

Sectoral Business Analytics Shared Services CFC

Background

IDA issued the Sectoral Business Analytics (BA) Shared Services Call-for-Collaboration (CFC) in October 2011 to develop shared services to lower the barriers to adoption of BA, thereby catalysing greater adoption of BA in the retail and wholesale sectors. The shared services to be developed are:

- a. Customer & Marketing Analytics;
- b. Inventory Optimisation; and
- c. Operations Analytics.

This CFC aims to achieve the following outcomes:

- a. Make BA capabilities accessible to enterprises by developing Sectoral BA Shared Services in selected sectors, starting with Retail & Wholesale, to lower the barriers to adoption;
- b. Demonstrate the business benefits of BA and encourage greater adoption by enterprises in similar sectors;
- c. Enhance ICT companies' capabilities in development of BA solutions; and
- d. Meet growing demand for BA by deploying the shared services on scalable infrastructure.

Benefits for Enterprises

The BA Shared Services will bring the following benefits to enterprises:

- a. Achieve business value with BA: enterprises can enhance their competitiveness, save costs through gains in productivity and operational efficiencies, and grow revenue by delivering more targeted and relevant products and services to customers;
- b. Reduce cost of BA adoption with the economies of scale of shared services and infrastructure; and
- c. Gain access to BA and domain expertise for analytics modelling and consulting.

Retailers and wholesalers could benefit from analytics applied from front end store operations to back end processes

From Front End Store Operations to Back End Processes



1. Derive value through understanding customers' preferences, purchase patterns and effectiveness of marketing and promotional campaigns.
2. Better demand forecasting linking inventory level to product sales information thereby reducing inventory costs.
3. Gain insights into various aspects of enterprise operations for effective allocation of manpower, material and other resources.

Benefits for ICT companies








ICT companies developing the shared services can realise the following benefits:

- a. Enhance BA capabilities in delivering BA solutions;
- b. Ability to scale quickly with a shared services model to meet BA demands; and
- c. Opportunity to expand to regional and global markets with cloud-based shared services.

Overall, the programme aims to lead to a more vibrant BA ecosystem in Singapore, and develop Singapore into an international Data & Analytics Hub.

Programme Status

The CFC has been awarded to 9 companies in 3 areas of analytics in May 2012. The Sectoral BA Shared Services are expected to be deployed from mid 2013.

Area of Analytics	Awarded Service Providers	Awarded Early Adopters
Customer and Marketing Analytics	 Manthan Systems	  NTUC Link NTUC Fairprice NTUC Unity C. K. Tang
Inventory Optimisation	 CyanSYS	 Best Denki (Singapore)
Operations Analytics	 PracBiz	 YG Marketing