”

*Mr Tony Tan, CEO, NTUC Link Pte. Ltd.*

##### **Early Adopter: NTUC Unity Healthcare**

“Unity Healthcare is pleased to be participating in IDA's Sectoral Business Analytics Call-For-Collaboration as an early adopter. By leveraging on customer & marketing analytics, we hope to gain critical customer insights in order to better care for our customers.”

*Mr Steven Lye, Deputy CEO, Unity Healthcare*

## **Early Adopter: C K Tang**

“As a leading retailer, TANGS is excited to be part of IDA's Sectoral Business Analytics Call-For-Collaboration as an early adopter. Leveraging on customer and marketing analytics, we hope to enhance the customer shopping experience through better services and products offerings, thereby sustaining true customer loyalty.”

*Mr Foo Tiang Sooi, CEO, C. K. Tang Ltd.*

## **Inventory Optimisation**

### **Service Provider: CyanSYS**

“CyanSYS is extremely delighted to be selected to deliver a unique Inventory Optimiser solution, adding another dimension of competitive advantage to retailers. The solution will help retailers to improve their inventory management efficiency, which will translate to reduced costs and higher margins.”

*Mr Tan Theng Wee, Managing Director, CyanSYS*

## **Early Adopter: Best Denki**

“Best Denki is pleased to be participating in the IDA's Sectoral Business Analytics Call-For-Collaboration as an early adopter. By leveraging on inventory optimisation, Best Denki will benefit from improved inventory visibility, and inventory management, resulting in greater operational efficiency and cost savings.”

*Mr C J Raj, Managing Director, Best Denki (Singapore) Pte Ltd*

## **Operations Analytics**

### **Service Provider: PracBiz**

“PracBiz is proud to be selected as the service provider for operations analytics under IDA's Sectoral Business Analytics Call-For-Collaboration. Together with YG Marketing, we are excited to deploy Retail Supplier Business Analytics Portal that will bring about substantial saving and great insight to business transactions. With our strong domain knowledge in the retail and distribution sector, we aim to bring Business Analytics capability to a large group of SMEs to enhance their competitiveness within the challenging market.”

*Mr Neo Teck Hoe, Managing Director, PracBiz*

## **Early Adopter: YG Marketing**

“As a distributor of fashion apparel in Singapore, YG Marketing manages the distribution, replenishment and sales at various retail stores. As early adopter of IDA’s Sectoral Business Analytics initiative, we hope to benefit from cost savings, improved efficiency and increased productivity through operations analytics. Our vision is to be the market leader in all aspects of our trade, embracing technology and increasing our staff’s competencies to improve our operations.”

*Ms G H Lim, Financial Controller, YG Marketing Pte. Ltd.*