



An Intelligent Nation, a Global City, Powered by Infocomm - Realising the iN2015 Vision

**Presented at IDA Media Conference, imbX 2010
By RADM(NS) Ronnie Tay, IDA CEO**

15 June 2010

iN2015 < An Intelligent Nation, a Global City, Powered by Infocomm



iN2015 Key Goals

#1 in the world in harnessing infocomm to add value to the economy and society

80,000 additional jobs

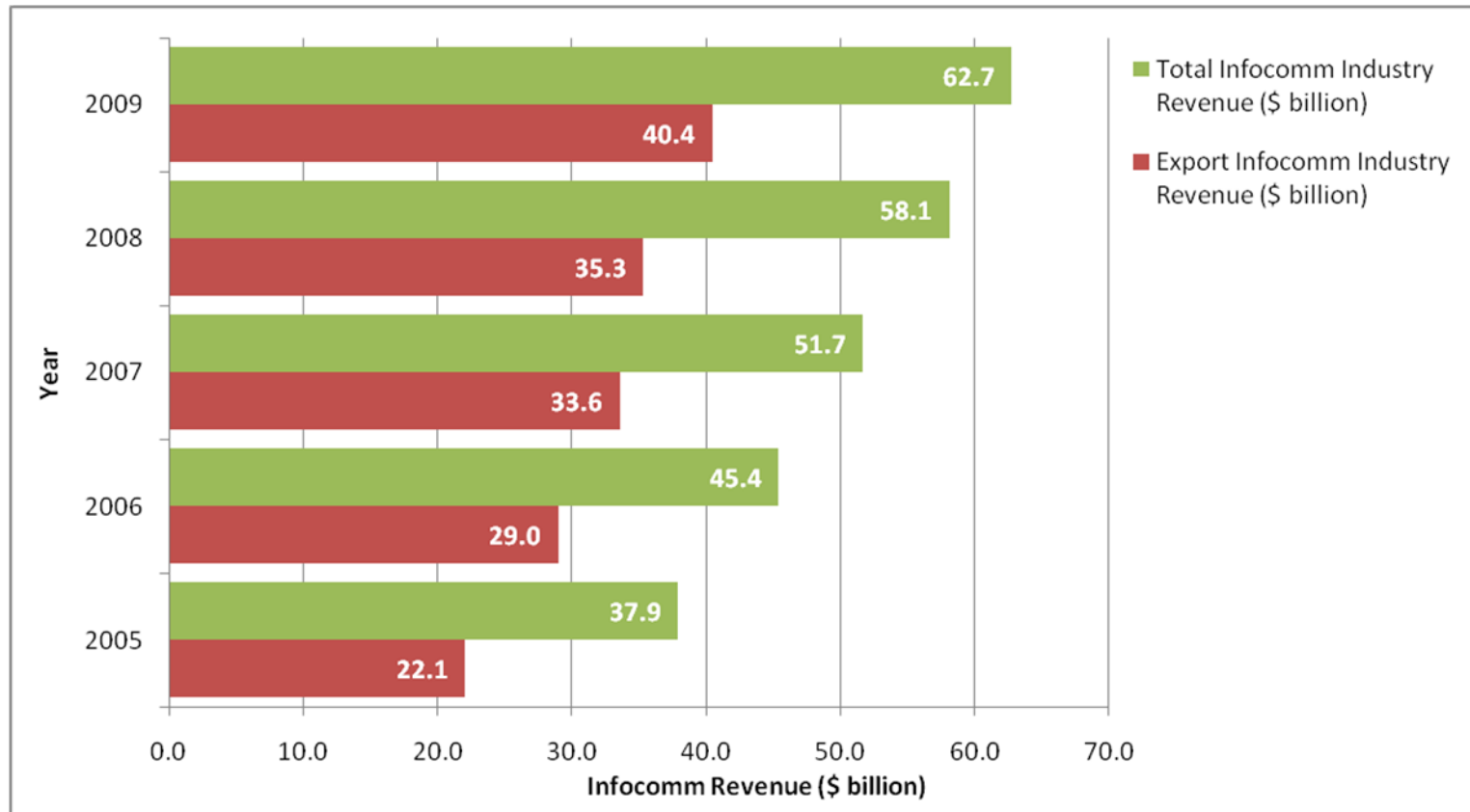
2-fold increase in value-added of infocomm industry to S\$26 billion

90% broadband usage in all homes

3-fold increase in infocomm export revenue to S\$60 billion

100% computer ownership in homes with school-going children

Growth in Infocomm Revenue



- Infocomm revenue grew 66% since 2005 to \$62.7b
- Export revenue grew 83% since 2005 to \$40.4b

Singapore Performed Well in International Rankings

| Ranking | 2006 Rank | 2007 Rank | 2008 Rank | 2009 Rank | 2010 Rank |
|---|-----------|-----------|-----------|-----------|-----------|
| WEF Global IT Report | 2 | 3 | 5 | 4 | 2 |
| EIU e-Readiness | 13 | 6 | 6 | 7 | NA |
| WEF Global Competitiveness Report | 5 | 7 | 5 | 3 | NA |
| IMD World Competitiveness Yearbook | 3 | 2 | 2 | 3 | 1 |
| EIU Benchmarking IT Industry Competitiveness Report | NA | 11 | 9 | 9 | NA |
| Accenture e-Gov Ranking | NA | 1 | NA | NA | NA |
| Waseda University World e-Gov ranking | 3 | 2 | 2 | 1 | 1 |

- 2nd in Networked Readiness index
- 1st in Readiness sub-index

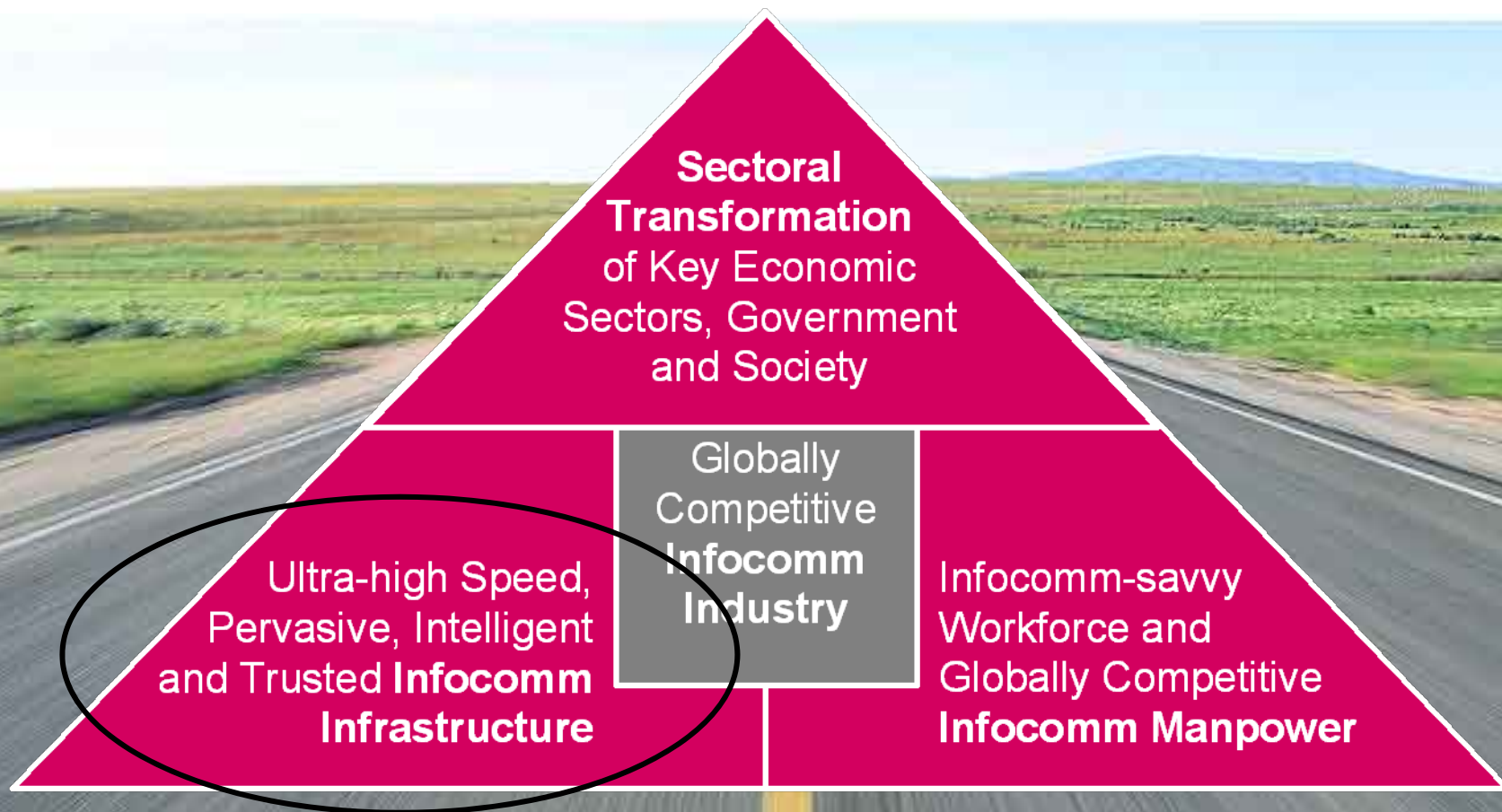
Note: NA refers to No rating for the year/ranking not released

Source: Various ranking reports from international bodies

- Topped Waseda University World e-Gov ranking in 2009 and 2010, and the government readiness sub-index in the WEF Global IT report (GITR) for past 5 years
- Moved up to the 1st spot for IMD World Competitiveness Yearbook in 2010



Building Next Generation National Infrastructure



World-class Infocomm Infrastructure



- Speeds of up to 1 Gbps
- About 35% of homes & buildings have been covered
- On track for nationwide coverage by 2012
- OpenNet commenced commercial operations in Apr 2010
- Nucleus Connect commenced offering co-location and interoperability testing in May 2010

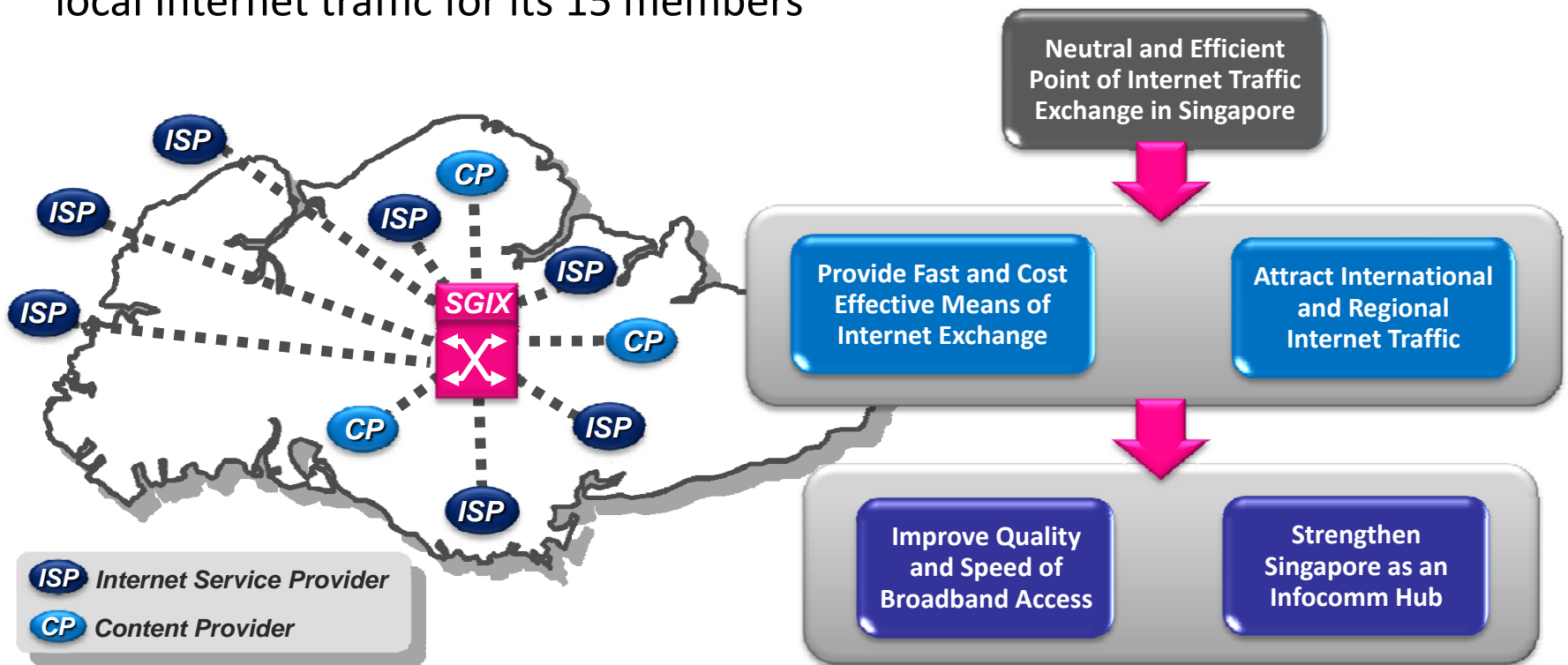


- > 7,500 hotspots, speeds of up to 1 Mbps
- Close to 1.6m unique subscribers, using an average of 10.1 hours monthly
- 3 enhancements launched in Feb 2010
 - Seamless and Secure Access (SSA), Wireless@SG Connect and Centralised Location-based Engine (CLBE)

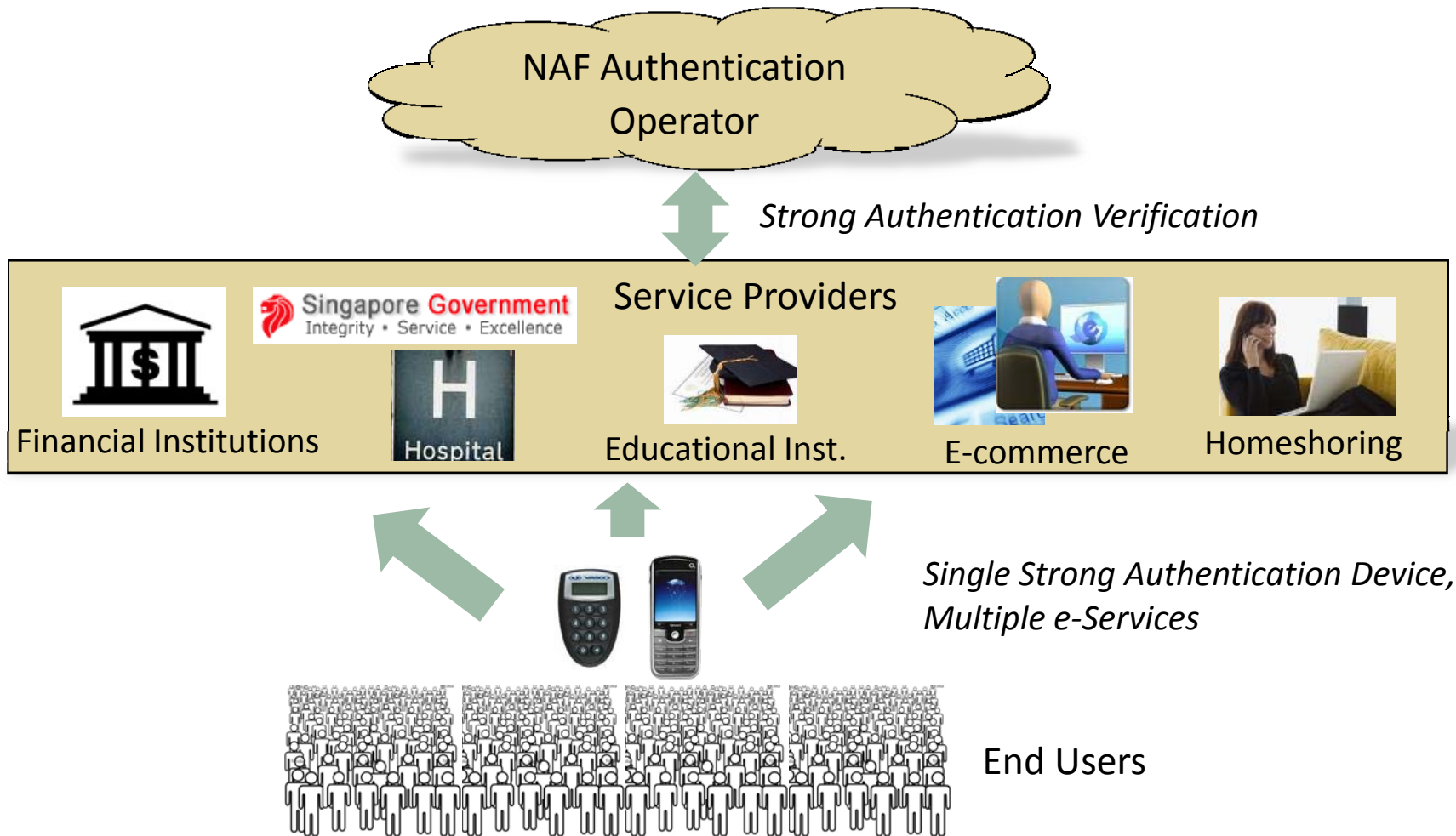


Singapore Internet Exchange (SGIX)

- Commercial launch on 15 June 2010
- Two operational nodes are envisioned to exchange up to 50 per cent of local Internet traffic for its 15 members



National Authentication Framework (NAF)



Abundance of Next Generation Services



Lighthouse Series

- Engage industry players to use the Next Gen NBN to deliver new and innovative services

Bringing Enterprises And Consumers on Next Gen NBN (BEACON)

- Educate and highlight to enterprises and consumers on the benefits and possibilities with Next Generation services

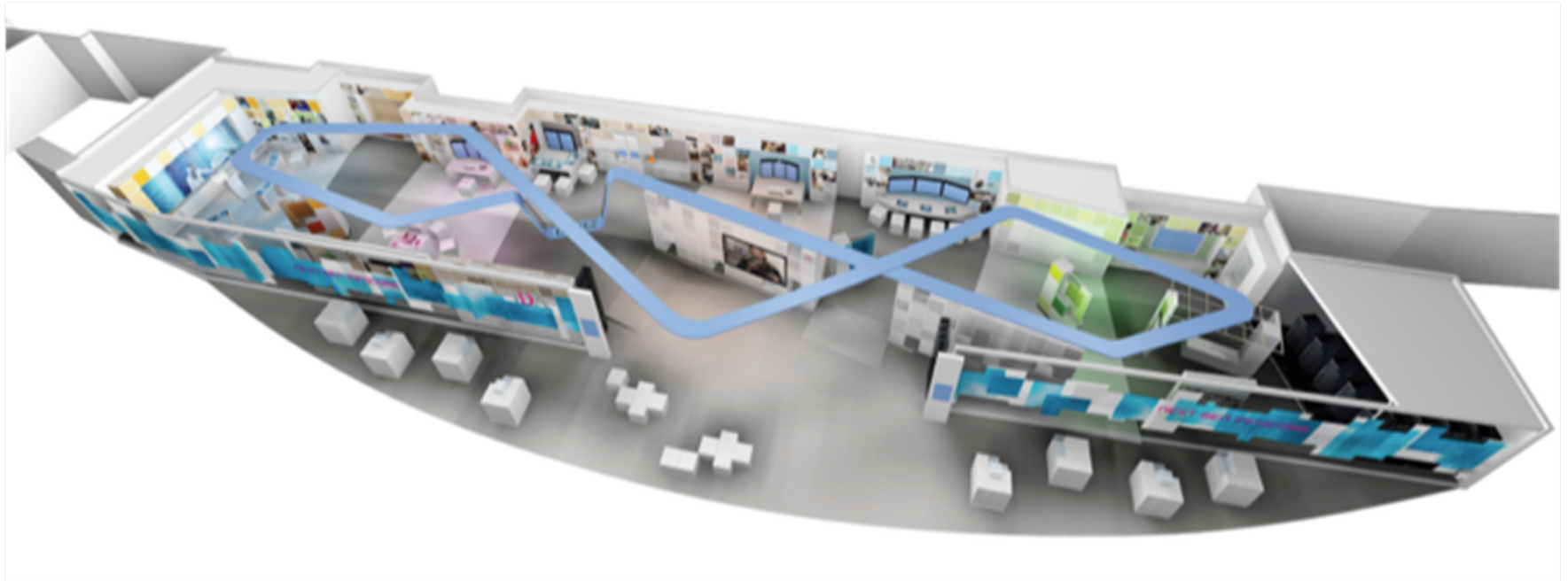
Next Generation Services Innovation Programme (NGSIP)

- Support deployment of innovative and impactful Next Generation broadband services
- 7 proposals awarded in Feb 2010



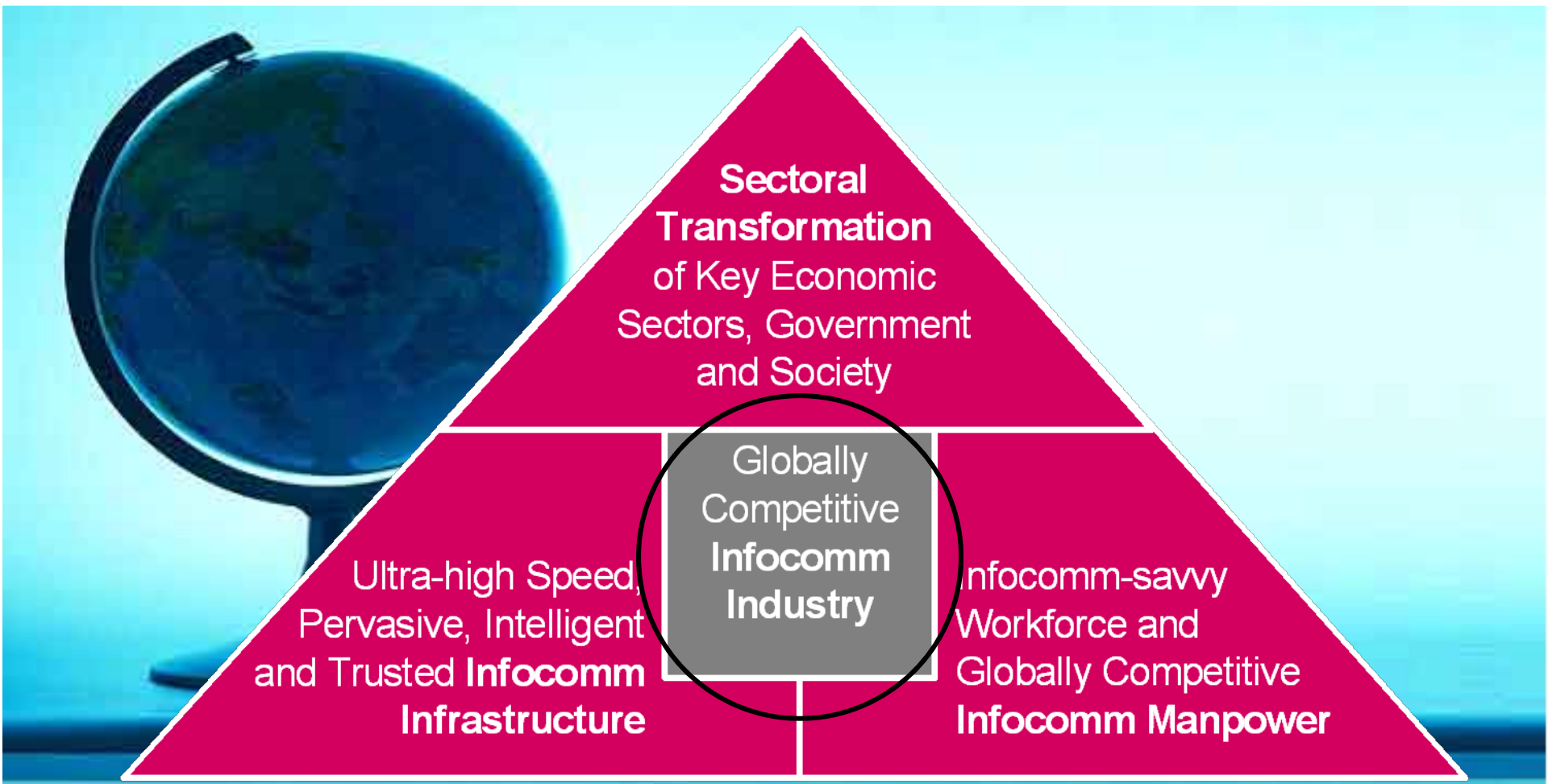


Infocomm Experience Centre (iExperience)



iExperience - Interactive and engaging services showcase to be launched during imbX

Developing a Globally Competitive Infocomm Industry



Anchor Strategic Functions and Leading Companies

Anchoring MNCs' Shared IT Services



Global IT Hub



Regional CIO Office and Operations Centre



Regional Shared Managed Services Centre

Anchoring infocomm MNCs' Strategic Functions



Global Development Centre

EQUINIX



1st International Data Centre outside U.S.



1st AP regional base

Anchoring innovation centres in strategic and emerging technologies areas



EPIC@SG



Cloud Computing Centre



Enterprise Fusion Innovation Centre (E-FIT)

Infusing new business models and innovation

Attracted infocomm start-ups from various countries to use Singapore as a development and engineering base

- 40 start-ups brought more than S\$50M in project investment since 2008



Spurring Infocomm Innovation

Co-developing IP through Infocomm Local Industry Upgrading Programme (iLIUP)

- Helped 165 iLEs developed > 230 IPs
- Trained close to 1,100 infocomm professionals

New Product and Service Development through Technology Innovation Programme (TIP)

- Partnership with SPRING to support iLEs in investing in product and services innovation
- More than 30 enterprises supported, generating infocomm investments of over S\$20M

Start-up's New Product and Service Development through Technology Enterprise Commercialisation Scheme (TECS)

- Partnered SPRING to support 16 start-ups based on strong technology IP & a scalable business model
- Since 2009, with inclusion of infocomm technology, programme generated \$9M in project spending



Thu, Sep 10, 2009
The Business Times

Collaboration pays off handsomely for NxGen

By ZHANG YI TING

THE 'marriage' between Avaya and NxGen, with the matchmaking of the Infocomm Development Authority's iLIUP, or Infocomm Local Industry Upgrading Programme, not only helped the local SME take root at home but also expand overseas.

Founded in 2000, NxGen specialises in systems integration and corporate infocomm solutions, with the bulk of its customers coming from the financial sector.





Connecting Singapore Infocomm Companies Globally



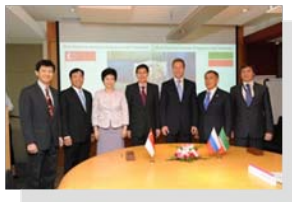
The Infocomm Singapore Brand was created to help iLEs market their products and solutions overseas

Overseas Development Programme (ODP)

Benefited 126 iLEs through partnerships with 15 MNCs

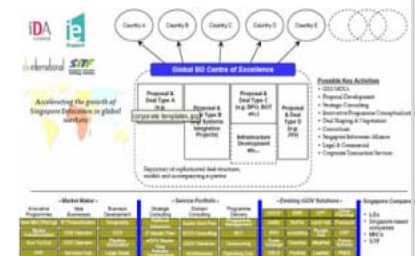


Provided iLEs market connections to countries as far as the Caribbean, Africa and South America

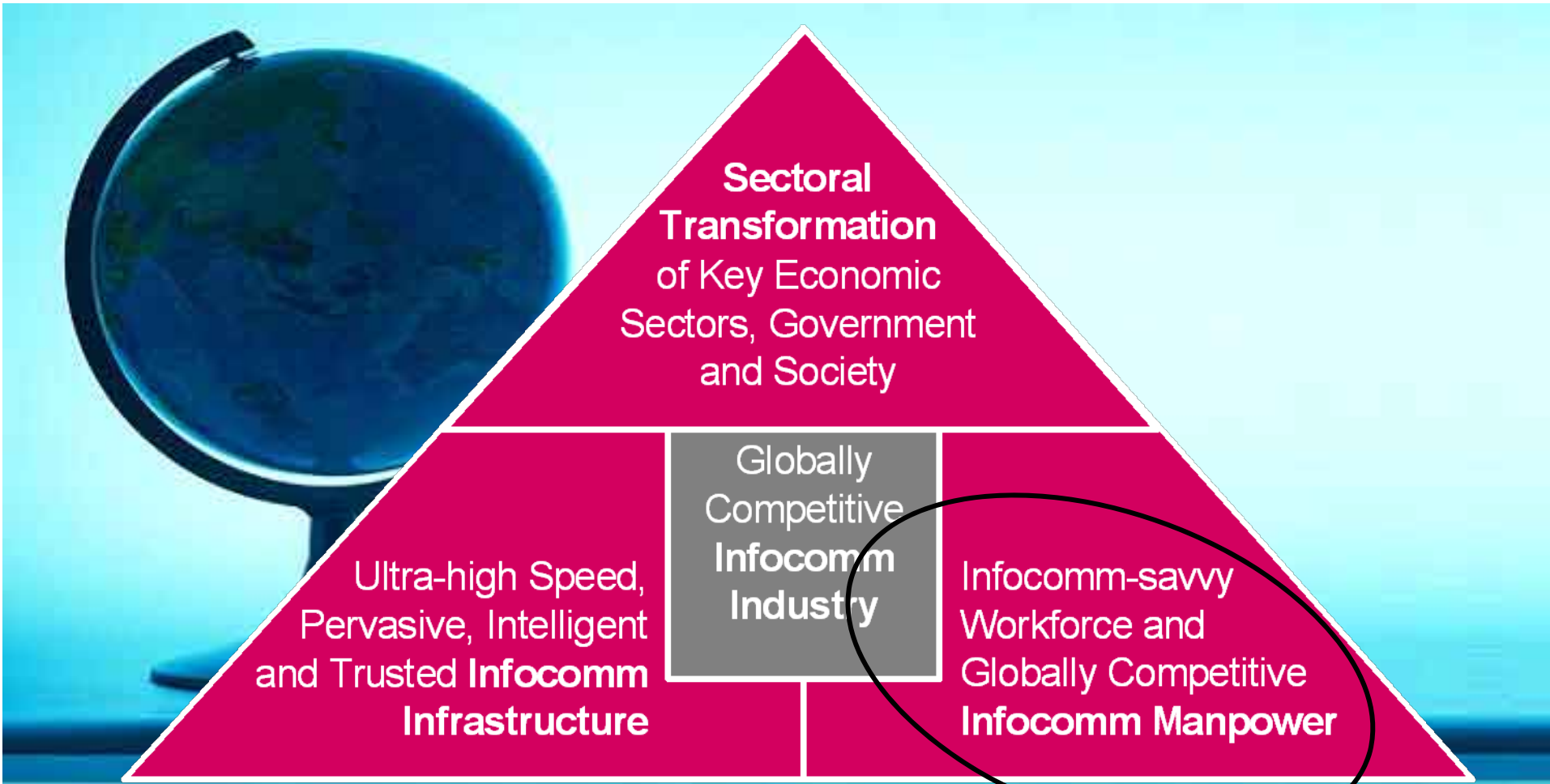


Global Business Development Centre of Excellence (GBD COE)

Partnership with IDA International, IE Singapore and SiTF



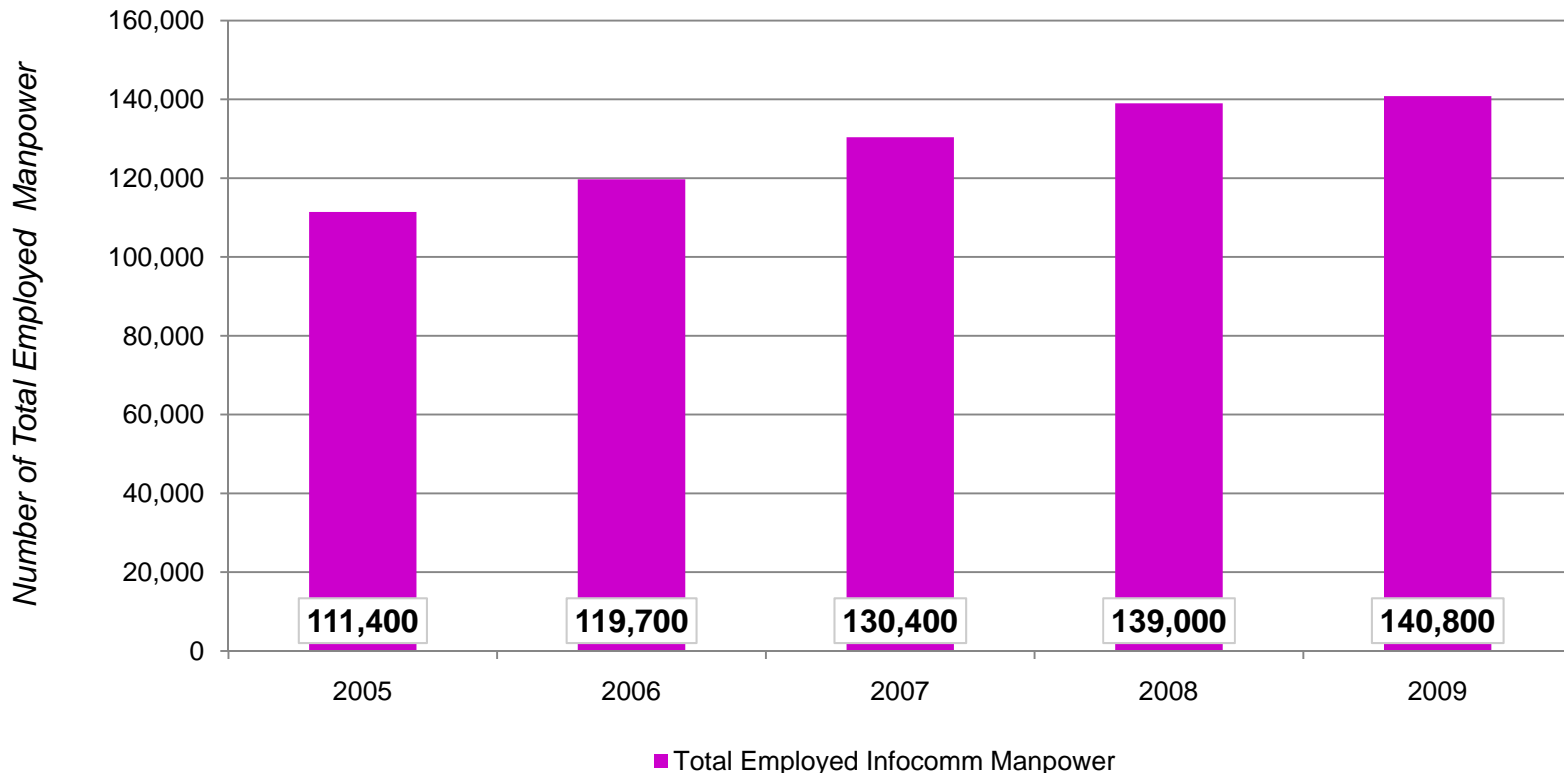
Developing Infocomm-savvy Workforce and Globally Competitive Infocomm Manpower





Continued Growth of Employed Infocomm Manpower

> 1.3% growth in 2009 with employed infocomm manpower reaching 140,800



Grooming Globally Competitive Infocomm Talent

Upgrading in Industry

Techno-Strategists (TSP)

Infocomm Leadership & Devt Programme (iLEAD)

Enhanced CITREP

National Infocomm Competency Framework (NICF)

TSP

- > 1,000 professionals acquired hybrid skills since Apr 2008

Enhanced CITREP

- > 27,800 trainees enrolled in training courses
- 400 ICT training course (under Enhanced CITREP) aligned to NICF
- > 70 Organisations signed up to adopt NICF

Devt in Institutions

World-class Infocomm Education

Enhanced Learning in IT (ELITE)

ELITE

- Collaborate with IHL with NUS, NTU & SMU and 34 industry partners
- 161 undergraduates enrolled in the attachment programme

Seeding in Schools

Infocomm Clubs

National Infocomm Competition (NIC)



251 Infocomm Clubs with 10,500 student memberships

Attraction to Infocomm

National Infocomm Scholarship (NIS)

Integrated Infocomm Scholarship (IIS)

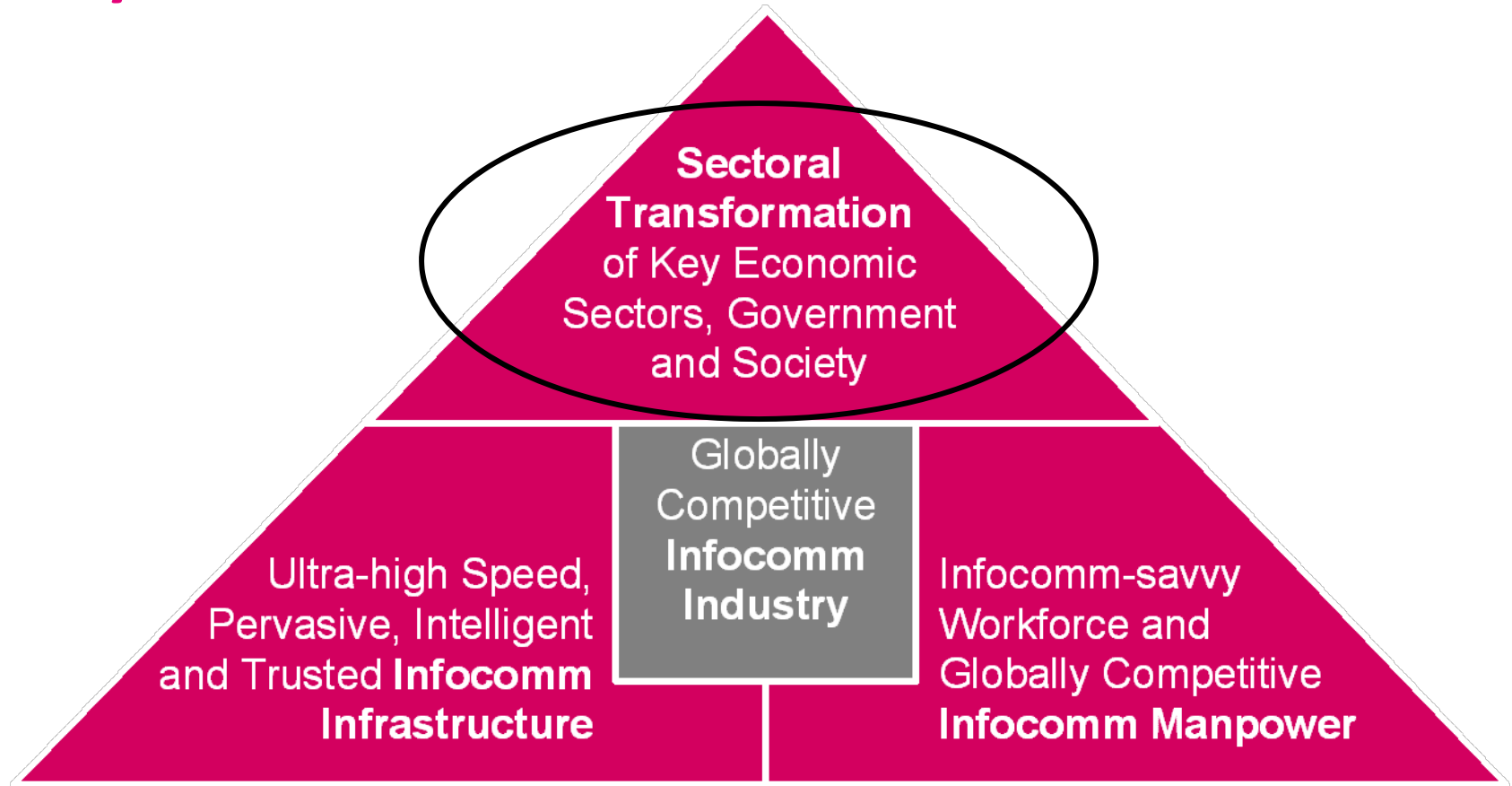
Infocomm Career Possibilities Programme

Developing a pipeline of talent

- 181 NIS scholars since 2004
- 52 IIS scholars since 2009



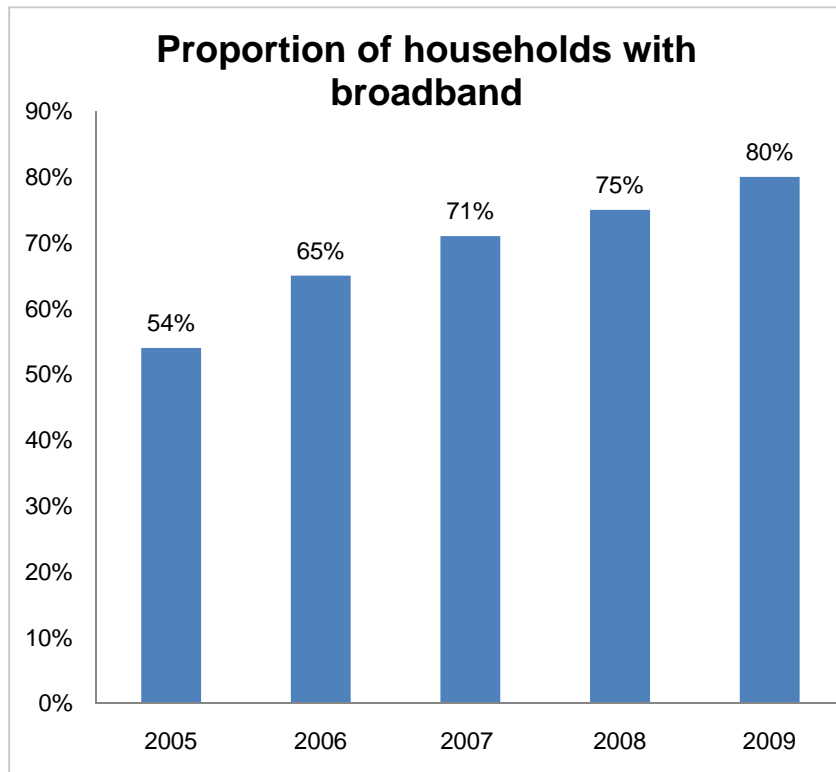
Transforming Key Economic Sectors, Government & Society



Growth of Households and Businesses Using Broadband

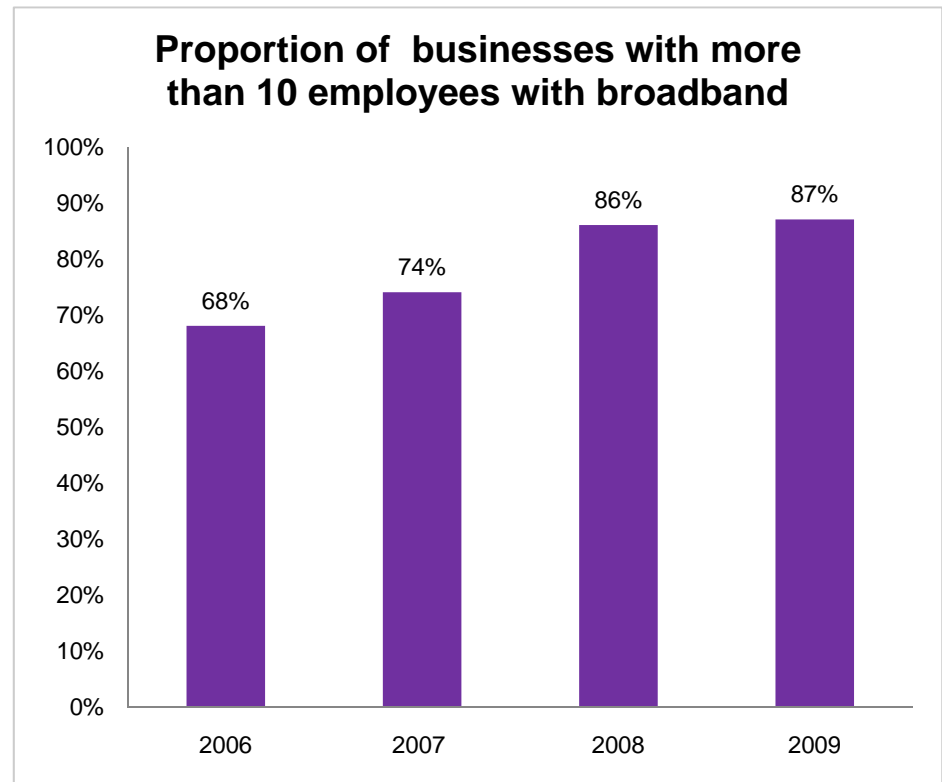
Singapore's households using broadband

- > Target (2015) : 90%
- > Actual (2009) : 80%



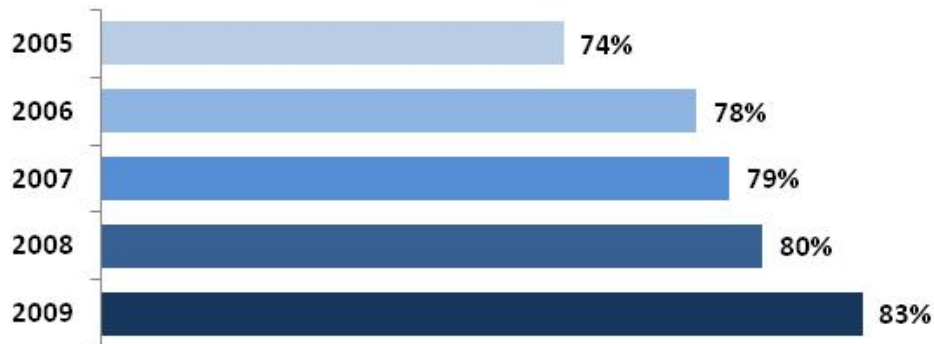
Businesses with more than 10 employees using broadband

- > Target (2015) : 90%
- > Actual (2009) : 87%

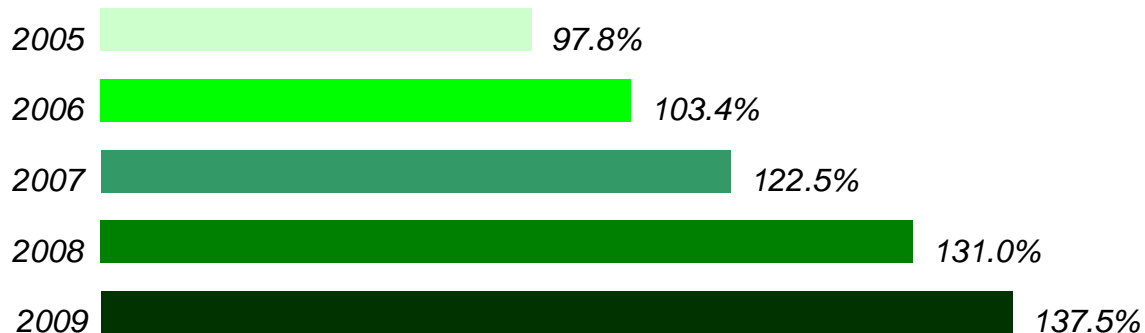


Infocomm Usage & Accessibility on the Rise

Household Computer Ownership



Mobile Phone Penetration





Increased Satisfaction in Government e-Services and Information

Overall satisfaction with quality of government e-services

Citizen



Business



Overall satisfaction with quality of information on government websites

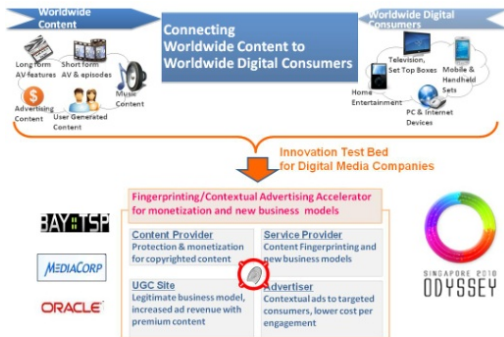


% Users who will recommend e-services to others



Source: Annual e-Government perception surveys for Customers and Businesses

Transformational Use of Infocomm in Economic Sectors



Digital Media & Entertainment

Adoption of infocomm by SMEs (Infocomm@SME)



New ISPRINT scheme offers wider support - from adoption of simple solutions to innovative use of technology

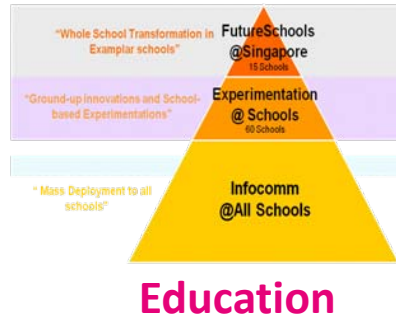
Transform SMEs by sectors



- Others:
- Stevedore Companies
 - GeBiz Suppliers
 - Travel Agencies and more...

Also supports Plug & Play solutions e.g. SaaS and Mobile

SME

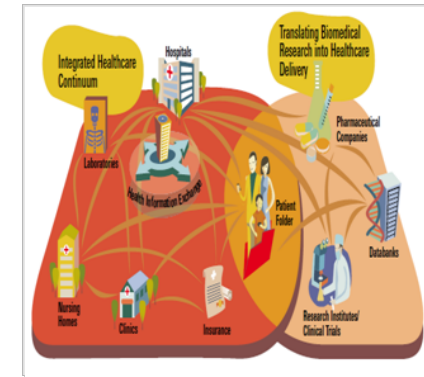


Transport



Integrating air logistics supply chains to achieve increase in productivity

Promoting process integration and use of intelligent tools across Aerospace industry



Healthcare

Quadruple number of contactless POS terminals from \$K to 24K

Lower transaction fee by 15% - 50%

• Transaction fee capped at 0.85%, compared with prevailing rates of 1% - 1.8%

• Terminal rental waived for 1st year

Lay supporting infrastructure for innovative mobile payment services such as NFC mobile payment

IDA moves to clear mobile payment hurdle

It is looking to tackle problems by establishing a so-called Trusted Third Party to be the common link for all industry players, reports **WIRELESS CHINA**

Business Times: 19 Feb 09

Paying with phone a tap closer now

Banks, telcos and govt agencies work together on contactless payment system

Straits Times, 19 Feb 09

Finance

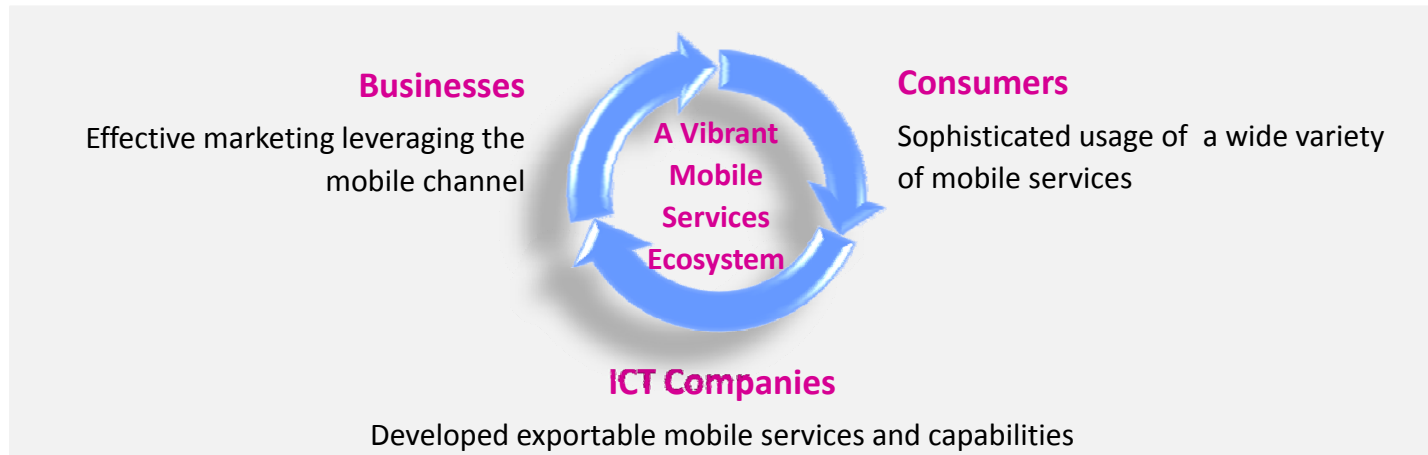




Tourism, Hospitality and Retail

(Leverage infocomm to improve consumer experience and enhance growth of the sector)

Digital Concierge



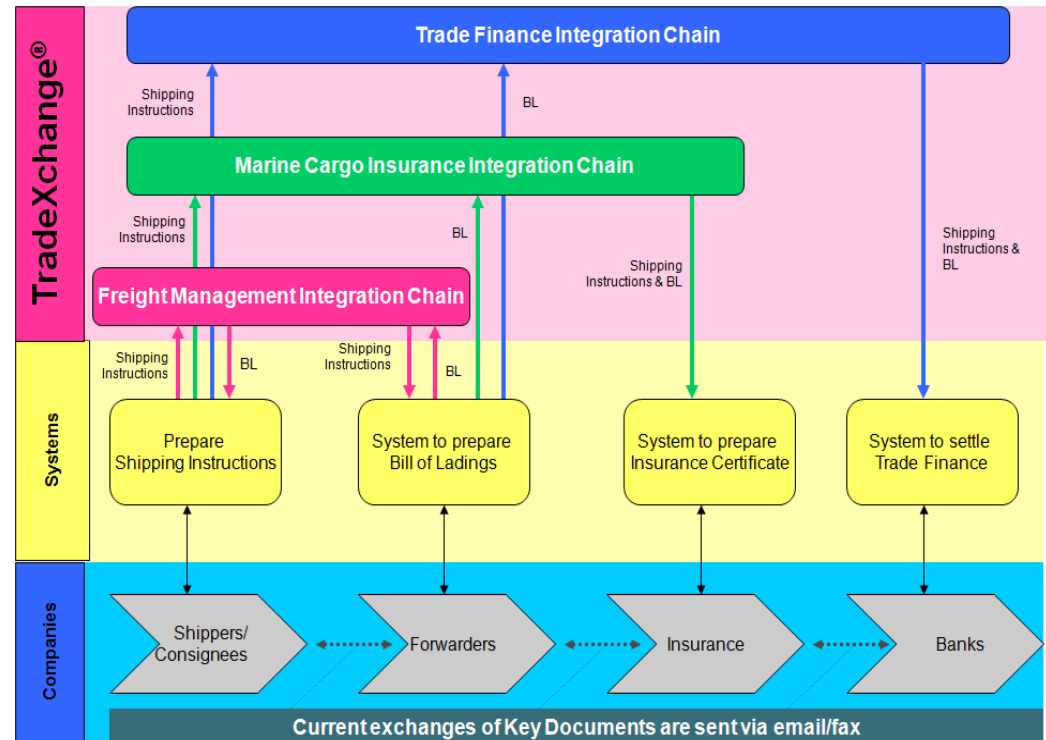
- **CFC awarded in Apr 2010 to support development of:**
 - **Shared Business Directory** – 18k Retail & F&B business info to enrich content of 3rd party mobile services
 - **Mobile Content Platform** – Deploy mobi sites for Retail & F&B businesses for targeted marketing
 - **Mobile Location Positioning Enabler** – Spur development of wide-variety location-based services
 - **Mobile Enablers** for payment, ticketing & fulfillment and taxi booking – Spur development of more transactional and m-commerce services

Trade and Logistics

(Singapore as Supply Chain Nerve Centre)

TradeXchange

- Multi-party collaborative platform to integrate trade and logistics processes (launched in Oct 2007)
- 6 B2B services implemented
- Developing 3 Integrated business processes covering Marine Cargo Insurance, Freight Management and Trade Finance
- 4 more integrated processes to be implemented by 2011
- Will benefit more than 100 companies when fully implemented in 2012



People Sector

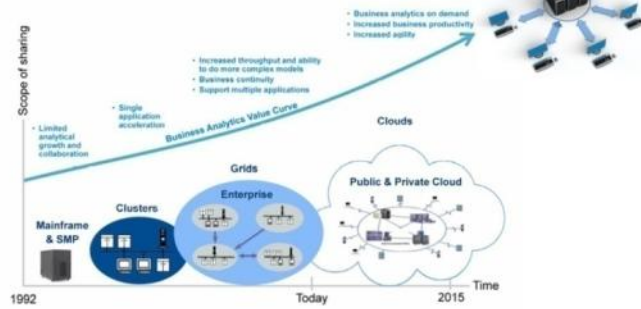
- Digital Inclusion initiatives
 - **NEU PC Plus**
 - Benefited close to 9,000 needy students.
 - **Silver Infocomm Initiative**
 - Provided infocomm training to more than 18,000 senior citizens at 8 training locations called Silver Infocomm Junctions and more than 20 Silver Infocomm Hotspots nationwide.
 - **Infocomm Accessibility Centre**
 - Trained almost 3,000 people with special needs from 30 VWOs.



Some Focal Areas Moving Forward

Cloud Computing

- Cloud computing:
 - Internet-scale platform to collect, store and process data
 - Cost savings, scalable everything-as-a-service



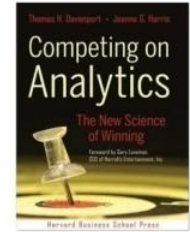
Source: Platform Computing, 2009

Business Analytics

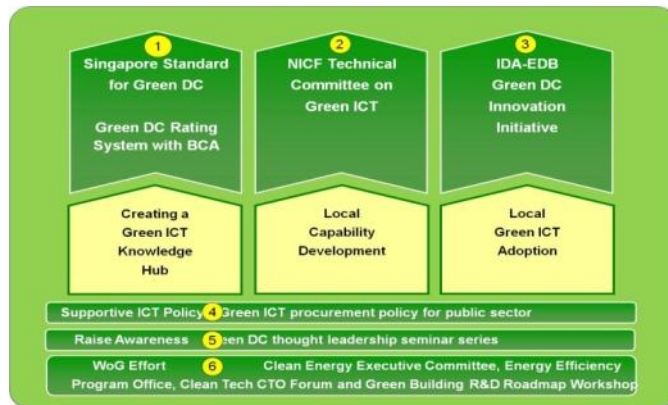
- Business analytics: Making sense of data
 - Transforms business through optimisation, prediction, insights
 - Achieves cost savings, efficiency and identifies new revenue streams



Source: IDC, 2008



Green ICT



Next e-Government Masterplan





SINGAPORE: AN INTELLIGENT NATION, A GLOBAL CITY POWERED BY INFOCOMM

www.ida.gov.sg

www.infocommsingapore.sg

