

**Pre-Approved Solutions
Of
“SMEs Go Digital”
Programme
(Pre-Approved@SMEsGoDigital)

Guide**

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NOTICE

The Info-Communications 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, Info-Communications Media Development Authority (“**IMDA**”) partners the Infocomm Media (ICM) industry to identify and pre-approve digital solutions suitable for mass adoption by broad based SMEs, based on the different SME sector needs defined in Industry Digital Plan (IDPs).
- 1.1.2 The **Pre-Approved@SMEsGoDigital** initiative aims at providing SMEs’ with access to ready and affordable solutions that are
- a. Proven to deliver productivity gains or grow business,
 - b. Deployed with up-to-date technologies like cloud, data analytics and AI,
 - c. Compliance with required standards in functionality and capability in areas such as: cybersecurity, compliance to Personal Data Protection Act, and
 - d. Being provided by Infocomm Media (ICM) vendors with good track record of serving SMEs.
- 1.1.3 SMEs adopting pre-approved solutions could be considered for Government incentive support (such as the Productivity Solutions Grant, PSG), subject to their eligibility.
- 1.1.4 ICM vendors who satisfy the pre-approval criteria are welcome to submit their solutions to be pre-approved under the **Pre-Approved@SMEsGoDigital** initiative.
- 1.1.5 Successfully pre-approved ICM vendors’ digital solutions will be listed on the Chief-Technology-Officer-as-a-Service (CTOaaS) platform and Government Business Grant Portal (BGP) for SMEs’ consideration.
- 1.1.6 The **Pre-Approved@SMEsGoDigital 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 **Pre-Approved@SMEsGoDigital**. The Guide introduces and provides an overview of the following:
- a) The criteria and requirements for **Pre-Approved@SMEsGoDigital** appointment,
 - b) The process to achieving and maintaining Pre-Approved@SMEsGoDigital appointment, and
 - c) The obligations of Vendor **Pre-Approved@SMEsGoDigital** appointment.
- 1.1.7 This document is intended for ICM Vendors that wish to apply for, or renew the pre-approval of their solutions.

1.2 Organisation and Governance Structure

1.2.1 **Pre-Approved@SMEsGoDigital** is owned and managed by IMDA.

1.2.2 The overall policy of the **Pre-Approved@SMEsGoDigital** is set by the management of IMDA who approves the appointment of SMEs Go Digital Pre-Approved Solution.

2 PRE-APPROVED@SMESGODIGITAL PROCESS

2.1 Target Audience and Pre-Approval Criteria

2.1.1 ICM vendors must meet the following criteria to apply for **Pre-Approved@SMEsGoDigital**.

Assessment Area	Pre-Approval Criteria
1. Solution must meet SMEs' needs	<ul style="list-style-type: none"> At least 5 SME customers to have indicated satisfied with quality of the vendor's solution Solution must satisfy all the criteria defined in the respective <u>Solution Checklist by Sectors</u>.
2. Solution has a proven track record of helping SMEs achieve increase in productivity	<ul style="list-style-type: none"> At least 5 SME customers have indicated achieving 15%* or more productivity gain from using the solution <p><i>*Note: For Construction & FM 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"> At least 5 SME customers have indicated satisfied with the vendor's solution price
4. Vendor has proven track record with SMEs for the solution	<ul style="list-style-type: none"> At least 5 SMEs* who have used the solution for a minimum period of 6 months and are current customers for the solution. There must be no negative feedback from Customer Satisfaction Survey The vendor's company must have been incorporated for a minimum of 18 months <p><i>*Note: SMEs testimonial must not be from subsidiaries nor affiliated companies</i></p>
5. Vendor provides adequate resources to support SMEs	<ul style="list-style-type: none"> At least 5 SME customers have indicated satisfied with the vendor's service The 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
6. Vendor is financially stable	<ul style="list-style-type: none"> The vendor must have a positive net equity in the latest financial year. The current ratio derived from the latest financial year (current assets divided by current liabilities) must be greater than or equal to 1.

7. Vendor has good track record with government agencies	<ul style="list-style-type: none"> The vendor must have satisfactory track record with government agencies. The vendor is not suspended from being considered for pre-approval due to breaches or non-compliances.
8. Vendor has a fully operational professional website that provide details of the solution	<ul style="list-style-type: none"> Functional Website URL

2.2 **Pre-Approved@SMEsGoDigital Appointment Process**

2.2.1 The **Pre-Approved@SMEsGoDigital** process has 4 stages as illustrated in Figure 1 below:

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

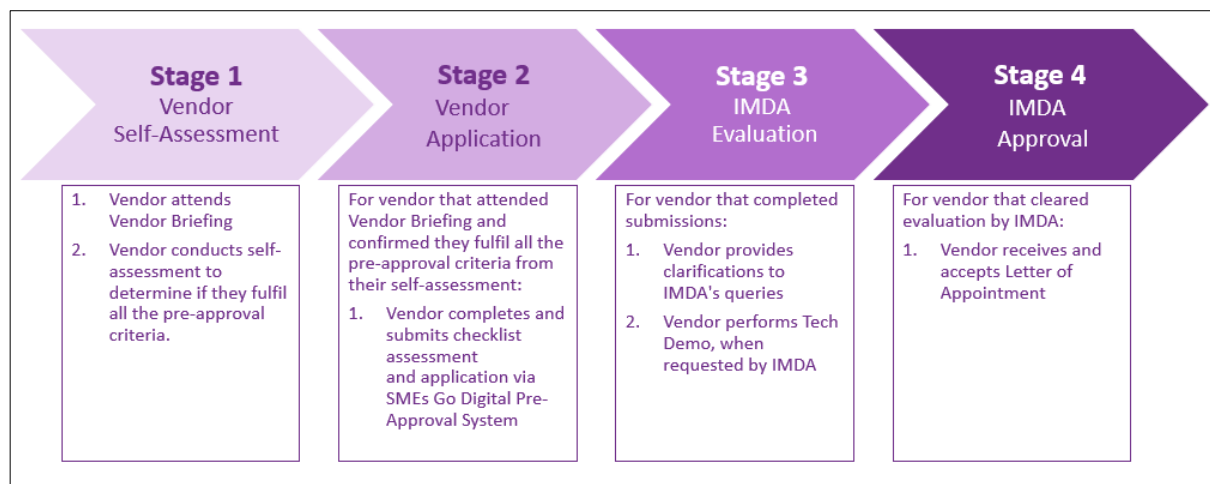


Figure 1 - Overview of Pre-Approval Application Process

2.2.2 ICM vendor shall ensure that all information provided to IMDA in the **Pre-Approved@SMEsGoDigital** application process are true and correct, and must not withhold, suppress, or misrepresent any material facts or information from IMDA.

Stage 1 – Self-Assessment

2.2.3 IMDA conducts Vendor Briefings to share about the Pre-Approved@SMEsGoDigital. The Vendor Briefing schedule is published on [SMEs GO Digital – ICM Vendor Briefing Session](#). Alternatively, ICM vendor may view a past Vendor Briefing recording and answers 3 MCQ questions.

2.2.4 ICM vendor who is interested to apply for **Pre-Approved@SMEsGoDigital** Vendor appointment must attend the Vendor Briefing or watch a recorded

Vendor Briefing recording prior to submitting Vendor Self-assessment Checklist to IMDA.

- 2.2.5 ICM vendor who has conducted the self-assessment and are eligible to apply for Pre-Approval need to fill up the Vendor Self-assessment Checklist within 3 months of attending the Vendor Briefing.
- 2.2.6 ICM vendor shall fill up one Vendor Self-assessment Checklist for each digital solution that is proposed to be pre-approved under the **Pre-Approved@SMEsGoDigital** programme.
- 2.2.7 There is no limit on the number of digital solutions that a ICM vendor may submit for pre-approval. However, each submission must be accompanied with the supporting document as stipulated in the Vendor Self-assessment Checklist.

Stage 2 – Vendor Application

- 2.2.8 ICM vendor can submit all documents via [SMEs Go Digital Pre-Approval System](#) (“SGDPAS”) when all the mandatory criteria in the Vendor Self-assessment Checklist and eligibility are met. The submission must be accompanied by all supporting documents including and not limited to: the ACRA profile, solution usage report, sample Terms and Conditions or contract between ICM vendor and SMEs, contractual agreement between 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 ICM vendor shall nominate an Appointed Representative (“AR”) who is one of the key management members of the Vendor’s organisation as the point of contact for IMDA to liaise with for all matters related to **Pre-Approved@SMEsGoDigital**. ICM vendor shall inform IMDA on the change of 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 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, 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, ICM vendor will be offered a Letter of Appointment which has to be accepted via SGDPAS.

2.2.15 IMDA will appoint ICM vendor for a validity of one (1) year from the date of appointment with an option for IMDA to extend the appointment for an additional one (1) year.

2.2.16 The **Pre-Approved@SMEsGoDigital** appointment is only applicable for ICM vendor to sell the specific solution and version that had undergone the evaluation and 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 **Pre-Approved@SMEsGoDigital** evaluation is not a guarantee or endorsement that the solution provided by **Pre-Approved@SMEsGoDigital** Vendor is fit for any purpose, and/or free from any defects and accordingly the **Pre-Approved@SMEsGoDigital** appointment shall not be taken or marketed as such.

2.2.18 Upon appointment, **Pre-Approved@SMEsGoDigital** Vendor may use the **Pre-Approved@SMEsGoDigital** 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 **Pre-Approved@SMEsGoDigital** Vendor, and its respective pre-approved solution(s) on IMDA and other government's websites or on any other publications relevant for **Pre-Approved@SMEsGoDigital**.

2.2.19 The **Pre-Approved@SMEsGoDigital** Vendor shall work with IMDA, when required, to showcase its pre-approved solution(s).

2.2.20 The **Pre-Approved@SMEsGoDigital** Vendor shall furnish information as may be requested by IMDA, whether through survey or otherwise, at any time until three (3) years after the expiry of the Appointment Period for the purpose of enabling IMDA to monitor and assess the benefits of the pre-approved solution(s).

2.3 Option to extend the Appointment period

2.3.1 IMDA will review **Pre-Approved@SMEsGoDigital** Vendor' performance on the 10th month of its initial appointment contract to decide if IMDA wishes to exercise the option to extend the appointment period for an additional one (1) year. The key criteria are shown in the table below.

Assessment Area	Criteria
1. Vendor maintains good track record with government agencies	<ul style="list-style-type: none"> • Vendor must have satisfactory track record with government agencies. • Vendor is not suspended from being considered for pre-approval due to breaches or non-compliances with any Pre-Approved@SMEsGoDigital Terms and Conditions and/or Code of Conduct
2. No unresolved customer complaints	<ul style="list-style-type: none"> • Vendor must not have any unresolved complaints from their customers
3. Industry relevance of solution	<ul style="list-style-type: none"> • Vendor's solution must meet all requirements of the latest published Vendor self-assessment checklist. • At least 5 customers have adopted the solution with Productivity Solution Grant (PSG) support, counted from contract commencement date by the 10th month mark of its current appointment contract

2.3.2 IMDA reserves the right to exercise the option to extend a **Pre-Approved@SMEsGoDigital** Vendor Appointment contract at its sole and absolute discretion.

2.3.3 IMDA will notify **Pre-Approved@SMEsGoDigital** Vendor at least two weeks in advance, if IMDA wishes to exercise this option to extend the appointment contract.

2.4 Change Request Process

2.4.1 **Pre-Approved@SMEsGoDigital** 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 **Pre-Approved@SMEsGoDigital** Vendor.

2.4.2 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 **Pre-Approved@SMEsGoDigital** 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 **Pre-Approved@SMEsGoDigital** status at a later date, and such re-application shall be treated as a new application, shall be required to undergo the entire **Pre-Approved@SMEsGoDigital** 4 stages process including but not limited to the payment of the applicable fees, the submission of a full set of documents and information required for **Pre-Approved@SMEsGoDigital**.

3 **PRE-APPROVED@SMESGODIGITAL VENDOR OBLIGATIONS**

- 3.1.1 The ICM vendor may use the **Pre-Approved@SMEsGoDigital** Vendor status only after IMDA has issued the Appointment Letter, and ICM vendor has accepted, signed and return the Letter of Acceptance to IMDA. The appointment as **Pre-Approved@SMEsGoDigital** Vendor may only be used in relation to the corresponding version of the pre-approved solution stated in the Appointment Letter.
- 3.1.2 The **Pre-Approved@SMEsGoDigital** Vendor must, to the best of its knowledge, warrant and represent that it conforms to the **Pre-Approved@SMEsGoDigital** terms and conditions, and to the guide herein during the validity of the appointment status.
- 3.1.3 The **Pre-Approved@SMEsGoDigital** Vendor shall use the corresponding version of the pre-approved solution stated in the Letter of Appointment for sale in the enterprise market throughout the validity of the appointment.
- 3.1.4 During the validity of the appointment, the **Pre-Approved@SMEsGoDigital** vendor shall provide self-declaration to IMDA upon 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 **Pre-Approved@SMEsGoDigital** Vendor shall issue quotations and invoices to the enterprise market in accordance to 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 standard digital solution (as set out in the Appointment Letter), must be quoted and invoiced by the **Pre-Approved@SMEsGoDigital** Vendor separate from the standard digital solution.
- 3.1.7 At any time during the period of appointment, IMDA has the right to conduct interim evaluations and/or seek additional clarifications to ensure that the **Pre-Approved@SMEsGoDigital** Vendor meets the **Pre-Approved@SMEsGoDigital** requirements and obligations.
- 3.1.8 The **Pre-Approved@SMEsGoDigital** 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, cash-backs, gifts in kind, loans or credit facilities.

4 COMPLIANCE WITH TERMS AND CONDITIONS

4.1 Suspension and Termination of Appointment as Pre-Approved@SMEsGoDigital Vendor

- 4.1.1 IMDA may suspend or terminate the appointment status if the ICM vendor fails to meet any obligation or requirement under **Pre-Approved@SMEsGoDigital**, or breaches any the Terms and Conditions.

5 FEES

- 5.1.1 Currently, IMDA does not collect fees for the application to be appointed as the **Pre-Approved@SMEsGoDigital** 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 appointed **Pre-Approved@SMEsGoDigital** Vendors hold themselves, at all times, to high standards of conduct. In the marketing and selling of digital solutions, the **Pre-Approved@SMEsGoDigital** 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 **Pre-Approved@SMEsGoDigital**.
- 6.1.2 Without limitation, **Pre-Approved@SMEsGoDigital** Vendors shall observe and comply to the following code of conduct:
- (a) **Pre-Approved@SMEsGoDigital** Vendor shall respond to customer requests and enquiries in a prompt manner and without undue delay;
 - (b) Where the **Pre-Approved@SMEsGoDigital** Vendor is proposing or

selling a solution (including a new version of the pre-approved solution) which is not listed in the Appointment Letter, the **Pre-Approved@SMEsGoDigital** Vendor shall disclose and inform the potential customer of the same; and

- (c) The ICM vendor shall not misuse or abuse the appointment as **Pre-Approved@SMEsGoDigital** Vendor to win work, including but not limited to:
 - (i) **Pre-Approved@SMEsGoDigital** Vendor shall not cross sell or bundle other solution(s) or services that is not pre-approved in the Appointment Letter, unless such solution(s) or services are optional purchases to the potential customer. PROVIDED ALWAYS that, at all times, where the **Pre-Approved@SMEsGoDigital** Vendor cross sells or bundles other solution(s) or services not pre-approved in the Appointment Letter, the **Pre-Approved@SMEsGoDigital** Vendor shall declare upfront and provide details to the potential customer such cross-selling and/or bundling.
 - (ii) The **Pre-Approved@SMEsGoDigital** Vendor shall not unduly raise prices and/or profiteer using the **Pre-Approved@SMEsGoDigital** Vendor appointment status as a pretext.
- (d) **Pre-Approved@SMEsGoDigital** Vendor shall not: apply or make claims, relating to any government grant, on behalf of its customers; 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 **Pre-Approved@SMEsGoDigital** 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 **Pre-Approved@SMEsGoDigital** until such **Pre-Approved@SMEsGoDigital** 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 **Pre-Approved@SMEsGoDigital**.

- 7.1.4 The terms and conditions regarding confidentiality and non-disclosure are contained in the **Pre-Approved@SMEsGoDigital** Terms and Conditions.