

FACTSHEET

HELPING SMES IN THEIR DIGITAL JOURNEY THROUGH IMDA'S SMES GO DIGITAL

About SMEs Go Digital

SMEs are at the heart of Singapore's economy, employing two thirds of our workforce and contributing nearly half of Singapore's Gross Domestic Product (GDP). With digital technology transforming every sector of Singapore's economy, it is essential that we ensure our SMEs capitalise on digital technologies to seize growth opportunities.

2 Launched in April 2017, the SMEs Go Digital programme aims to make going digital simple for SMEs.

Step-by-step guide for SMEs on digital solutions to adopt through Industry Digital Plans

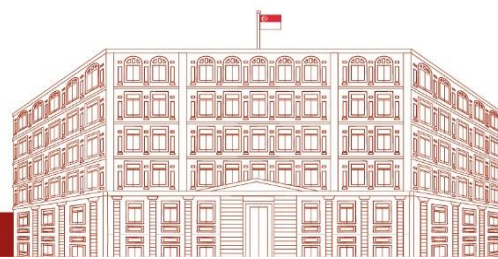
3 The sector-specific Industry Digital Plans (IDPs) are central to the SMEs Go Digital programme. It provides SMEs with an easy-to-use, step-by-step guide on the digital solutions to adopt at each stage of their growth. For a start, SMEs can use the IDP for their sector to find out if their business is digital-ready.

4 To date, IMDA has rolled out 7 IDPs Retail, Logistics Environmental Services, Security, Food Services, Wholesale Trade and Media. Additional IDPs will be published in the coming year for the following sectors – Accountancy, Sea Transport and Construction sectors.

Proven SME-Friendly Pre-Approved Solutions

5 To make it easy for SMEs to adopt digital solutions, IMDA will provide a list of pre-approved solutions. These solutions have been assessed by IMDA to be effective, market-tested and cost-effective, supported by reliable vendors. SMEs who want to adopt these solutions can get support from the Productivity Solutions Grant, through the Business Grants Portal.

6 Beyond digital solutions that enhance SMEs' productivity, the range of pre-approved solutions will be extended to include more advanced solutions in areas such as cloud, artificial intelligence, and cybersecurity. This enables SMEs to scale their businesses, seize new business opportunities from insights made possible by AI and at the same time be confident that the solutions have met security standards.



Start Digital

7 Together with ESG, IMDA launched the Start Digital initiative in January 2019 for new SMEs to start their business right with foundational and competitively-priced digital solutions. New SMEs can take up any two solutions free for at least six months with a minimum 18-mths contract period from five categories: Accounting, HRMS & Payroll, Digital Marketing, Digital Transactions and Cybersecurity.

8 The solutions are pre-approved by IMDA and offered by Start Digital Partners like DBS, Maybank, OCBC, Singtel, StarHub and UOB. Interested SMEs can approach any of the Start Digital Partners to sign up.

Uplift whole sectors by working with influential partners to pilot projects with potential to scale

9 To catalyse the use of digital technology solutions that can potentially benefit entire sectors, IMDA collaborates with ICM solution providers and influential industry partners, such as large companies and trade associations that are capable of leading a considerable number of SMEs in their ecosystems.

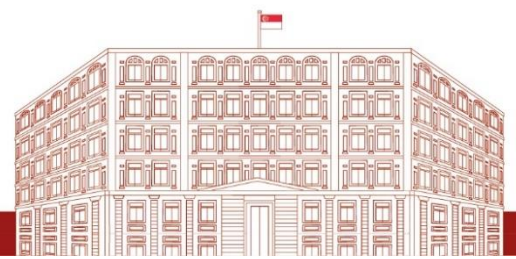
10 In addition, IMDA works with large corporations such as telecommunications companies, banks and professional firms to put together comprehensive and inter-operable digital solution packages for SMEs in target sectors. This makes it more convenient for SMEs to adopt more complex digital solutions, and reduces the hassle of having to manage multiple ICM solution providers at the same time.

Consultancy Services via SME Digital Tech Hub

11 SMEs can tap on expert advice to transform their business with digital technologies. The SME Digital Tech Hub, established by IMDA and operated by the Association of Small and Medium Enterprises (ASME), is a dedicated hub that provides consultancy to SMEs with advanced digital needs, such as data analytics and cybersecurity. The SME Digital Tech Hub complements the SME Centres, which provide basic advice on proven digital solutions that are pre-approved for funding support.

12 Besides providing digital consultancy, the SME Digital Tech Hub works with SME Centres, Trade Association & Chambers (TACs) and industry partners to help connect SMEs to ICT vendors and consultants, as well as conduct workshops and seminars to help SMEs build their digital capabilities.

13 For more information, please refer to www.digitaltechhub.sg.



Project Management Services to help SMEs maximise implementation of digital projects

14 To reap the full benefits from going digital, SMEs will need to review their business processes, redesign jobs and better manage the implementation of digital technology. This will require the expertise of digital project managers to oversee the entire implementation of the digital solutions. SMEs can tap on a ready pool of digital project managers with the expertise to support them in the sustainable implementation of digital solutions. The Singapore Manufacturing Federation is appointed as the first operator of this initiative.

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