

# **SMEs Go Digital Pre-Approval Guide**

# Contents

1	INTRODUCTION .....	2
1.1	General.....	2
1.2	Organisation and Governance Structure .....	3
2	SMES GO DIGITAL PRE-APPROVAL PROCESS.....	4
2.1	Target Audience and Pre-Approval Criteria .....	4
2.2	SMEs Go Digital Pre-Approval Appointment Process .....	5
2.3	Annual Review of the Appointment Contract .....	8
2.4	Change Request Process.....	8
2.5	Withdrawal Process.....	9
3	SMES GO DIGITAL PRE-APPROVAL VENDOR OBLIGATIONS .....	9
4	COMPLIANCE WITH TERMS AND CONDITIONS.....	10
4.1	Issuance of Warning Letter.....	10
4.2	Suspension and Termination of Contract.....	10
5	FEES .....	10
6	CODE OF CONDUCT.....	11
7	CONFIDENTIALITY .....	11

## NOTICE

The Infocomm Media Development Authority makes no warranty of any kind regarding this material and shall not be liable for errors contained herein or for incidental or consequential damages in connection with the use of this material.

# 1 INTRODUCTION

## 1.1 *General*

- 1.1.1 As part of SMEs Go Digital programme, the Infocomm Media Development Authority (“**IMDA**”) partners the Infocomm Media (ICM) industry to pre-approve digital solutions (“**Pre-Approved Solutions**”) suitable for mass adoption by broad based Small & Medium sized Enterprises (“**SMEs**”), based on the different SME sector needs defined in Industry Digital Plan (IDPs).
- 1.1.2 These Pre-Approved Solutions make technologies such as cloud, data analytics or AI accessible to the broad base of SMEs as they are embedded within solutions where relevant.
- 1.1.3 Infocomm Media vendors (“**ICM Vendors**”) with ready digital solutions, which are proven to deliver productivity gains and benefits to SMEs, are invited to submit their solutions to be pre-approved under the SMEs Go Digital programme. SMEs adopting the Pre-Approved Solutions could be considered for Government incentive support (such as the Productivity Solutions Grant, PSG), subject to fulfilling eligibility criteria.
- 1.1.4 The SMEs Go Digital Pre-Approval (“**SMEs Go Digital Pre-Approval**”) is an initiative aimed at providing Pre-Approved Solutions and pre-approved ICM Vendors (“**SMEs Go Digital Pre-Approval Vendors**”) across Whole of Government (“**WOG**”).
- 1.1.5 Through SMEs Go Digital Pre-Approval, SMEs Go Digital Pre-Approved Solutions will be listed on the Government Business Grant Portal (BGP) for enterprise buyers to apply to government for consideration of grant or other support, where applicable.
- 1.1.6 SMEs Go Digital Pre-Approval aims to prepare the ICM Vendors to enhance their digital solutions to achieve the required standards in functionality and capability in areas for example: cybersecurity, compliance to Personal Data Protection Act, etc. so as to assist SMEs to build strong digital capability, and participate in the Digital Economy through the use of IMDA’s solutions approved under the appointment contract.
- 1.1.7 The SMEs Go Digital Pre-Approval Guide (“**Guide**”) is to be used in conjunction with the Application Form, the Terms & Conditions, the Brand User Guide and any other relevant documents issued by IMDA in connection with SMEs Go Digital Pre-Approval. The Guide introduces and provides an overview of the following:
- a) The criteria and requirements for SMEs Go Digital Pre-Approval appointment,

- b) The process to achieving and maintaining SMEs Go Digital Pre-Approval appointment, and
- c) The obligations of an SMEs Go Digital Pre-Approval Vendor.

1.1.8 This document is intended to be used primarily by ICM Vendors that wish to apply for pre-approval of their solutions or have been appointed as SMEs Go Digital Pre-Approval Vendors.

## **1.2 Organisation and Governance Structure**

1.2.1 SMEs Go Digital Pre-Approval is owned and managed by IMDA.

1.2.2 The overall policy of the SMEs Go Digital Pre-Approval is set by the management of IMDA who approves the Pre-Approved Solutions.

## 2 SMES GO DIGITAL PRE-APPROVAL PROCESS

### 2.1 Target Audience and Pre-Approval Criteria

2.1.1 ICM Vendors with ready solutions that are market proven for SMEs must meet the following criteria to apply for SMEs Go Digital Pre-Approval.

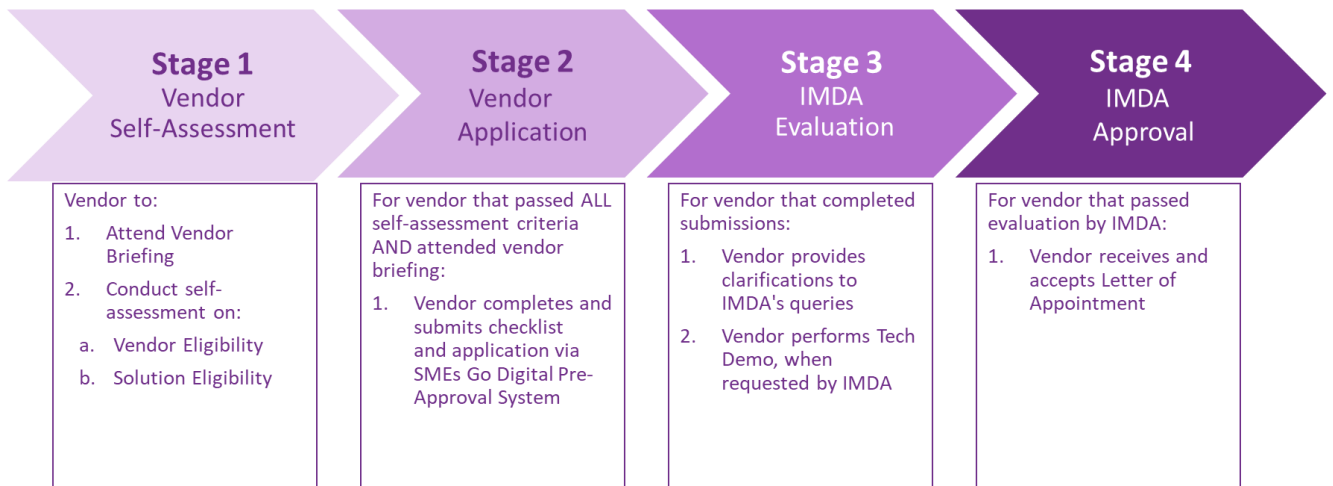
Assessment Area	Eligibility Criteria
1. Solution must meet SMEs' needs.	<ul style="list-style-type: none"> <li>At least 5 SME customers have indicated that they are satisfied with quality of the ICM Vendor's solution.</li> <li>Solution must satisfy all criteria in the relevant solution <u>checklist</u>.</li> </ul>
2. Solution has a proven track record of helping SMEs achieve an increase in productivity.	<ul style="list-style-type: none"> <li>At least 5 SME customers have indicated achieving 15%* or more productivity gain from using the solution.</li> </ul> <p><i>*Note: For Built Environment Sector, the productivity gain indicated must be at least 20%.</i></p>
3. Solution is affordable for SME adoption.	<ul style="list-style-type: none"> <li>At least 5 SME customers have indicated that they are satisfied with the ICM Vendor's solution price.</li> </ul>
4. ICM Vendor has proven track record with SMEs for the solution.	<ul style="list-style-type: none"> <li>At least 5 SMEs* who have used the solution for a minimum period of 6 months, and are currently still using the solution.</li> <li>There must be no negative feedback from Customer Satisfaction Survey.</li> <li>ICM Vendor must be registered in Singapore.</li> <li>ICM Vendor's company must have been incorporated for a minimum of 18 months.</li> </ul> <p><i>*Note: SMEs must not be from subsidiaries nor affiliated companies</i></p>
5. ICM Vendor provides adequate resources to support local SMEs.	<ul style="list-style-type: none"> <li>At least 5 SME customers have indicated that they are satisfied with the ICM Vendor's service.</li> <li>ICM Vendor must be able to offer at least 8 hours x 5 weekdays of post-sales support via on-site/teleconference and be reachable 24/7 via email/contact form.</li> </ul>
6. ICM Vendor is financially stable.	<ul style="list-style-type: none"> <li>ICM Vendor must have a positive net equity in the latest financial year.</li> </ul>

	<ul style="list-style-type: none"> <li>The current ratio derived from the latest financial year (current assets divided by current liabilities) must be greater than or equal to 1.</li> </ul>
7. ICM Vendor has good track record with government agencies.	<ul style="list-style-type: none"> <li>ICM Vendor must have satisfactory track record with government agencies.</li> <li>ICM Vendor is not suspended from being considered for pre-approval due to breaches or non-compliances.</li> </ul>
8. ICM Vendor has a fully operational professional website that provide details of the solution.	<ul style="list-style-type: none"> <li>Functional Website URL.</li> </ul>

## 2.2 SMEs Go Digital Pre-Approval Appointment Process

2.2.1 The SMEs Go Digital Pre-Approval process has 4 stages as illustrated in Figure 1 below:

- Vendor Self-Assessment
- Vendor Application
- IMDA Evaluation; and
- IMDA Approval



**Figure 1. Pre-Approval Application Process**

2.2.2 ICM Vendor shall ensure that all information provided to IMDA in the SMEs Go Digital Pre-Approval application process is true and correct, and must not withhold from, suppress, or misrepresent to IMDA any material facts or information.

## **Stage 1 – Self-Assessment**

- 2.2.3 IMDA conducts Vendor Briefings to share about the SMEs Go Digital Pre-Approval. The Vendor Briefing schedule is published on [SMEs Go Digital – ICM Vendor Briefing Session](#). Alternatively, an ICM Vendor may view a past Vendor Briefing recording and answer 3 MCQ questions.
- 2.2.4 An ICM Vendor who is interested to apply for SMEs Go Digital Pre-Approval Vendor appointment must attend the Vendor Briefing or watch a recorded Vendor Briefing recording prior to submitting the Vendor Self-assessment Checklist to IMDA.
- 2.2.5 An ICM Vendor who has conducted the self-assessment and is eligible to apply for Pre-Approval need to fill up the Vendor Self-assessment Checklist (“**Checklist**”) within 3 months of attending the Vendor Briefing.
- 2.2.6 The ICM Vendor shall fill up one Checklist for each digital solution that is proposed to be pre-approved under SMEs Go Digital Pre-Approval.
- 2.2.7 There is no limit on the number of digital solutions that an ICM Vendor may submit for pre-approval. However, each submission must be accompanied with the supporting document as stipulated in the Checklist.

## **Stage 2 – Vendor Application**

- 2.2.8 The ICM Vendor can submit all documents via [SMEs Go Digital Pre-Approval System](#) (“SGDPAS”) when all the mandatory criteria in the Checklist and for eligibility are met. The submission must be accompanied by all supporting documents including and not limited to: the ICM Vendor’s ACRA profile, solution usage report, sample terms and conditions or contract between the ICM Vendor and SMEs, contractual agreement between the ICM Vendor and data center service provider, C.V.s of deployment personnel, organisation chart, and solution packages pricing of each solution applied to be pre-approved by IMDA.
- 2.2.9 The ICM Vendor shall nominate an Appointed Representative (“**AR**”) who is one of the key management members of the ICM Vendor’s organisation as the point of contact for IMDA to liaise with for all matters related to SMEs Go Digital Pre-Approval. The ICM Vendor shall inform IMDA on the change of its AR as soon as reasonably practicable.

## **Stage 3 – IMDA Evaluation**

- 2.2.10 IMDA will evaluate the completed submission based on the criteria stipulated in 2.1.1.

- 2.2.11 IMDA may request additional information on the ICM Vendor's financials, conduct interview with ICM Vendor's key management to understand its business model and solution, and may contact the 5 existing SMEs using the solution to further understand about the use case.
- 2.2.12 IMDA will notify and issue a notice of rejection to the ICM Vendor if the submission does not meet the eligibility criteria; or is incomplete [e.g. lacking documents, failure to meet submission deadlines].
- 2.2.13 Eligible ICM Vendor may be invited to conduct a solution demonstration session to showcase the proposed solution(s). The solution demonstration shall be concise, cover key features of the solution including how the solution can help SMEs to improve productivity in their business operations or processes. If feasible, the ICM Vendor shall demonstrate live features of the solution running on the intended hardware and network environment (where applicable).

#### **Stage 4 – IMDA Approval**

- 2.2.14 Upon successful application, an ICM Vendor will be offered an Appointment Letter.
- 2.2.15 The SMEs Go Digital Pre-Approval appointment shall commence from the date of appointment until terminated by IMDA (the "Appointment Period").
- 2.2.16 The SMEs Go Digital Pre-Approval appointment is only applicable for the ICM Vendor to sell the specific version of the solution that had undergone the evaluation and is pre-approved in the Appointment Letter. It shall not be transferrable or applicable to other solutions, or other versions of the pre-approved solution sold or marketed by the ICM Vendor.
- 2.2.17 The SMEs Go Digital Pre-Approval evaluation is not a guarantee or endorsement that the solution provided by the Vendor is fit for any purpose, and/or free from any defects and accordingly the SMEs Go Digital Pre-Approval appointment shall not be taken or marketed as such.
- 2.2.18 Upon appointment as an SMEs Go Digital Pre-Approval Vendor, an ICM Vendor may use the SMEs Go Digital Pre-Approval brand, provided that such use is in accordance with the Brand User Guide. IMDA, at its sole and absolute discretion, reserves the right to publish the information of the appointed SMEs Go Digital Pre-Approval Vendor and its respective Pre-Approved Solution on IMDA's and other government's websites or on any other publications relevant to SMEs Go Digital Pre-Approval.
- 2.2.19 The SMEs Go Digital Pre-Approval Vendor shall work with IMDA, when required, to showcase its Pre-Approved Solution.



## 2.3 Annual Review of the Appointment Contract

2.3.1 IMDA will conduct an annual review on the SMEs Go Digital Pre-Approval Vendor's performance. The key assessment areas and criteria are shown in the table below.

Assessment Area	Criteria
A. SMEs Go Digital Pre-Approval Vendor maintains good track record with government agencies	<ul style="list-style-type: none"><li>• SMEs Go Digital Pre-Approval Vendor must have satisfactory track record with government agencies.</li><li>• SMEs Go Digital Pre-Approval Vendor is not suspended from being considered for pre-approval due to breaches or non-compliance with any SMEs Go Digital Pre-Approval Terms and Conditions ("<b>Terms and Conditions</b>") and/or Code of Conduct.</li></ul>
B. No unresolved customer complaints	<ul style="list-style-type: none"><li>• SMEs Go Digital Pre-Approval Vendor must not have any unresolved complaints from their customers.</li></ul>
C. Industry relevance of solution	<ul style="list-style-type: none"><li>• SMEs Go Digital Pre-Approval Vendor's solution must meet all the relevant criteria in the latest Checklist.</li><li>• SMEs Go Digital Pre-Approval Vendor must have successfully sold and implemented the pre-approved solution to a minimum of six (6) satisfied customers within each annual review period. The local customers may include non-Productivity Solutions Grant (PSG) applicants.</li></ul>
D. SMEs Go Digital Pre-Approval Vendor is financially stable	<ul style="list-style-type: none"><li>• SMEs Go Digital Pre-Approval Vendor must have a positive net equity in the latest financial year.</li><li>• The current ratio derived from the latest financial year (current assets divided by current liabilities) must be greater than or equal to 1.</li></ul>

2.3.2 IMDA may suspend or terminate the appointment contract if the SMEs Go Digital Pre-Approval Vendor fails to meet any of the Annual Review's criteria specified in clause 2.3.1.

## 2.4 Change Request Process

2.4.1 An SMEs Go Digital Pre-Approval Vendor may initiate a Change Request based on changes to its commercial offering, programme policy amendments, and/or any other matters. Such Change Requests will be assessed based on supporting documents provided by the SMEs Go Digital Pre-Approval Vendor.

2.4.2 A Change Request is subjected to approval and once approved, the changes will be published on the government website(s).

## **2.5 Withdrawal Process**

- 2.5.1 If an ICM Vendor decides to withdraw from the SMEs Go Digital Pre-Approval process, it must provide a written notification to IMDA that it is withdrawing from the application. It is not required to provide a reason for withdrawal. When informed of a withdrawal by the ICM Vendor, IMDA will archive the information that has thus far been provided by the ICM Vendor. Any fees (if any, outlined in paragraph 5.1.1) paid by the ICM Vendor will be forfeited.
- 2.5.2 The ICM Vendor may re-apply for SMEs Go Digital Pre-Approval status at a later date, and such re-application shall be treated as a new application. The ICM Vendor shall be required to undergo the entire SMEs Go Digital Pre-Approval 4-stage process, including but not limited to the payment of the applicable fees, the submission of a full set of documents and information required for SMEs Go Digital Pre-Approval.

## **3 SMES GO DIGITAL PRE-APPROVAL VENDOR OBLIGATIONS**

- 3.1.1 The ICM Vendor may use the SMEs Go Digital Pre-Approval Vendor status only after IMDA has issued the Appointment Letter, and the ICM Vendor has accepted, signed, and returned the Letter of Acceptance to IMDA. The appointment as an SMEs Go Digital Pre-Approval Vendor may only be used in relation to the corresponding version of the Pre-Approved Solution(s) stated in the Appointment Letter.
- 3.1.2 The SMEs Go Digital Pre-Approval Vendor must, to the best of its knowledge, warrant and represent that it conforms to the Terms and Conditions and the conditions listed in this Guide during the validity of the appointment status.
- 3.1.3 The SMEs Go Digital Pre-Approval Vendor shall use the corresponding version of the Pre-Approved Solution(s) as stated in the Appointment Letter for sales in the enterprise market throughout the Appointment Period.
- 3.1.4 During the Appointment Period, the SMEs Go Digital Pre-Approval Vendor shall provide via self-declaration to IMDA any material changes to the Pre-Approved Solution and pricing, and its organisation (including corporate structure, key personnel, corporate direction and financials).
- 3.1.5 The SMEs Go Digital Pre-Approval Vendor shall issue quotations and invoices to the enterprise market in accordance with the format set out in the Appointment Letter (excluding the 'Qualifying Cost'). Additional items, discount/rebate should not be reflected in the quotations and invoices.

- 3.1.6 Items outside the Pre-Approved Solution (as set out in the Appointment Letter), must be quoted and invoiced by the SMEs Go Digital Pre-Approval Vendor separately from the Pre-Approved Solution.
- 3.1.7 At any time during the Appointment Period, IMDA has the right to conduct interim evaluations and/or seek additional clarifications to ensure that the SMEs Go Digital Pre-Approval Vendor meets the SMEs Go Digital Pre-Approval requirements and obligations.
- 3.1.8 The SMEs Go Digital Pre-Approval Vendor shall not: agree to offer or offer to its customers; agree to accept or accept from its customers; or agree to share or share with its customers, any incentives or government grant. Forms of incentives may include, but is not limited to, rebates, cashbacks, gifts in kind, loans, or credit facilities.

## **4 COMPLIANCE WITH TERMS AND CONDITIONS**

### ***4.1 Issuance of Warning Letter***

- 4.1.1 An SMEs Go Digital Pre-Approval Vendor shall receive a warning letter issued by IMDA if it commits any breach of the Terms and Conditions.
- 4.1.2 The number of warning letters against the SMEs Go Digital Pre-Approval Vendor will continue to accumulate on record from the first date of appointment, i.e., the date the SMEs Go Digital Pre-Approval Vendor accepts the Appointment Letter on SGDPAS.
- 4.1.3 When an SMEs Go Digital Pre-Approval Vendor has accumulated 3 or more warning letters, all the Pre-Approved Solution contract will be terminated immediately and the SMEs Go Digital Pre-Approval Vendor will be served a notice of termination.

### ***4.2 Suspension and Termination of Contract***

- 4.2.1 IMDA may suspend or terminate the appointment contract if the SMEs Go Digital Pre-Approval Vendor fails to meet any obligation or requirement under the Pre-Approved Solution, or if it has breached the Terms and Conditions. Upon receiving the Notice of Termination, the SMEs Go Digital Pre-Approval Vendor is required to wait for a period of one (1) year before reapplying for a new contract under SMEs Go Digital Pre-Approval.

## **5 FEES**

- 5.1.1 Currently, IMDA does not collect fees for the application to be appointed as the SMEs Go Digital Pre-Approval Vendor. IMDA reserves the right to impose fees in the future.

## **6 CODE OF CONDUCT**

- 6.1.1 IMDA has an interest to ensure that all SMEs Go Digital Pre-Approval Vendors hold themselves, at all times, to high standards of conduct. In the marketing and selling of Pre-Approved Solutions, the SMEs Go Digital Pre-Approval Vendors must not abuse their appointment status, and shall at all times conduct themselves in a manner that does not bring disrepute to and/or damage of the reputation of SMEs Go Digital Pre-Approval or IMDA.
- 6.1.2 Without any limitation, SMEs Go Digital Pre-Approval Vendors shall observe and comply to the following code of conduct:
- (a) The SMEs Go Digital Pre-Approval Vendor shall respond to customer requests and enquiries in a prompt manner and without undue delay;
  - (b) Where the SMEs Go Digital Pre-Approval Vendor is proposing or selling a solution (including a new version of a Pre-Approved Solution) which is not listed in the Appointment Letter, the SMEs Go Digital Pre-Approval Vendor shall disclose and inform the potential customer that the solution is not pre-approved; and
  - (c) The SMEs Go Digital Pre-Approval Vendor shall not misuse or abuse its appointment as an SMEs Go Digital Pre-Approval Vendor in any manner, including but not limited to: cross-selling or bundling with another solution or service that is not pre-approved in the Appointment Letter, unless:
    - (i) such other solution or service is an optional purchase by the potential customer, and the provision of the Pre-Approved Solution is not conditional on the optional purchase; and
    - (ii) the optional purchase is sold at a price which, in the sole opinion of IMDA and/or any other relevant government body, is a fair market value of such solution or service.
  - (d) The SMEs Go Digital Pre-Approval Vendor shall not (i) apply or make claims, relating to any government grant, on behalf of its customers; (ii) or manage any contact details and email accounts provided by its customers as part of their applications for government grants.

## **7 CONFIDENTIALITY**

- 7.1.1 IMDA will treat the information provided by the ICM Vendor as confidential. However, IMDA may use or disclose such confidential information to 3rd parties under certain circumstances or for certain purposes – For example (but not limited to): for the purposes of evaluation, for the purposes of monitoring or benchmarking the ICM Vendor's performance, or where IMDA is required to disclose pursuant to law.

- 7.1.2 IMDA may also share any relevant information gathered through the SMEs Go Digital Pre-Approval process with the Government of Singapore, provided always that where such information consists of the source codes, schematics and any information that is expressly marked as “proprietary”, IMDA will first seek written consent of the ICM Vendor before sharing with the Government of Singapore.
- 7.1.3 The ICM Vendor shall keep confidential any information relating to its application for SMEs Go Digital Pre-Approval until such SMEs Go Digital Pre-Approval Vendor appointment has been awarded by IMDA. The ICM Vendor shall also keep confidential all correspondence between the ICM Vendor and IMDA in connection with SMEs Go Digital Pre-Approval.
- 7.1.4 The full terms and conditions regarding confidentiality and non-disclosure are contained in the Terms and Conditions.