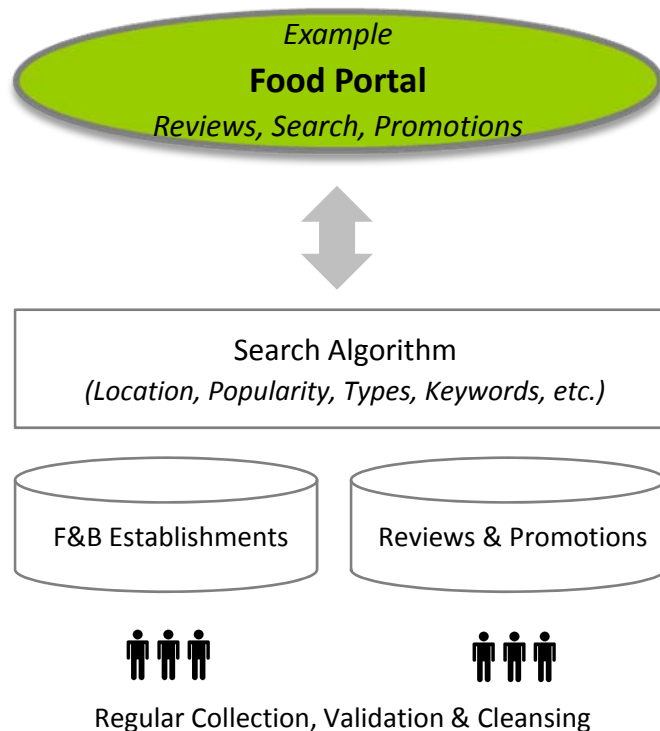# Digital Concierge Programme

Existing mobile application development model is inefficient and complex
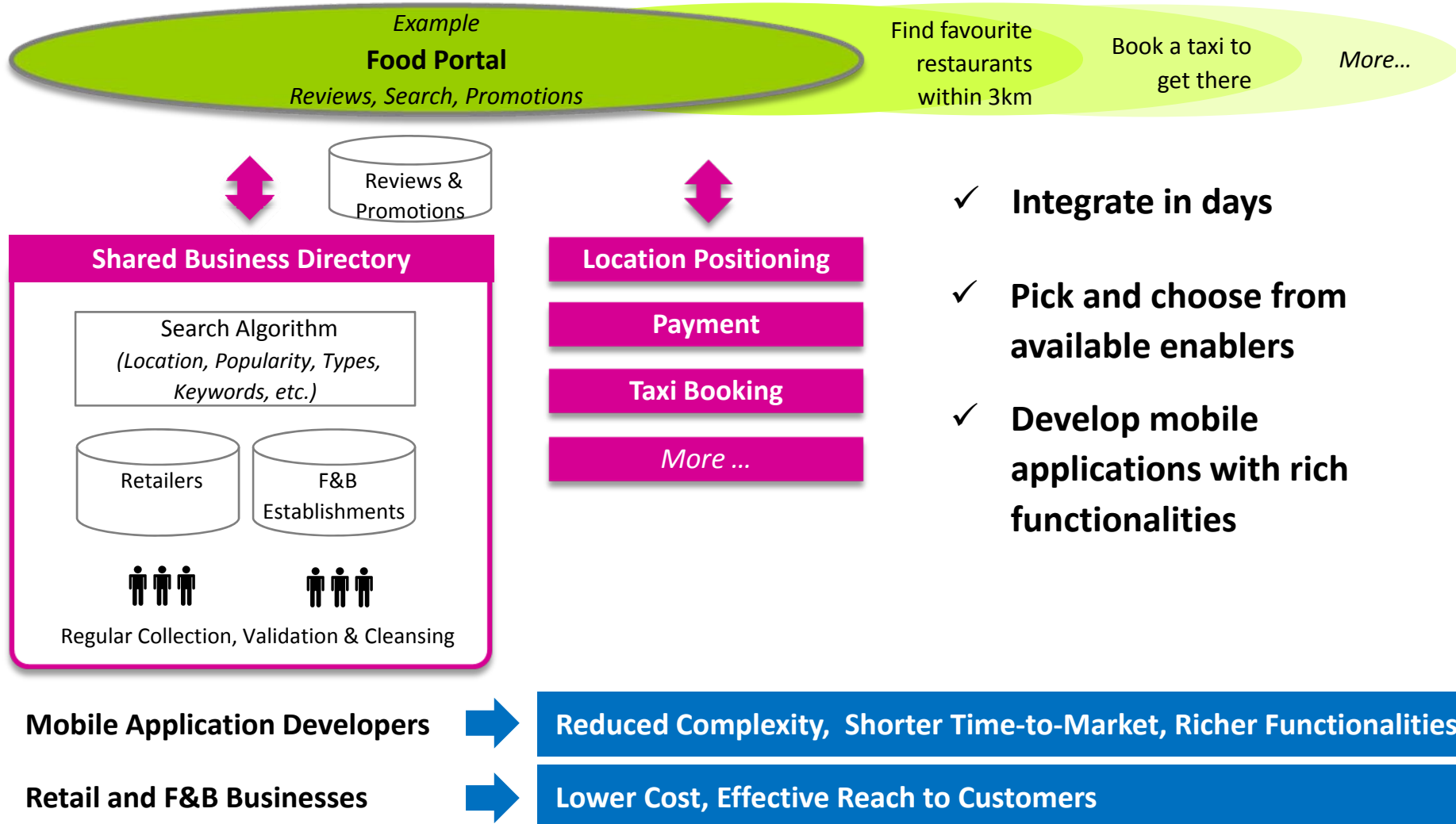
Current typical mobile application development model:

- **Take months to build from scratch**

- **Some content and technical capabilities are not easily available**

- **Resource intensive to develop & maintain**

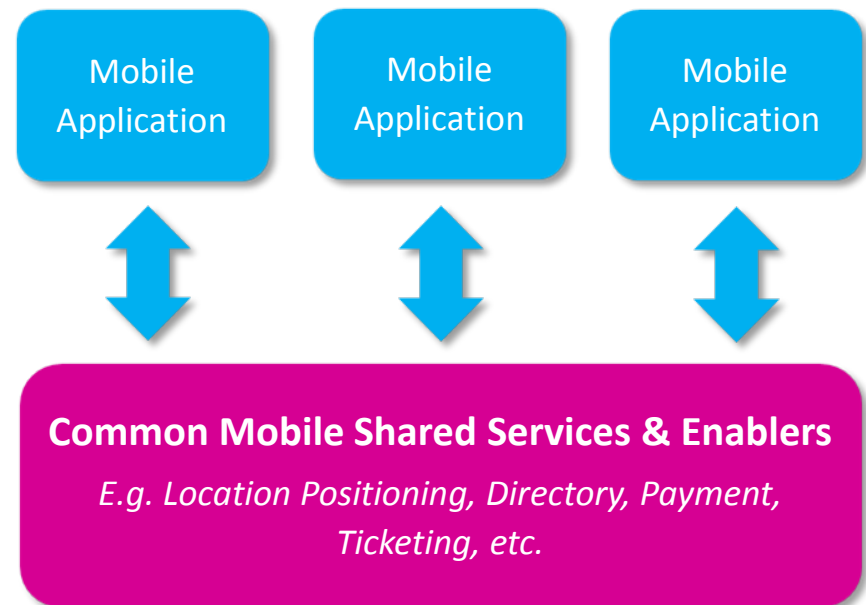# Foster innovation by lowering barriers in cost, complexity and accessibility

Digital Concierge Common Shared Services Model:

Example
Food Portal
Reviews, Search, Promotions

Find favourite restaurants within 3km

Book a taxi to get there

More…

Reviews & Promotions

Shared Business Directory

Search Algorithm
(Location, Popularity, Types, Keywords, etc.)

Retailers

F&B Establishments

Regular Collection, Validation & Cleansing

Location Positioning

Payment

Taxi Booking

More …

✓ **Integrate in days**

✓ **Pick and choose from available enablers**

✓ **Develop mobile applications with rich functionalities**

Mobile Application Developers ➡ **Reduced Complexity, Shorter Time-to-Market, Richer Functionalities**

Retail and F&B Businesses ➡ **Lower Cost, Effective Reach to Customers**

Digital Concierge:
Catalysing the Growth of Mobile Services Ecosystem

Aims:

- **Encourage pervasive use of mobile channel by businesses;**

- **Accelerate development of transactional and innovative mobile applications, particularly location-based and mobile commerce;**

- **Facilitate deployment of common shared services and enablers accessible by mobile applications.**

Mobile Application	Mobile Application	Mobile Application

Common Mobile Shared Services & Enablers

E.g. Location Positioning, Directory, Payment, Ticketing, etc.

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6 Companies Awarded under the Digital Concierge Call-for-Collaboration (CFC)

Mobile Location Positioning Enabler integrating with mobile telcos to provide handset-independent cell-id based mobile location positioning functionality.

Mobile Ticketing and Fulfilment Enabler integrating with cinemas and event venues for purchase and delivery of electronic tickets to mobile phones for direct auto-gate access to venues.

Shared Business Directory listing comprehensive and regularly updated information of at least 70% of all retail and F&B businesses (18,000) in Singapore.

Mobile Taxi Booking Enabler integrating with taxi companies to allow easy access to taxi-booking functionalities by third-party mobile services.

Mobile Content Platform enabling businesses to develop and host mobile websites with interactive functionalities that are optimised for mobile phones. Phase 1 target of 500 mobi sites, eventual target of 2,000 mobi sites.

Mobile Remote Payment Enabler allowing secured remote payments to be easily and seamlessly integrated with mobile websites and applications.

> **Total industry and IDA investment amount to about $10m**

Wide Variety of Transactional Mobile Services Progressively Available from End 2010

Retail and F&B Businesses

✓ Target customers effectively based on user profile and location

✓ Reduce cost of implementing mobile services

Mobile Services Ecosystem

Mobile Application Developers

✓ Reduce development time and complexity by using shared enablers

✓ Build innovative mobile applications with rich functionalities

Consumers

✓ Experience a wide variety of rich and innovative mobile services

Locality Search	Location-based Services	Location-based Advertising	M-Commerce	M-Ticket & Access	M-Taxi	M-Social Networking

and more ...

> To achieve 1 million active users of mobile internet services

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Thank You!

Digital Concierge ®

An IDA Programme to Realise Mobile Possibilities