



IDA(CFC) – SIP01

**SME INFOCOMM PACKAGE (SIP)
CALL-FOR-COLLABORATION**

(Public Document)

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1. PURPOSE OF CALL-FOR-COLLABORATION (CFC)

- 1.1 IDA invites industry partners to form a consortium or consortia to provide one-stop infocomm packages to help SMEs operate more efficiently and grow their businesses. Relevant non-infocomm products and services could be included to make these packages even more useful to the SMEs.

2. BACKGROUND

- 2.1 In June 2007, the Infocomm Development Authority of Singapore (IDA) launched the Infocomm@SME programme. This programme aims to accelerate the adoption and innovative use of infocomm¹ by Local Small and Medium-sized Enterprises² (SMEs) to transform and enhance their businesses so as to increase their competitiveness.
- 2.2 There are 135,000³ local SMEs in Singapore. These constitute about 91% of all our businesses. Together, the SMEs play an important role in the economic growth of Singapore as they make up 50% of the workforce employment and contribute to 25% of the GDP⁴.
- 2.3 However, IDA's Business Infocomm Usage Survey 2006 reveals that there is room for improvement in SMEs' adoption of infocomm; while 68% of businesses used computers, only 49% used broadband and even lesser (30%) have web presence. The adoption of infocomm decreases for businesses with smaller employment size. This clearly shows that a large number of our SMEs are still not leveraging infocomm to enable their businesses, a fact that could ultimately lead them to lose their competitiveness, and which would in turn impact the economy of Singapore.
- 2.4 Thus, there is a strong need to help these SMEs, which have yet to embrace infocomm, use infocomm to enhance and grow their businesses. By 2010, the aim is to achieve 80% (from 49%) of the SMEs using broadband and 80% (from 30%) having web presence.

¹ Infocomm encompasses everything that combines IT and telecommunications to create solutions that enhance the way people live, work, play and do business. Some examples include the internet, email, internet telephony, multimedia, digital media and wireless networking.

² Local SMEs are defined as those who have:

at least 30% local equity,

less than S\$15 million fixed assets in investment (for manufacturing sector)

- Not more than 200 employees (for non-manufacturing sector).

³ Figure for 2006 and is provided by SPRING Singapore/SingStat.

⁴ Data source: Singapore Department of Statistics

- 2.5 The top barriers to adopting infocomm, as indicated by the businesses in the same survey, are the lack of perceived benefits, complexity of technology and cost.
- 2.6 To address these concerns, it is important to provide the SMEs with convenient access to value-for-money and easy-to-use bundled solutions through a one-stop offering.
- 2.7 IDA thus invites the industry partners, through this Call-For-Collaboration (CFC), to form a consortium to provide one-stop infocomm packages to help SMEs operate more efficiently and grow their businesses. Relevant non-infocomm products and services could be included to make the packages even more useful to the SMEs. One or more consortia may be selected from this CFC.
- 2.8 To incentivise SMEs to adopt infocomm in their businesses, IDA will co-fund SMEs when they take up these packages.

3. SCOPE

- 3.1 The consortium shall minimally offer the SMEs a list of infocomm products and services in Annex A, from which the consortium could use to package solutions for the SMEs.
- 3.2 The consortium could also offer a list of non-infocomm products and services that can be bundled with the infocomm packages to provide SMEs with end-to-end and seamless packaged solutions that can relieve them from their operational hassle to focus on growing their core businesses. For example, the consortium could help a small transport company to recruit its staff, maintain its staff records as well as access to its staff records via a pay-per-use web-based application. Refer to Annex B for a proposed list of non-infocomm products and services that could be considered by the consortium.
- 3.3 The consortium shall offer SMEs the flexibility to procure the products and services individually or in packages according to the SMEs' business requirements.
- 3.4 The consortium shall offer the following 3 proposed standard packages, as described in the table below, with minimum configurations that are suitable for basic business use:

Items		Package 1	Package 2	Package 3
		Comprehensive	Standard	Lite
		Item Included ? (Yes/No)		
Basic Hardware, Software and Security Products	<p>a. At least one Personal Computer/Laptop b. Printer as an optional item</p> <p>Every Personal Computer/Laptop shall be pre-installed with operating system, web browsers, firewall, anti-virus and anti-spyware, as well as quick access to 'business.gov.sg'.</p> <p>The entire end-to-end setup, including the wireless setup, VPN Access and website hosting, if any, shall be protected from security risks.</p>	Yes	Yes	No
Application	At least one Application. Refer to Annex A under 'Applications'.	Yes	No	No
Web Presence	Website/webpages development, hosting and maintenance (e.g. first 2-3 webpages are free).	Yes	Yes	Yes
Connectivity	Internet connectivity via broadband (cabled or wireless).	Yes	Yes	Yes
Support Services	<p>a. On-site setup with configuration for all items,</p> <p>b. Basic familiarisation training for all items,</p> <p>c. Basic security awareness course (refer to Annex A, item (14)),</p> <p>d. On-going single point of helpdesk⁵,</p> <p>e. On-going maintenance (onsite or offsite), and</p> <p>f. On-going support services for all items.</p>	Yes	Yes	Yes

3.5 The consortium can propose other products and services, apart from those listed in Annex A, as well as other standard packages, on top of the 3 recommended in the preceding paragraph, as long as such products, services and packages:

- i. Are driven by clear business needs of the SMEs in general or are able to benefit a substantial proportion of SMEs in any specific industry sector;

⁵ Single point of helpdesk refers to a single front of helpdesk service for all infocomm and non-infocomm items purchased by an SME in the same package.

- ii. Incorporate infocomm security as an integral component. This includes the necessary security products and software (such that the entire end-to-end setup, including the wireless setup, if any, is protected from security risks. All personal computers/laptops shall be protected with firewall, anti-virus and anti-spyware).
- 3.6 The consortium shall offer SMEs the flexibility to 'add-on' new items or 'upgrade' existing items in each of the standard package based on the list in Annex A.
- 3.7 The consortium shall offer SMEs the following options for every item/package it offers, unless appropriate justification is provided.
- Purchase-and-Own Model, or
 - Utilisation/subscription Model⁶
- 3.8 In view that the prices of products and services fluctuate from time to time; the consortium shall propose a mechanism which will ensure that the price of its individual product and service is always offered more attractively to the SMEs than compared to its retail price. In addition, the prices shall be more attractive when the products/services are purchased in packages than individually. For example, items are offered at distributor rates when purchased in a package and at 10% below retail prices when purchased individually. The consortium shall clearly indicate what constitute a reliable source of retail prices.
- 3.9 The consortium shall minimally provide a single point of personal contact⁷ to perform the following services, at no charge to the SMEs:
- i. Answer queries about its offering or billings;
 - ii. Advise SMEs on the most appropriate combination of products and services that can best meet their needs, the scope of which includes, but not limited, to the following areas:
 - PC, printer and network configuration,
 - website design,
 - security needs, and
 - application requirement; and
 - iii. Apply for government co-funding and seek re-imburement on behalf of SMEs.
- 3.10 On top of the personal contact in the preceding paragraph, the consortium may consider other channels as the single point of contact, where such a channel is useful in reaching out to SMEs effectively. For

⁶ Some examples include leasing of hardware, Software-as-a-Service (SAAS) and paying upon completed transaction/service.

⁷ Personal contact can be face-to-face, via email or phone.

example, a Service Selection Portal where SMEs can choose, select, e-pay and activate their desired online services easily.

- 3.11 The configurations provided for all products and services in the packages shall be of the most current versions and sized appropriately.
- 3.12 All personal computers/laptops or any web-enabled devices are to be pre-installed with operating system, web browsers, security products and software (minimally firewall, anti-virus and anti-spyware) and quick access to 'business.gov.sg'.
- 3.13 Products and services provided shall be in accordance with industry's best practices in infocomm security (e.g. OWASP guidelines on web application security). Website or webpage development, hosting and maintenance shall be tested for vulnerabilities periodically and protected from security risks. For internet connectivity using wireless technology, all wireless setup shall be protected from security risks.
- 3.14 SMEs shall have the right to approach a trusted third party to verify the solutions recommended by the consortium.
- 3.15 The consortium shall provide the products, services and packages offer over 2 years starting from the award date, with the option to extend for another year.
- 3.16 The consortium shall put in place sustainable mechanisms or processes to
- i. Ensure consortium members work seamlessly together;
 - ii. Maintain quality of its single point of contact, helpdesk, maintenance and support services for SMEs;
 - iii. Monitor the satisfaction levels of SMEs towards the services rendered by the consortium; and
 - iv. Achieve the following targets:
 - 90% of all the SMEs that the consortium has served, rated 4 out of 6⁸ in terms of their satisfaction level; and
 - 1% or less official complaints (e.g. poor service, price charged is higher for an equivalent product in a retail shop) against the consortium, based on the total number of SMEs which had procured from the consortium per quarter.
- 3.17 The consortium shall put in place strategies to reach out to as many SMEs as possible.

⁸ With 1 being the least satisfied and 6 being the most satisfied.

- 3.18 All solutioning, purchases, billings and payments shall be between the selected consortium (or consortia) and the SMEs. The consortium shall not charge IDA for any of its offering or services to the SMEs.

4. RE-IMBURSEMENT FOR SMES' INFOCOMM ADOPTION

- 4.1 The consortium shall apply and seek the re-imbusement for the co-funding from IDA on behalf of the SMEs. As such, the consortium shall engage its own third-party auditor to validate such re-imbusements.
- 4.2 IDA recognises SMEs' concerns with costs associated with the adoption of infocomm and is prepared to co-fund those SMEs which have yet to adopt infocomm on the packages they have procured.
- 4.3 SMEs are eligible for this co-funding only if they
- a. are Local SMEs⁹;
 - b. do not have any dedicated website¹⁰;
 - c. procure a standard package as described in paragraph 3.4 from the awarded consortium or consortia; and
 - d. are procuring their first standard package.
- 4.4 As funding is limited and in order to encourage early adoption by SMEs, only the first 5,000 eligible SMEs will be funded. Each of these SMEs is entitled to 50% funding for the fundable components, capped at \$1,000. Funding is available on a first-come-first-served basis and subjected to the availability of funding.
- 4.5 The above funding criteria and mechanism will be reviewed and finalised prior to the award of the CFC.

5. COLLABORATION CONSIDERATIONS

- 5.1 Each consortium shall clearly identify a consortium leader for the purpose of managing and coordinating the activities of the consortium. The consortium leader shall be responsible for submitting a proposal on behalf of all its partners. The roles and responsibilities of every consortium member must be clearly articulated in the proposal jointly submitted by the consortium.

⁹ Local SMEs are defined as those who have:

- at least 30% local shareholding,
- less than \$15 million fixed assets for their business group, and
- fewer than 200 employees (non-manufacturing businesses).

¹⁰ Will be verified by checking for the SME's name on common search engines.

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- 5.2 The consortium leader shall be registered in Singapore with the Accounting & Corporate Regulatory Authority (ACRA) or become registered at least 2 weeks before the award of this CFC.
- 5.3 Each consortium is required to find its own business partners with the necessary expertise, experience, and domain knowledge and form a core project management team comprising at least one member who is Domain Registrar accredited by Singapore Network Information Centre (SGNIC).
- 5.4 Each industry partner can be a member of one or more consortia offering the same or different products and services.
- 5.5 Each consortium can partner with several members to serve as single point of contacts to the SMEs, as long as each SME is serviced by only one single point of contact at any one time.
- 5.6 Consortia could leverage on different partners with different strengths to offer single point of contacts for different types of SMEs (e.g. transport companies, construction companies).
- 5.7 At least 50% of the consortium members shall be infocomm Local Enterprises¹¹ (iLEs).
- 5.8 The consortium can consider leveraging on the resource centres initiated by IDA (e.g. SME Infocomm Resource Centre at Singapore Polytechnic) for conducting the familiarisation training for SMEs or for testing/piloting solutions recommended to SMEs.
- 5.9 All partners needed for the provision of products and services in the consortium shall be confirmed at the point of proposal submission to IDA. After submission, the consortium leader shall obtain prior approval from IDA before changing any consortium members or the products and services.

¹¹ An infocomm Local Enterprise (iLE) is an infocomm company which has more than 30% local equity.

6. SCHEDULE AND MILESTONE

6.1 Estimated Timeline of Events

Timeline	Event
07 Nov 2007 (Wednesday)	Call-For-Collaboration
15 Nov 2007 (Thursday)	Public Briefing to Industry
22 Nov 2007 (Thursday)	Networking Session for Industry Partners
4 Jan 2008 (Friday)	Last Date for Enquiries
8 Jan 2008 (Tuesday)	Final Proposal Submission
9 Jan 2008 (Wednesday) to 14 Feb 2008 (Friday)	Evaluation
17 Feb 2008 (Monday)	Award of CFC
18 Feb 2008 (Tuesday) to 29 Apr 2008 (Tuesday)	Preparation for the offering of packages
30 Apr 2008 (Wednesday)	Launch of SME Infocomm Package service

Table 1 CFC Schedule and Milestone

6.1.1 Timeline of events is subjected to change by IDA. Please refer to www.ida.gov.sg for more information or send your enquiries to IDA_SME@ida.gov.sg.

6.2 SME Infocomm Package Briefing to industry

6.2.1 All interested parties are invited to attend the Public Briefing for the industry. This briefing will be conducted by IDA and details are as follows:

Date: 15 November 2007, Thursday

Time: 09:30 am to 12:00 pm

Venue: IDA
8 Temasek Boulevard
#14-00 Suntec Tower 3
Singapore 038988

6.2.2 All parties interested to attend the Public Briefing are to register by email to IDA_SME@ida.gov.sg by 14 November 2007. Please include the following information for registration :

Email Subject Title

SME Infocomm Package Industry Briefing

Email Body

- a. Company's Name
- b. Short Description of Company (no more than 100 words)
- c. Potential role : Consortium Lead and/or Consortium Partner

Attendee's information:

- d. Name
- e. Designation
- f. Department
- g. Contact Number(s)
- h. Email address

- 6.2.3 Due to limited seating capacity, please send a maximum of 2 attendees from each party.

7. EVALUATION PROCESS AND AWARD

7.1 Evaluation Process

- 7.1.1 Proposals will be reviewed and evaluated by an Evaluation Committee nominated by IDA. The Evaluation Committee will decide which consortium or consortia to appoint based on the merit of their proposals.

- 7.1.2 In assessing the Proposals, the Evaluation Committee will use the following criteria:

- i. How attractive are the unit or package prices of the infocomm and non-infocomm products and services offered;
- ii. Whether the range of infocomm and non-infocomm products and services, and any additional packages offered are able to provide the SMEs with a truly end-to-end seamless packaged solution such that they can be effectively relieved from their operational hassle and become better able to focus on running their core businesses instead;
- iii. Whether there are comprehensive solutions that can help to positively transform one or more industry sectors;

- iv. How effective are the mechanisms and processes in paragraph 3.15;
- v. How reliable is the track record and domain knowledge of the Consortium in achieving the plan; and
- vi. Whether there is full compliance with the requirements and conditions set out in the CFC documents

7.2 Short-list and Selection of Proposals

- 7.2.1 Only complete proposals will be considered. Short-listed consortia will be required to make a presentation of their proposals and answer questions on their proposals posed by Evaluation Committee within 3 days from date of request.
- 7.2.2 Selected consortium/consortia will be notified by IDA, and the terms of the Letter of Offer, including milestones and funding, will be negotiated and agreed upon before award of the CFC.

7.3 Award of CFC

- 7.3.1 IDA reserves the right not to award any consortium or to award multiple consortia for the CFC.

7.4 Disclaimer

- 7.4.1 IDA shall have the absolute discretion to accept or reject any submissions made without being liable to give any reasons thereof. IDA reserves the rights to retain the proposals submitted by all parties without liability for the costs of such documents.

8. PROPOSAL SUBMISSIONS

8.1 Format of Submissions

- 8.1.1 Submissions should be made using the *Proposal Template* that can be downloaded from the IDA Website: <http://www.ida.gov.sg/SIP>.

8.2 Applicable Terms and Conditions

- 8.2.1 The terms and conditions set out in the document SME infocomm Package Call-For-Collaboration (Proposal Template) will apply to all proposals submitted in relation to this CFC.

8.3 Place and Time of Submissions

8.3.1 All parts of the proposal shall be submitted no later than 8 January 2008 at 4 pm. Four (4) hardcopies and one (1) softcopy (in a CD-ROM) of the proposal shall reach IDA no later than 8 January 2008 at 4 pm using Tender Box No. 1 located at the reception of IDA office.

8.3.2 All proposals must be clearly marked as

“SME Infocomm Package Call-For-Collaboration
Reference Number : IDA(CFC)-SIP01”,

and addressed to:

Infocomm Development Authority of Singapore
8 Temasek Boulevard
#14-00 Suntec Tower 3
Singapore 038988

8.3.3 Late submissions will not be entertained.

8.4 Contact Details

8.4.1 Enquiries regarding this CFC can be emailed to IDA_SME@ida.gov.sg.

8.4.2 No questions regarding this CFC will be entertained after 4 January 2008.

Annex A

Minimum List of Infocomm Products and Services to be provided

The list may include, but not limited to:

Basic Hardware/Software

- 1) Personal Computer/Laptop
- 2) Servers
- 3) Printer
- 4) Office productivity tools include word processing, presentation, spreadsheet

Connectivity

- 5) Internet connectivity via broadband (cabled and wireless)
- 6) Network connectivity (including LAN)

Website

- 7) Domain name registration
- 8) Website/webpages development, hosting and maintenance (e.g. first 2-3 webpages are free);

Email and SMS

- 9) Email
- 10) SMS
- 11) High-Quality VoIP (for basic communications)
- 12) High-Definition Video-Conferencing

Security

- 13) Security products and software such that the entire end-to-end setup, including the wireless setup, VPN access and website hosting, are protected from security risks. All personal computers/laptops shall be protected with firewall, anti-virus and anti-spyware. Other items include:
 - Regular & offsite backup for critical data
 - Spam filter
 - Authentication software/hardware
 - Intrusion detection system
 - Secured communications between clients & servers
- 14) Basic security awareness course, which minimally includes
 - understanding infocomm security threats and vulnerabilities
 - security best practices
 - an overview of SingCERT and its purpose (include: incident handling and opportunity for SMEs to subscribe to SingCERT's mailing list for security alerts, seminars and workshops),
 - how to develop a security awareness programme (that includes essential security practices such as the need to install the latest software updates, backup important data etc.) for company staff, as well as

- training on the use of security products and software procured.
- 15) Consultation services on how to attain and maintain TrustSG certification¹².

Applications

- 16) Applications to support routine business operation (including but not limited to Accounting System, Financial System, Human Resource System, Payroll System, Enterprise Resource System, Customer Relationship System, e-Commerce Applications)
- 17) Applications to support industry-specific business operation (some examples for consideration are Global Distribution System for Travel Agents, Supply Chain Management System for Distributors, Clinical Management System for General Practitioners' Clinics, Logistics System, Bar Code Reading and Point-of-Sales for Retail outlets, Vehicle Tracking Services and Resource Planning Services for Private Bus Operators)

Electronic Payments

- 18) Hardware, software and services to set up internet and mobile payment gateways for common payment modes¹³
- 19) Aggregated Internet and Mobile Payment Gateway Service (including aggregated payment collection, disbursement, settlement, billing and audit control) for the common internet payment modes, so that they can be used in e-Commerce Applications
- 20) Internet and Mobile 'Shopping Mall' concept with templates and aggregated Internet Payment Gateway for quick development of simple e-Commerce Applications to receive payments, as well as sell goods and services

Support Services

- 21) Basic familiarisation training for all items
- 22) On-site setup with configuration for all items
- 23) On-going single point of helpdesk¹⁴, maintenance (onsite and offsite) and support services for all items¹⁵.

¹² TrustSg was set up to differentiate merchants that adopt good online e-Commerce practices such that online consumers have better assurance that these merchants, from whom they purchase the products and services, follow good practices such as:

- accurate disclosure of information on the website so that consumers can make informed transactional decision on whether to buy the goods/services;
- good data protection principles to protect the privacy of consumer information;
- provide security protection to customer data
- provide good availability of services
- establish procedures and practices for addressing customer complaints and disputes"

¹³ Including, but not limited to, Credit Card Payments, Debit Card Payments, Cash Card Payments, Internet Direct Debit Payments.

¹⁴ Single point of helpdesk refers to single front of helpdesk service for all infocomm and non-infocomm items purchased by an SME in the same package.

¹⁵ Including infocomm security items that require regular updates (such as anti-virus signature files, etc).

Annex B

Proposed List of Non-Infocomm Products and Services that can be offered to SMEs

The list may include, but not limited to:

- 1) Accounting and Secretarial Services
- 2) Human Resource Functions (such as the recruitment of staff and maintenance of staff personal records)
- 3) Company Administration Services
- 4) Business Licensing Services
- 5) Payroll and Employee CPF Service
- 6) Office Supplies e.g. stationary, company stamp, letter head, paper
- 7) Marketing supplies e.g. brochures, logo design
- 8) Office spaces
- 9) Renovation and Furnishing
- 10) Intellectual Property
- 11) Credit Management
- 12) Printing of brochures / Name cards
- 13) Supply of price tags for the retail sector