

Annex A: Existing DEB Partnership Programmes

Key DEB Focus Area	Partnership Programme
<p>Driving awareness and adoption</p>	<p>1. Industry partner: DBS Initiative: DBS Spark GenAI Programme</p> <p>The DBS Spark GenAI Programme, launched in partnership with IMDA and Enterprise Singapore (EnterpriseSG), aims to reach 50,000 SMEs to help them fast-track their AI transformation journey through a structured three-tier approach tailored to different levels of business readiness. Since its launch in 2024, the programme has been enhanced to provide more structured guidance as SME demand for practical AI support grows. SMEs can access advisory and training support, complimentary workshops, and an expanded ecosystem of AI solution providers through IMDA's Open Innovation Platform. Eligible SMEs may also receive grant support of up to 50% of the eligible costs from EnterpriseSG.</p>
	<p>2. Industry partner: Google</p> <p>AWS, Google and Microsoft work with CSA to expand on the existing multi-year collaboration on cloud security to include AI security as more businesses use AI services on the cloud.</p>
	<p>3. Industry partner: Prudential Singapore (Prudential) Initiative: GenAI XPonential Initiative</p>

	<p>The GenAI XPotential Initiative, launched in partnership with IMDA and the Republic Polytechnic, provides SMEs with practical knowledge and hands-on experience in implementing GenAI solutions. Through the programme, SMEs gain access to up to 10 GenAI tech explainer videos tailored for SMEs, and up to four workshops covering IMDA pre-approved GenAI solutions, to build confidence and drive adoption.</p>
	<p>4. Industry partner: Salesforce Initiative: Data + AI Boost SME Programme</p> <p>The Salesforce’s Data + AI Boost SME Programme equips SMEs with practical knowledge and personalised guidance to harness AI technologies and make smarter, data-driven decisions for business growth. Under the programme, Salesforce conducts workshops and events focused on leveraging AI and data for business growth, and provides access to Trailhead – Salesforce’s free self-paced learning platform, to develop AI and data capabilities. The firm has also committed to offer complimentary one-on-one consultations to help SMEs identify and implement suitable data and AI solutions for their specific business challenges.</p>
	<p>5. Industry partner: Singapore Business Federation (SBF) Initiative: Technology Implementation Advisory Services</p>

	<p>As a supporting partner of DEB, SBF acts as a key outreach partner to promote DEB initiatives to its member base. With the support of EnterpriseSG and IMDA, SBF has developed the Technology Implementation Advisory Services (TIAS) to guide SMEs through the process of identifying and implementing the right digital solutions for their needs.</p> <p>SBF provides complimentary discovery and solution scoping through expert consultation to help SMEs across all sectors define digital project requirements and develop fit-for-purpose solutions. It also offers complimentary vendor assessment and selection support, including vendor competency evaluation, IT risk assessments, and weighted scoring to help SMEs choose the most suitable solution provider.</p> <p>In addition, SBF provides optional project oversight and management support for effective execution of digital projects, with dedicated project management representation and vendor liaison services (charges apply).</p>
	<p>6. Industry partner: Singapore Chinese Chamber of Commerce & Industry (SCCCI)</p> <p>Initiative: SCCCI AI Experience for SME Programme</p> <p>Launched in partnership with IMDA, the SCCCI AI Experience for SME Programme offers structured hands-on workshops to provide SMEs with practical exposure to IMDA pre-approved AI and GenAI solutions, as well as digitalisation resources on IMDA's SMEs Go Digital</p>

	<p>platform. Leveraging SCCCI's extensive network of over 40,000 companies across 160 trade associations, the programme aims to strengthen AI adoption and digital transformation among Singapore SMEs.</p>
<p>Strengthening solution provider ecosystem</p>	<p>7. Industry Partner: Alibaba Cloud (Alibaba) Initiative: Alibaba Cloud (C10ud) Accelerator Programme</p> <p>The Alibaba Cloud Digital Accelerator Programme, launched in partnership with IMDA, supports up to 3,000 SMEs and digital solution providers in accelerating their cloud adoption journey and building AI capabilities. Through the programme, participants receive practical cloud experience and technical resources, including cloud credits, AI-related technical training workshops, expert consultations, and trial access to Alibaba Cloud's AI Model Studio.</p>
	<p>8. Industry Partner: Amazon Web Services (AWS) Initiative: Amazon Web Services Partner Uplift Programme</p> <p>The AWS Partner Uplift Programme, launched in partnership with IMDA, strengthens the capabilities of IMDA pre-approved solution providers, empowering them at every stage of their cloud adoption journey to scale and secure their offerings for SMEs. Through the programme, solution providers gain access to AWS migration, uplift and well-architected review programmes, as well as dedicated technical support, security workshops, and quarterly cost management reviews. AWS also facilitates</p>

	<p>roundtable and thought leadership sessions throughout the year, and connects digitally mature businesses with tech partners from the AWS Partner Network for GenAI solution development and deployment.</p> <p>9. Industry Partner: Microsoft</p> <p>Microsoft's partnership with IMDA drives GenAI adoption among enterprises across different levels of digital maturity. For digitally progressive enterprises, the GenAI x Digital Leaders initiative deepens AI capabilities by providing access to expertise and resources to develop and implement bespoke GenAI solutions.</p> <p>Microsoft also uplifts existing IMDA pre-approved solution providers with GenAI capabilities through Copilot solutions, and onboards new eligible independent software vendors with Copilot-powered solutions as pre-approved solutions to scale SME adoption.</p>
<p>Enhancing cyber resilience capabilities</p>	<p>10. Industry partner: Singtel</p> <p>Initiative: Singtel Cyber Protect Programme</p> <p>The Singtel Cyber Protect Programme, launched in partnership with IMDA and EnterpriseSG, aims to bolster the cyber resilience of Singapore's SMEs by providing enterprise-grade cybersecurity protection through network-level security services.</p> <p>Under the two-year programme, eligible SMEs receive 12 months of complimentary Mobile Protect and Broadband Security services. This service covers up to 49,000 SMEs,</p>

	<p>with discounts available in the second year. The programme also includes cybersecurity awareness workshops and learning resources to help SMEs strengthen their cyber hygiene practices and overall security posture.</p> <p>11. Industry partner: ST Engineering Initiative: SME CyberResilience Programme</p> <p>This programme helps SMEs identify cyber threats in their endpoint devices, and equips them with practical knowledge and tools to strengthen their security posture and prevent cyber-attacks.</p> <p>Under the programme, ST Engineering provides a one-time complimentary cyber threat scanning service for up to 2,000 SMEs, covering up to 10 endpoints per SME. Each participating SME will receive a comprehensive cyber threat scan report covering application hygiene assessment, threat detection analysis, baseline security posture evaluation, and recommendations for improvement, along with access to a cyber analyst for further guidance. This is made available on IMDA's SMEs Go Digital platform.</p> <p>It will also conduct cybersecurity awareness events to educate up to 2,000 SMEs on the latest threat landscape and strategies to bolster cyber defence.</p>
<p>Upskilling Workers</p>	<p>12. Industry Partner: Singapore Computer Society (SCS)</p>

	<p>SCS partners IMDA to support the development of a skilled digital workforce. Through the partnership, SCS will continue supporting skills-based hiring through the TechSkills Accelerator (TeSA) for ITE and Polytechnics (TIP) Alliance, and expand TeSA outreach to more non-ICT sectors to upskill and reskill workers in AI. It also supports the upskilling efforts under the Information and Communications (I&C) Jobs Transformation Maps (JTM) Steering Committee by offering the AI Ethics & Governance Body of Knowledge for AI curriculum, and building a pipeline of trained and certified AI professionals through its AI Chapter by raising awareness of the AI Transformation Programme (AITP).</p>
	<p>13. Industry Partner: SGTech</p> <p>In collaboration with IMDA and the TeSA for TIP Alliance, SGTech will expand the career pathways for Polytechnic and ITE graduates by providing access to industry apprenticeships with on-the-job training and development opportunities. SGTech leverages its network of 1,400 corporate members, particularly SMEs and start-ups, to create and aggregate apprenticeship opportunities. It will also facilitate the placement of at least 300 apprentices who are fresh graduates or mid-career professionals from Polytechnic or ITE backgrounds, over two and a half years. In addition, SGTech will drive the adoption of inclusive hiring practices and promote career agility within the tech industry.</p>