



**Info-communications Media Development
Authority (IMDA)**

Call-For-Proposal

for

Omnichannel Retail Management Solution

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1. IMPORTANT NOTE

- 1.1 This requirements document must be read in conjunction with the information on Advanced Digital Solutions (ADS) at www.imda.gov.sg/AdvancedDigitalSolutions.

2. CALL FOR PROPOSALS (CFP)

- 2.1 IMDA and EnterpriseSG (ESG) are inviting industry partners, either on their own or together with its consortium of partners (fronted by an individual industry partner), to submit proposals to drive Small and Medium sized Enterprises' (SMEs) in the Retail Sector to adopt Omnichannel Retail Management (OCRM) solutions.
- 2.2 The intent is to enable local SMEs in the Retail Sector to deliver Omnichannel retail experiences to their customers, and thereby preserve SMEs' business competitiveness and thrive in the Digital Economy.

3. BACKGROUND

- 3.1 In recent years, customers have been increasingly using multiple channels to research and purchase products. For instance, a customer may browse products online, read reviews on social media, and then visit a physical store to make a purchase. These customers expect a high level of convenience and flexibility when shopping for products, as well as a personalized shopping experience and excellent customer service and support.
- 3.2 To address this consumer's behavioural shift, retailers often operate beyond a physical store or an online store on a single platform. More retailers are offering an omnichannel experience that allows customers to browse products consistently across different online and offline storefronts, contact the retailers in real-time, and make purchases through multiple separate channels. However, these channels and storefronts are often not connected to each other, which create disjointed, cumbersome, and frustrating customer experiences.
- 3.3 OCRM is a genre of solution that will help retailers integrate different sales and customer-contact channels, as well as back-of-house functionalities, into one integrated software solution. It offers several benefits to retailers, including:
- a. Improved customer experience: An omnichannel solution allows retailers to provide a seamless shopping experience across all channels, including online, in-store, and mobile. This can help improve customer satisfaction and loyalty.
 - b. Increased sales: By providing customers with a consistent experience across all channels, retailers can increase sales and revenue. For example, customers may be more likely to make a purchase if they can easily check product availability online and then pick up the item in-store.
 - c. Better inventory management: An omnichannel solution can help retailers better manage their inventory by providing real-time visibility into stock levels across all

channels. This can help reduce overstocking and understocking, and improve overall inventory accuracy.

- d. More efficient operations: An omnichannel solution can help streamline operations by automating tasks such as order fulfilment, inventory management, and customer service. This can help reduce costs and improve efficiency.
- e. Data-driven insights: An omnichannel solution can provide retailers with valuable data and insights into customer behaviour, preferences, and trends. This can help retailers make more informed decisions about product offerings, marketing campaigns, and other business strategies.

3.4 OCRM solutions have been adopted by larger retailers and retail chain operators to alleviate labour challenges, and differentiate themselves against competitors (e.g. Sephora)¹. Typically deployed as bespoke implementations, these retailers possess the financial capacity and organisational capabilities to develop and deploy Omnichannel Retail capabilities.

3.5 On the other hand, smaller retailers that have limited financial resources and technical capabilities face challenges in implementing OCRM solution. This is especially true for the broad-based segment of SME retailers. They also struggle with managing fragmented systems, such as disparate frontend customer touchpoints and siloed backend tech infrastructure. As a result, their ability to meet the needs of modern consumers has decreased, leading to increased frustration and inefficiencies.

3.6 The CFP aims to enable broad-based SMEs in the retail sector to deliver Omnichannel Retail experience to their customers, in a **scalable** and **cost-effective** manner. The OCRM solution delivered under this CFP should aim to be scaled to broad-based retail SMEs upon the successful completion of this project to a sizeable number of retail SMEs.

4. SCOPE & PROJECT REQUIREMENTS

4.1 The specific scope of work for the project covers the delivery of solution and supporting services as described in Annex A.

4.2 The Lead Company (LC), being the entity awarded the Grant by IMDA, and whose details are set out in the Letter of Award (LoA), shall be responsible for the fulfilment of requirements as specified in the scope of work.

¹ Source: McKinsey & Company, April 2020 - Personalizing the customer experience: Driving differentiation in retail.

5. APPLICATION REQUIREMENTS AND AWARD DETAILS

- 5.1 Please submit the required details and documentations in this [form](#) to indicate your interest to participate in this CFP before **29 Sep 2023**:
- a. IMDA shall conduct an initial assessment to pre-qualify the applicants; and
 - b. A CFP briefing will be scheduled with the pre-qualified participants, who are required to attend the briefing before submitting proposal(s) to IMDA.
- 5.2 Details of the proposal submission process will be shared during the CFP briefing. IMDA reserves the right to reject incomplete or late submission(s).

Annex A – Solution & Service Requirements

Solution Requirements

1. The OCRM solution shall comprise of component solutions and the associated integrations as depicted in Figure A1 below.

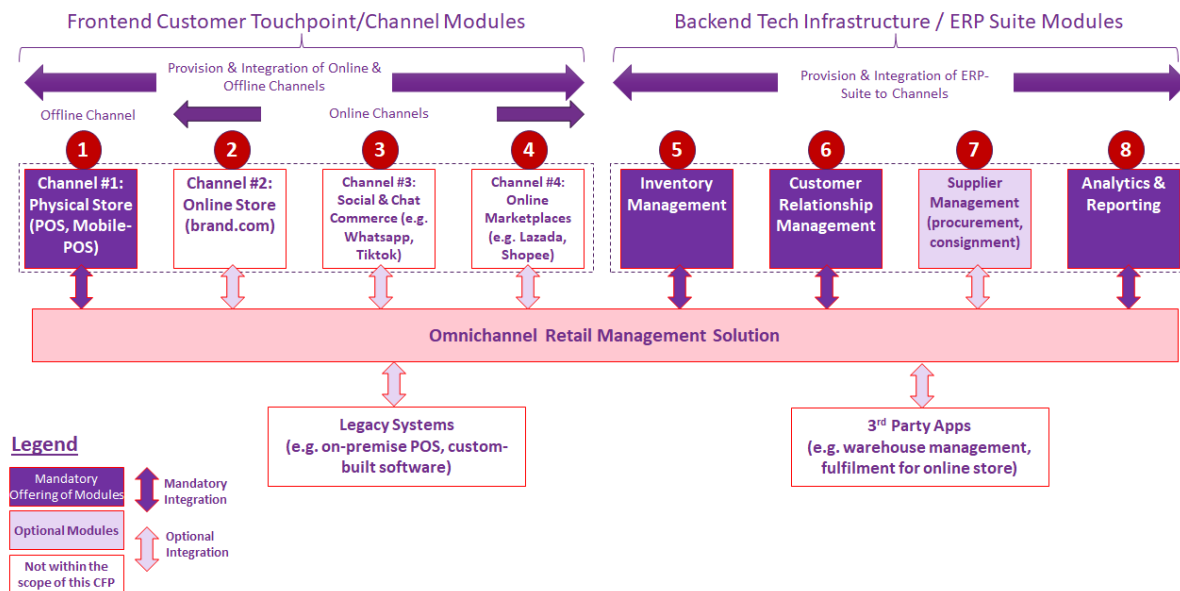


Figure A1: Component solutions for OCRM

2. The various OCRM modules in Figure A1 is described as per below:
 - a. Frontend Customer Touchpoints/Channels, where customer interactions with the SME retailers or their products/services take place:
 - i. Point-of-Sales (POS) or Mobile- Point-of-Sales (Mobile-POS): A point-of-sales software that runs on tablets, mobile phones or other devices, to process customer transactions, including entering of product codes, calculating totals, accepting various modes of payment, processing payment securely and generating receipts;
 - ii. Online Store (brand.com): Retailer's own e-Commerce store, hosted on its own web domain, to sell products or services to customers over the internet, and typically consists of a website or an application that enables customers to browse products, make purchases, and complete transactions online²;
 - iii. Social & Chat Commerce: Digital platform for retailers to promote brand awareness, engage & interact with customers, share & promote content and collaborate with influencers to promote products and services. In some cases, sales are also performed on social media channels (e.g. Facebook, Instagram, Tik Tok) on companies' social media store account. It would also include

² Examples include retailers' own brand.com enabled by content management systems such as WooCommerce, Magento, as well as retailers operating via Shopify.

- digital platform for retailers to promote and fulfil products via chat applications (e.g. WhatsApp, Telegram), including showing product catalogue, chatting with consumers, order placement, payment, loyalty programme, and order status and tracking;
- iv. Online Marketplaces: Digital platform that connects multiple sellers or service providers with potential buyers or customers, enabling a centralized location where sellers can list their products or services, and buyers can browse, compare, and make purchases from various sellers (e.g. Lazada, Shopee, Qoo10, Amazon);
- b. Backend Tech Infrastructure/ERP Suite, which is used to manage the product/service offerings, customer-related activities and supplier/partner relationship as well as perform analytics, and comprised of:
- i. Inventory Management: Tool enabling the monitoring, organizing, and optimizing inventory levels to ensure efficient operations and meet customer demands. It provides real-time visibility into inventory levels across channels, allowing customers' access to accurate information about product/service availability, and includes functionalities such as the setup of product master, track movement of inventory items, and create product pricing & discounts, among others;
 - ii. Customer Relationship Management: Tool to manage customer data, segment customers, deliver personalised marketing messages, track customer inquiries, issues, and resolutions, facilitate the implementation and management of loyalty programs, among others;
 - iii. Supplier Management: Tool for the retailer to transact with the supplier partners, including procuring to replenish product & supplies, and the management of incoming consignment inventory;
 - iv. Analytics & Reporting: Tool that provides retailers with insights into customer behaviour and preferences across channels, to optimise marketing campaigns, improve product offerings and enhance overall customer experience.
3. Others – Fulfilment: Applications for the fulfilment of deliveries and customers' returns, either provided by retailer's in-house capabilities or by 3rd party³.
4. For the purpose of this CFP, the specific requirements of the OCRM solution are as follows:
- i. **[Mandatory]** Offering of the Channel Module POS or Mobile-POS, to support sales transaction in the physical store. Any Channel Module provisioned will need to be accompanied with Open APIs to allow 3rd party solutions to integrate with the module;
 - ii. **[Mandatory]** Offering of ERP Suite Modules, covering Inventory Management (IM), Customer Relationship Management (CRM) **and** Analytics & Reporting. Any ERP Suite Modules provisioned will need to be accompanied with Open APIs to allow 3rd party solutions to integrate with the modules;

³ Examples include Lalamove and GoGoX, and are highlighted for illustrative purposes only.

- iii. **[Mandatory]** Integration between POS or Mobile-POS, to support sales transaction in the physical store, and at least one of the other Online Channel Modules, namely:
 - a. Online store (brand.com);
 - b. Social & Chat Commerce;
 - c. Online Marketplaces.
 - iv. **[Mandatory]** Integration within the ERP Suite Modules, covering the following, whether offered as part of para 4(ii) or from legacy/existing SME Retailers' system:
 - a. Inventory Management (IM);
 - b. Customer Relationship Management (CRM); **and**
 - c. Analytics & Reporting.
 - v. **[Mandatory]** Integration between Channel Modules (i.e. those provisioned/integrated under paras 4(i) and 4(iii)above) and the ERP Suite Modules (i.e. those provisioned under para 4(ii) above);
 - vi. **[Optional]** Integration between the Mandatory Modules, as described in paras 4(i) and 4(ii), with:
 - Legacy Systems (such as on-premise POS or custom-built software used by retailers); and
 - 3rd Party Apps, such as warehouse management, fulfilment for online store.
 - vii. **[Optional]** Offering of the Supplier Management module, as one of the modules among the ERP Suite Modules;
 - viii. **[Optional]** Offering of features to enhance the customers' retail experience, e.g. a conversational chatbot, in support of retail SMEs responding to customers queries received through the various online channels.
5. The OCRM shall also be required to fulfil the requirements on cybersecurity, i.e.:
- i. Possesses protection features to remove known vulnerabilities, so as to prevent it from being hacked, e.g. through static code analysis for security vulnerabilities, use of application firewalls, security wrappers, and protection embedded in the software;
 - ii. Has gone through:
 - a. product assurance or quality checks, e.g. security certification/accreditation, security review/validation, security standards conformance;
 - b. Vulnerability Assessment by an independent party.

Service Requirements

- 6. For the go-to-market, the OCRM solution shall be offered in pre-defined packages appropriate for the broad-base SMEs segment. While not mandatory, the pre-defined package types should focus on SMEs with annual revenue of ~\$1m to \$5m.

7. Besides the OCRM solution as described above, these pre-defined packages are to include the provision of supporting services, including:
- i. **[Mandatory]** Be the Single Point of Contact for technical support of the OCRM solution, for the setup and the subsequent service & maintenance period which shall be no less than 1-year from the commissioning of the OCRM solution;
 - ii. **[Mandatory]** Provision of an option for the SME retailers to sign-up for an additional 2-year support, post-project period, payable by the SME retailers;
 - iii. **[Mandatory]** Provision of an option for the SME retailers to retain the use of their legacy/existing front-end and back-end modules, together with the modules provisioned under this CFP, to realise the Omnichannel retail experience;
 - iv. **[Optional]** Provision of professional services to the SME retailers, to ensure the successful realisation of the Omnichannel retail experience of their customers. This may include the provision of (not exhaustive):
 - a. Integration services to enable integration between modules provisioned under this CFP and legacy/existing modules;
 - b. Support for data migration, from legacy to the new solution; and
 - c. Training to staff of the SME retailers to effectively use and transit to the new solution.

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