

Sectoral Productivity

Call for Collaboration (CFC)

Raising Sectoral Productivity Through ICT

Presented on 22 Aug 2013

Agenda

1. CFC Objectives

2. Details of CFC

- a) CFC Scope
- b) CFC Criteria
- c) CFC Support
- d) CFC Timeline
- e) Submission Details
- f) CFC Documents

3. Next Steps

4. Potential Solutions

Objectives of CFC

To significantly raise productivity of SMEs by sectors using ICT, through demand aggregation, supply chain integration or cross-sector collaboration.

Target
to benefit
more than
10 sectors &
1,000 SMEs

LED BY:



WITH SUPPORT FROM:



\$42 million support for the CFC is put together by IDA and the supporting agencies

PARTICIPATING AGENCIES:



PARTICIPATING ASSOCIATIONS:



Unlocking Demand and Strengthening Supply through the CFC



Unlock Demand (IDA together with other agencies)

- Work with productivity roadmap owners and sector champions to create interest and aggregate demand in their sectors
- Architect ICT-driven sector solutions to address key sector pain points
- Partner government agencies to provide holistic and more attractive incentives

Strengthen Supply (IDA)



- Provide support for local product development
- Facilitate scaling of ICT start-ups
- Promote sophistication of local ICT solutions
- Connect foreign vendors with local vendors for added capabilities

Proven Formula to Drive Impact

Pushing productivity agenda at the sector level

SME Demand Aggregation

- Leverage sector champions
- Address sector wide gaps
- Focus on high impact sector solutions

One-Stop Approach

- Single channel for industry to reach multiple government schemes
- Holistic approach in funding support

Impactful Sector Outcomes

- Multi agencies approach to shaping requirements and evaluation
- Award best-of-breed proposal that can deliver sector-wide impact

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CFC Scope

- A. ICT solutions proposed must be capable of raising the productivity of a named sector significantly. (*These could include software-as-a-service (SaaS), mobility solutions, business analytics, common platform, etc.*)
- B. ICT-enabled project with complementary non-ICT enhancements that can augment higher productivity outcome.
- C. Consortium leads should possess in-depth domain knowledge, identify game-changing ICT solutions, be able to aggregate SMEs for mass adoption, and manage the projects. (*Consortium leads could include Queen Bees, Supply Chain Masters, Trade Associations, or ICT Vendors.*)
- D. SMEs are the primary target group, while non-SMEs should play an integral role in the success of the project.

CFC Scope – Con't

- Sector-Specific Solutions should:
 - address the specific and homogeneous business requirements of a sector
 - incorporate the best sector practices and compliance requirements
 - realise significant productivity gains and catalyse mass adoption within a sector
- Collaborative Platforms should:
 - facilitate multiple enterprises within one sector or across multiple sectors in carrying out Business-to-Business (B2B) and/or Business-to-Government (B2G) transactions through adopting open or industry-accepted messaging standards while also providing enhanced or new functionalities
- Consortia should also consider new areas such as:
 - innovative solutions that enable new business models
 - productization of solutions

CFC Criteria

- Project must demonstrate capability to
 - address **key gaps** within the named sector;
 - increase SME productivity by **at least 20%** in their core business processes; and
 - plan and drive pervasive adoption in the immediate and long term
- Consortium shall have minimally **10 SMEs**
 - Every consortium member shall be a legitimate entity;
 - Consortium Lead can be an Enterprise User, SME, ICT Vendor, a trade association, etc; and
 - At least **one ICT vendor** in the consortium shall have the necessary expertise, experience and domain knowledge.

Definition of productivity increase

- Time saving in specific business processes; and/or
- Cost saving (Increase profit, reduce cost); and/or
- Reduce manpower reliance.

CFC Criteria – Con't

1. The Consortium shall minimally comprise:
 - a. One (1) ICT Vendor; and
 - b. At least ten (10) SMEs

2. The SMEs shall
 - a. Illustrate the expected benefits from proposed solution;
 - b. Commit interest to use proposed solution with **Letter Of Intent (LOI)**; and
 - c. NOT participate in more than one Proposal for similar solutions.

3. The ICT Vendor shall
 - a. Provide evidence to prove it is the Product Principal or an authorised reseller/partner;
 - b. Be committed to sector's long-term needs, and ensuring proposed solution is kept relevant to sector;
 - c. Show adequate resources for project management and after-sales support;
 - d. Undertake all works (eg. solution and data hosting, customisation, development, configuration, setup, training, support, etc) in Singapore;
 - e. Demonstrate lower Total Cost of Ownership;
 - f. Provide commercially viable pricing model, share detailed pricing with Enterprise and NOT raise prices during grant period; and
 - g. Provide a Service Level Agreement to meet Enterprise's needs.

CFC Evaluation Criteria

The Proposals will be evaluated based on:

1. Significance of the expected benefits to SMEs and their sectors as a result of implementation (eg. cost savings, productivity increase, value-add);
2. Cost-effectiveness of the proposed solutions; and
3. Potential for pervasive adoption over the next 6 months (short term) and 3 years (long term).

CFC Support

1. A budget of up to \$42 million has been set aside to support the successful proposals in the CFC.
2. Proposals may be awarded grants for:
 - a) adoption (up to 70% of the qualifying costs)
 - b) development (up to 70% of the qualifying costs)
3. The funding support for selected Proposal(s) will be determined upon the assessment of the merit of the successful Proposals.

CFC Timeline



Submission Details

1. Submission should be made using the Proposal Submission Form downloaded from Sectoral Productivity CFC website.
2. Two (2) hardcopies and one (1) softcopy (in a CD-ROM) of the Proposal should reach IDA **no later than 14 October 2013 (Monday) at 6:00PM**. All Proposals must be clearly marked and addressed to:
Sectoral Productivity CFC
Infocomm Development Authority of Singapore
10 Pasir Panjang Road #10-01
Mapletree Business City
Singapore 117438
3. Enquiries can be made to:
IDA_Sectoral_cfc@ida.gov.sg
4. No further enquiries regarding this CFC will be entertained after 14 October 2013.

CFC Documents

<http://www.ida.gov.sg/collaboration-and-initiatives/collaboration-opportunities/Sectoral-Productivity-Call-for-Collaboration>

Proposal Submission

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Infocomm Development Authority of Singapore
10 Pasir Panjang Road #10-01
Mapletree Business City
Singapore 117438

Proposals may also be submitted in person at the IDA reception desk on the 10th floor of Mapletree Business City.

IDA reserves the right not to accept late submissions.

CFC Public Document and Proposal Submission Forms

S/N	Description
1	Sectoral Productivity CFC - Public Document 
2	Annex A : Important Notices 
3	Annex B : Examples of Sectoral Productivity Solutions 
4	Proposal Submission Form 

For requests and clarifications, please contact:

Sectoral Productivity CFC Team
DID: +65 6211 1592
Fax: +65 6211 2535
Email: IDA_sectoral_cfc@ida.gov.sg

**Please download the
CFC documents, read
through them and
submit them
accordingly**

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Next Steps

NETWORKING & ICT SHOWCASE

10 September 2013 (Tue), 10am to 5pm

Venue will be advised via email upon acknowledgement of registration



NETWORK:

Come and network with ICT vendors and solutions providers, business operators, industry leaders and trade associations under one roof. Use this platform to identify suitable partners to work together for the CFC.

SHOWCASE:

ICT vendors can also request for a table space to showcase your company's products, services or ideas to explore partnerships. **Only 80 booths** are available, to be allocated at no cost, on a first-come-first-served basis.

TALKS:

Attend talks by industry leaders to help you understand the key requirements of the various business sectors and the ICT needed to achieve sector-wide productivity gains in these sectors.

TOPICS:

Raising quality of Pre-Schools (by ECDA)

Raising quality of Private Schools (by SAPE)

Better Control of landscaping workforce and jobs island-wide (by LIAS)

Uplifting the productivity of Traditional Chinese Medicine Sector (by ICMS) - in Mandarin

Improving energy efficiency for SMEs

Travel Agents: Benefiting from applying Technology and Analytics (by STB)

Improving management of Dental Clinics (by SDA)

Increasing visitorship to Attractions (by ASA)

Better control of waste management workforce and jobs island-wide (by NEA)

Improving productivity in the cleaning sector

Maximising efficiency through self check-ins at Hotels (by STB)

Streamlining the operation processes in catering management (by ACAPS)

Next Steps – Con't

ONLINE NETWORKING DIRECTORY

If you are an ICT Vendor, you can sign up in the Online Networking Directory to indicate the solution you have, the sector you would like to target or partnerships you are looking for.

This will allow potential enterprises and partners to find you.

The Online Networking Directory will be published on the Sectoral Productivity CFC website.

S/N	Potential Role in CFC	Name of Company	Target Sector	SaaS Solution Proposed	Looking For	1st Contact	2nd Contact
1	Lead	ABC Pte Ltd	Pre-School	Student Management System	Enterprises	Roy Senior Manager O (6xxxx xxxx) M (xxxxxxxx) Email	Joe Consultant O (6xxxx xxxx) M (9xxxxxxxx) Email:
2	Member	XYZ Pte Ltd	Logistics	Transport Management System	Partnership with ICT vendors - Scheduling and Routing System	Mary Director O (6xxxx xxxx) M (xxxxxxxx) Email	John Manager O (6xxxx xxxx) M (9xxxxxxxx) Email:

Next Steps – Con't

SECTOR-SPECIFIC NETWORKING SESSIONS

- **Details will be made available after 10 September CFC Industry Networking and ICT Showcase event.**
- **Only vendors with solutions relevant and identified by sector leads to the sectors will be invited to these sessions.**



What you can do as an SME

- Share /exchange common requirements/standards
- Consolidate demand with peers for collective adoption to gain benefits from economies of scale
- Use ICT solution to transform your businesses and the sector

What you can do as an ICT Vendor

Deliver solutions that are

- Enterprise-friendly NOT grant-friendly
- Comply with industry best practices
- Integrated (with other business functions)
- Bundled for complete delivery
- Fast-to-implement, easy-to-maintain
- Sustainable long-term
- Quick-to-replicate sector-wide or cluster-wide (shared/common platforms/services)

Leverage the CFC to

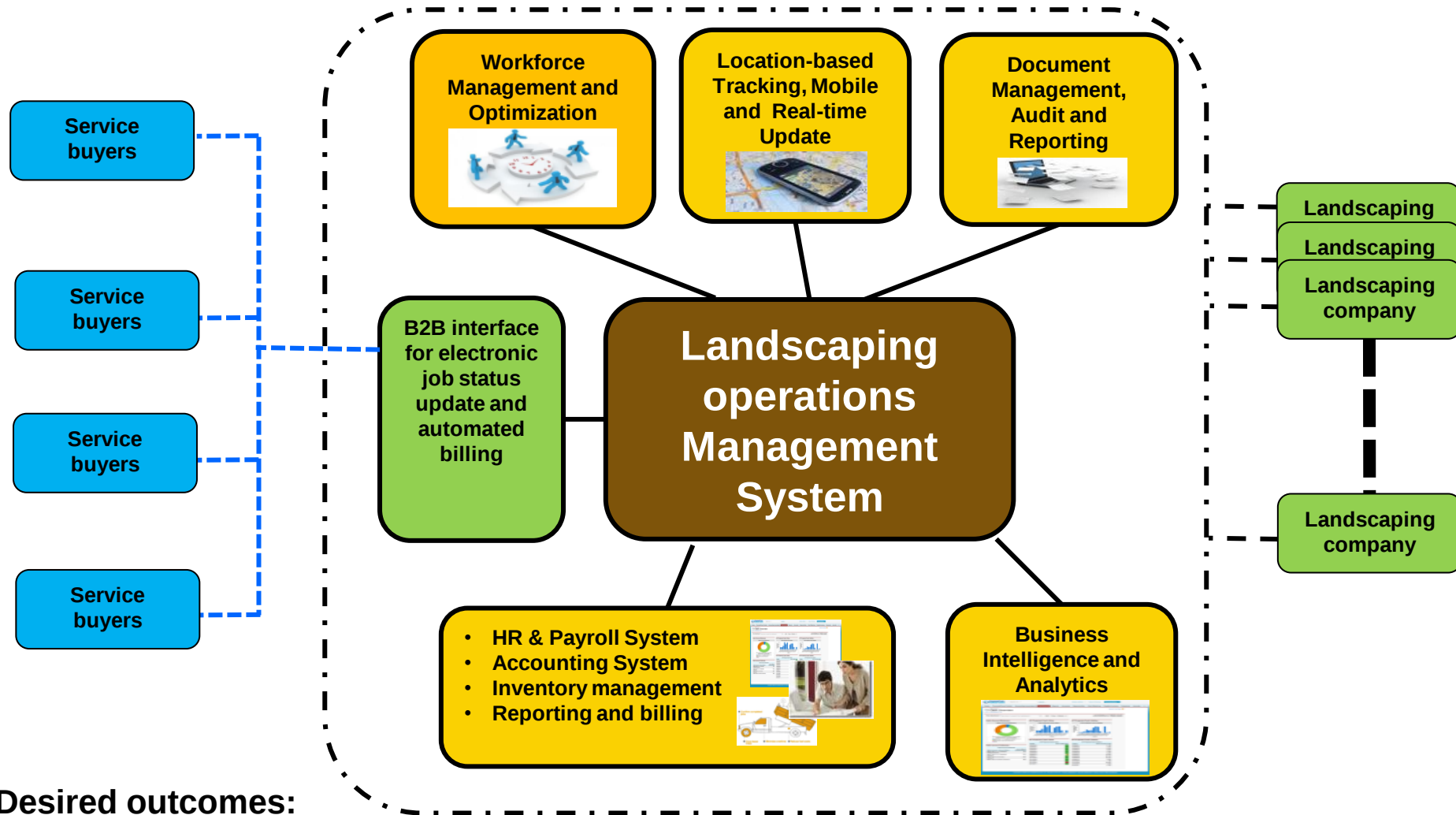
- Deepen domain capabilities
- Develop exportable product
- Raise capability to undertake more sophisticated ICT
- Gain track record for large-scale projects

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Landscape Sector

(Functional Requirements for Landscaping Operations Management System)

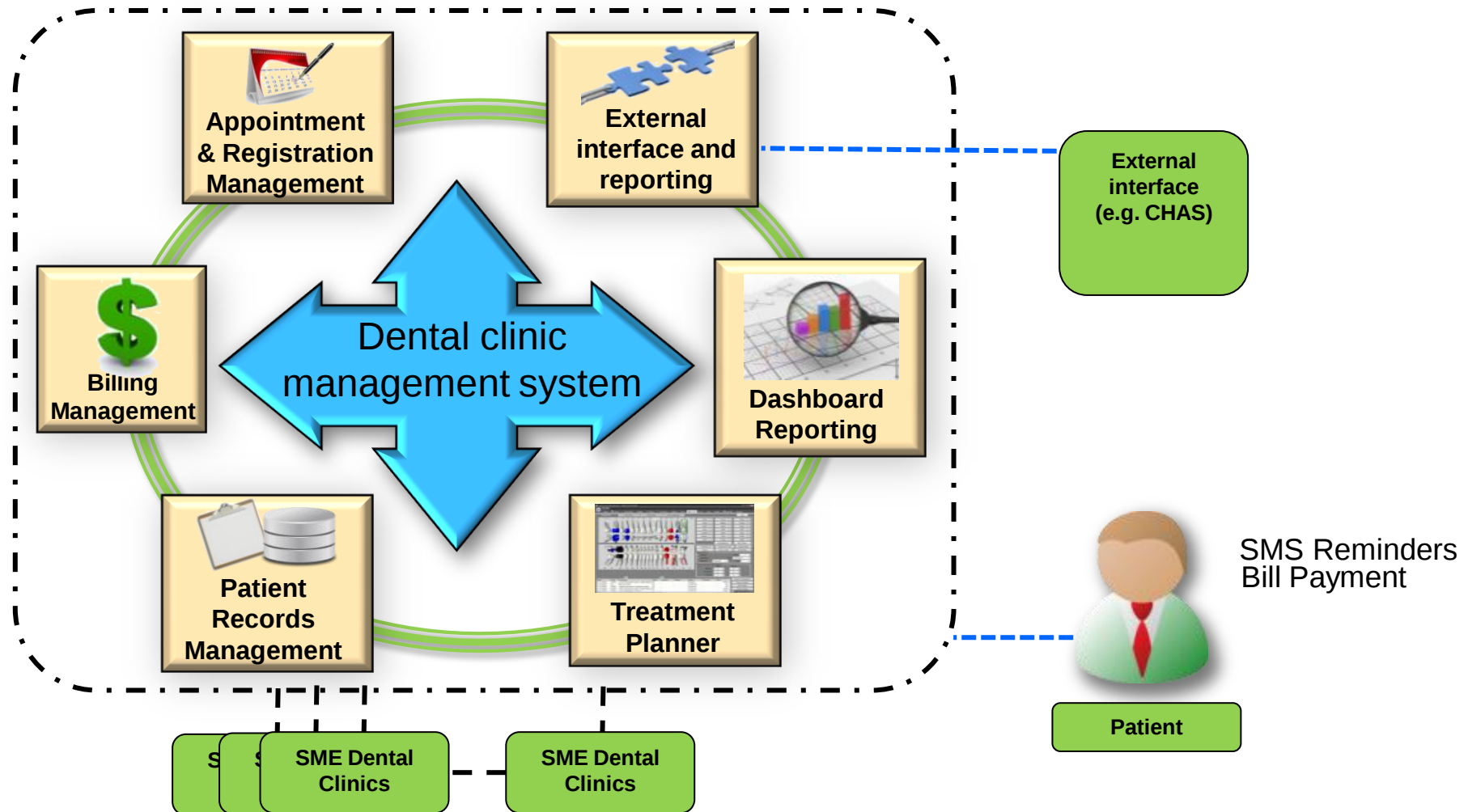


Desired outcomes:

1. Increase efficiency of island-wide job management
2. Reduce reporting time and facilitate timely completion of works to service buyers and internal stakeholders
3. Optimise manpower allocation to enable companies to increase job capacity

Dental Sector

(Functional Requirements for Dental Clinic Management System)

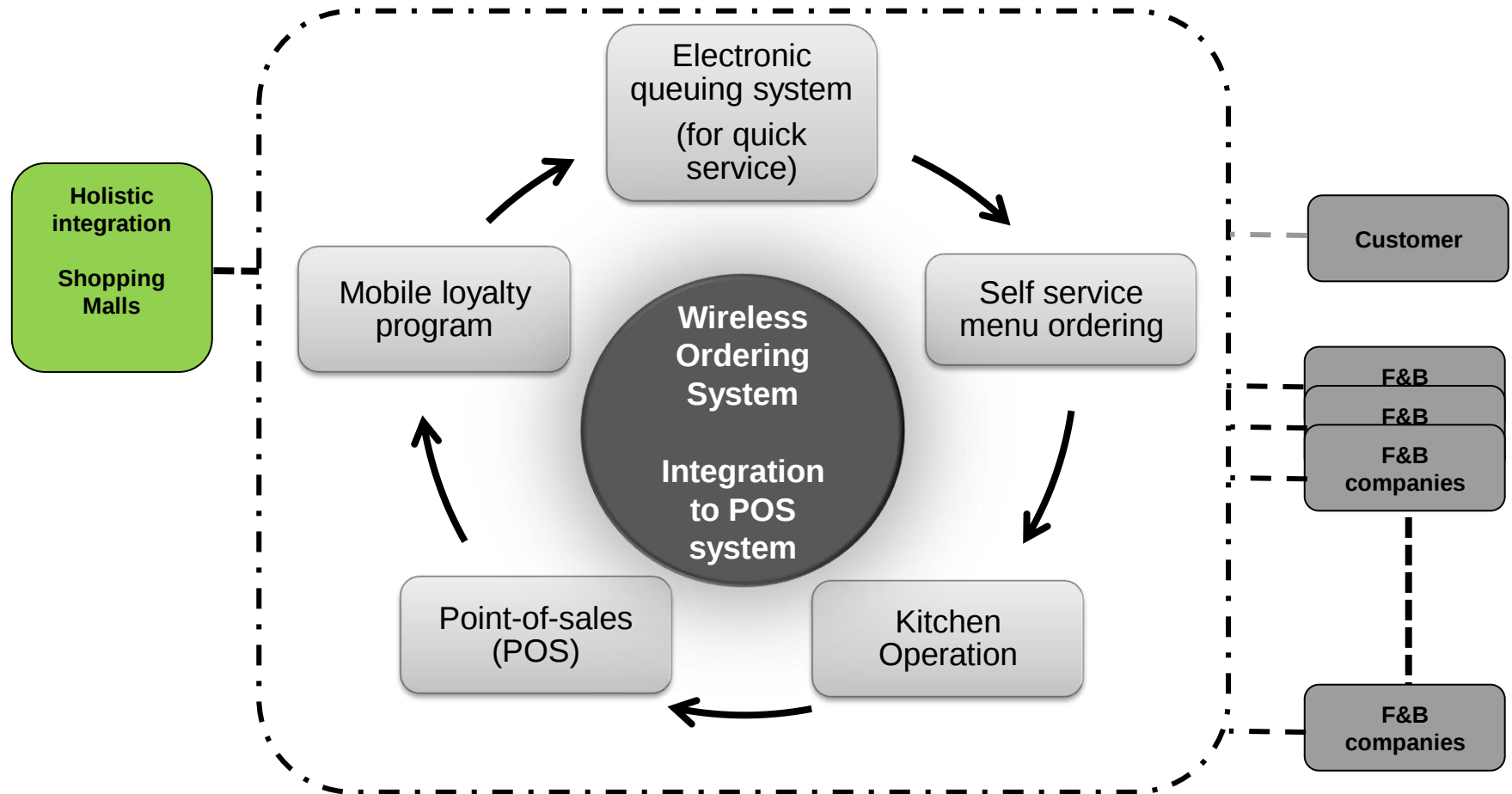


Desired outcomes:

1. Improve efficiency for patient admin (e.g. retrieval and updating of records, appointments, etc)
2. Improve turnaround time and error reduction in prescriptions

Food and Beverages Sector

(Functional Requirements for Self-service Menu Ordering / Quick Ordering System)

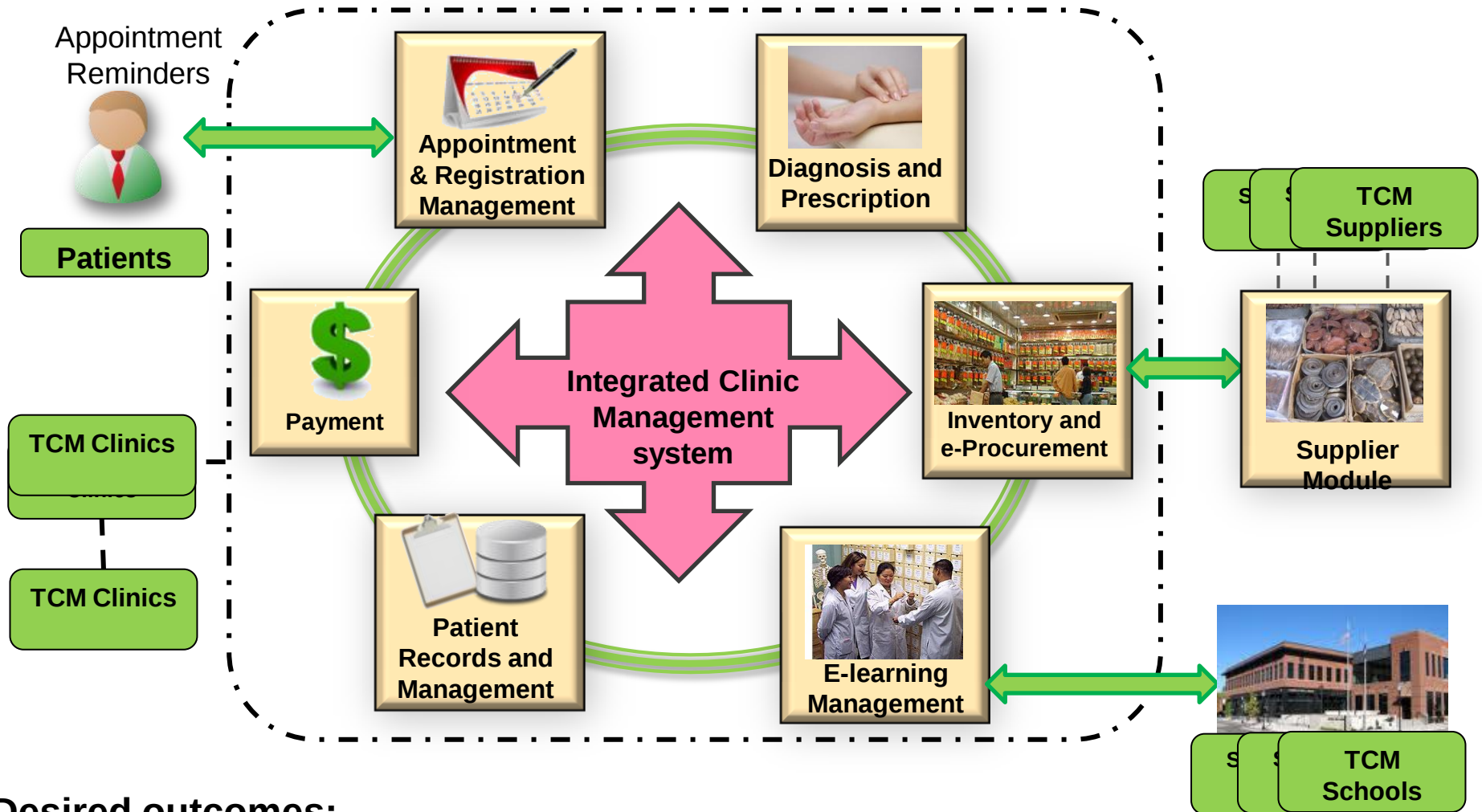


Desired outcomes:

1. Improve table turn by integrating menu ordering to kitchen operations and mobile payment at tables
2. Queue management for self collection at quick service outlets

Traditional Chinese Medicine Sector

(Functional requirements for Integrated Clinic Management System)

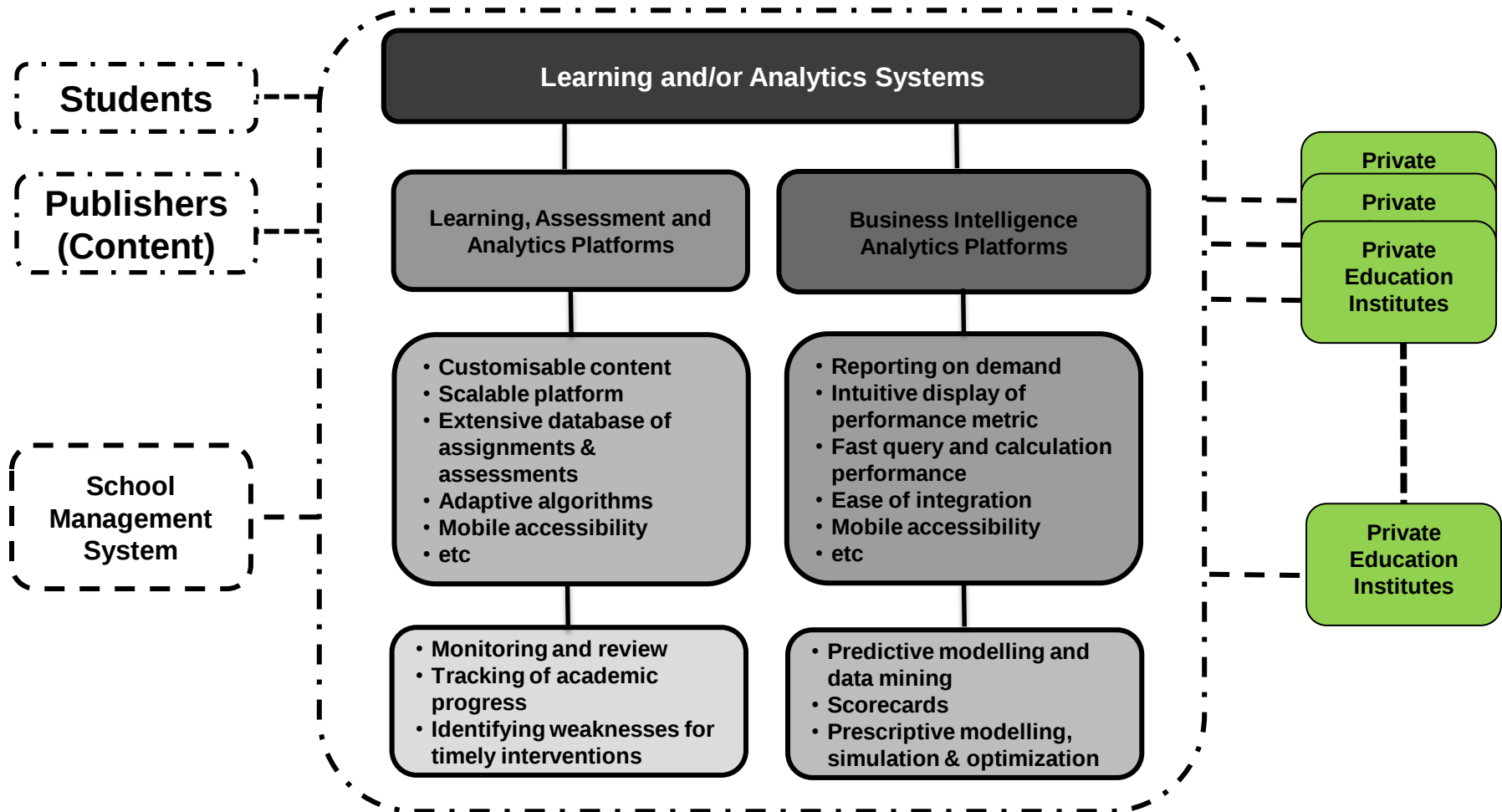


Desired outcomes:

1. Reduce cost through better management of medicinal supplies and stocks
2. Uplift the TCM physician standards and improve clinical results
3. Improve patient care and aftercare services

Private Education Sector

(Functional Requirements for Learning and/or Analytics Systems)

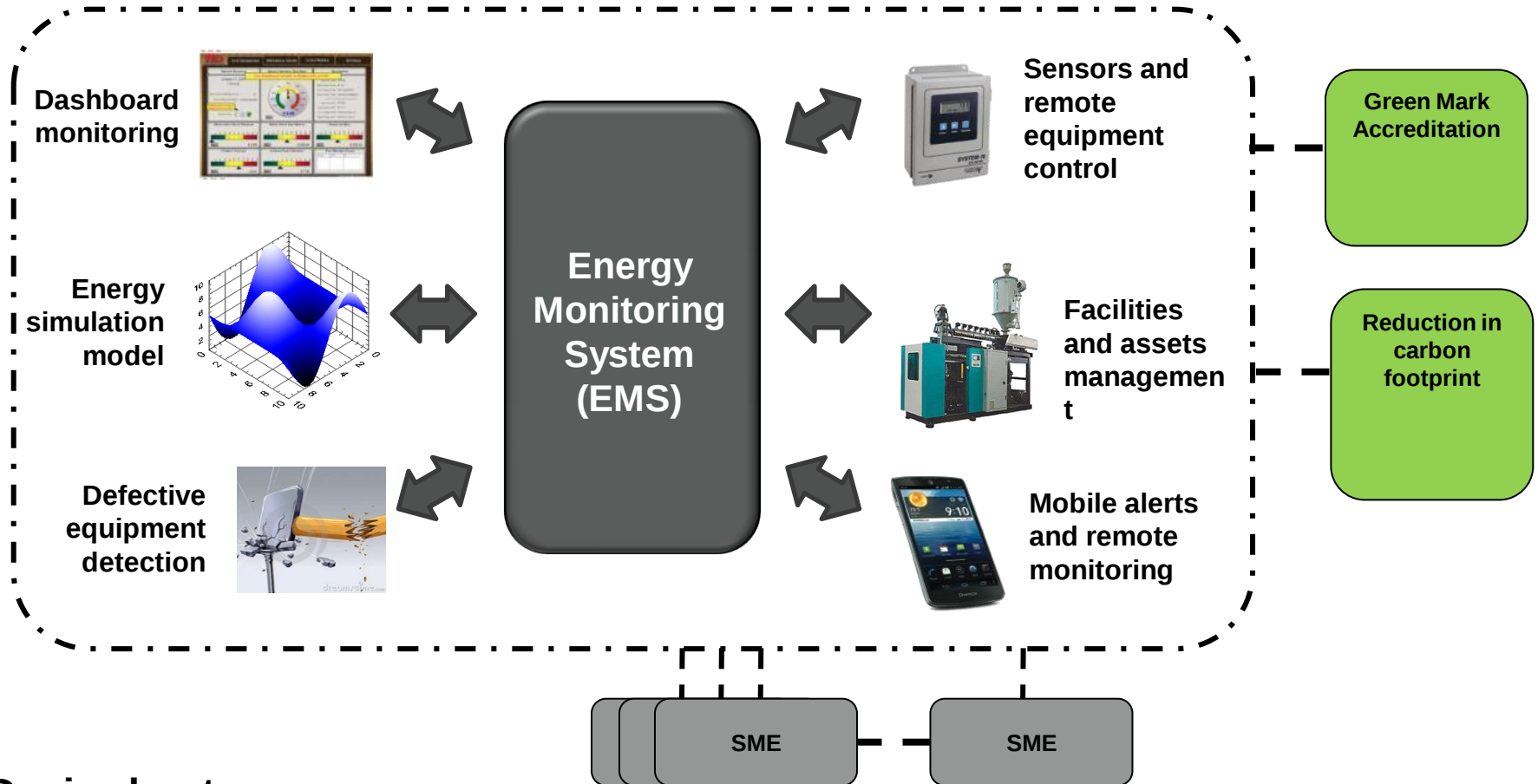


Desired outcomes:

1. Enable PEIs to quickly identify and reduce operational bottlenecks
2. Increase student teaching and learning efficiency

Manufacturing Sector

(Functional Requirements for Energy Monitoring Solutions)

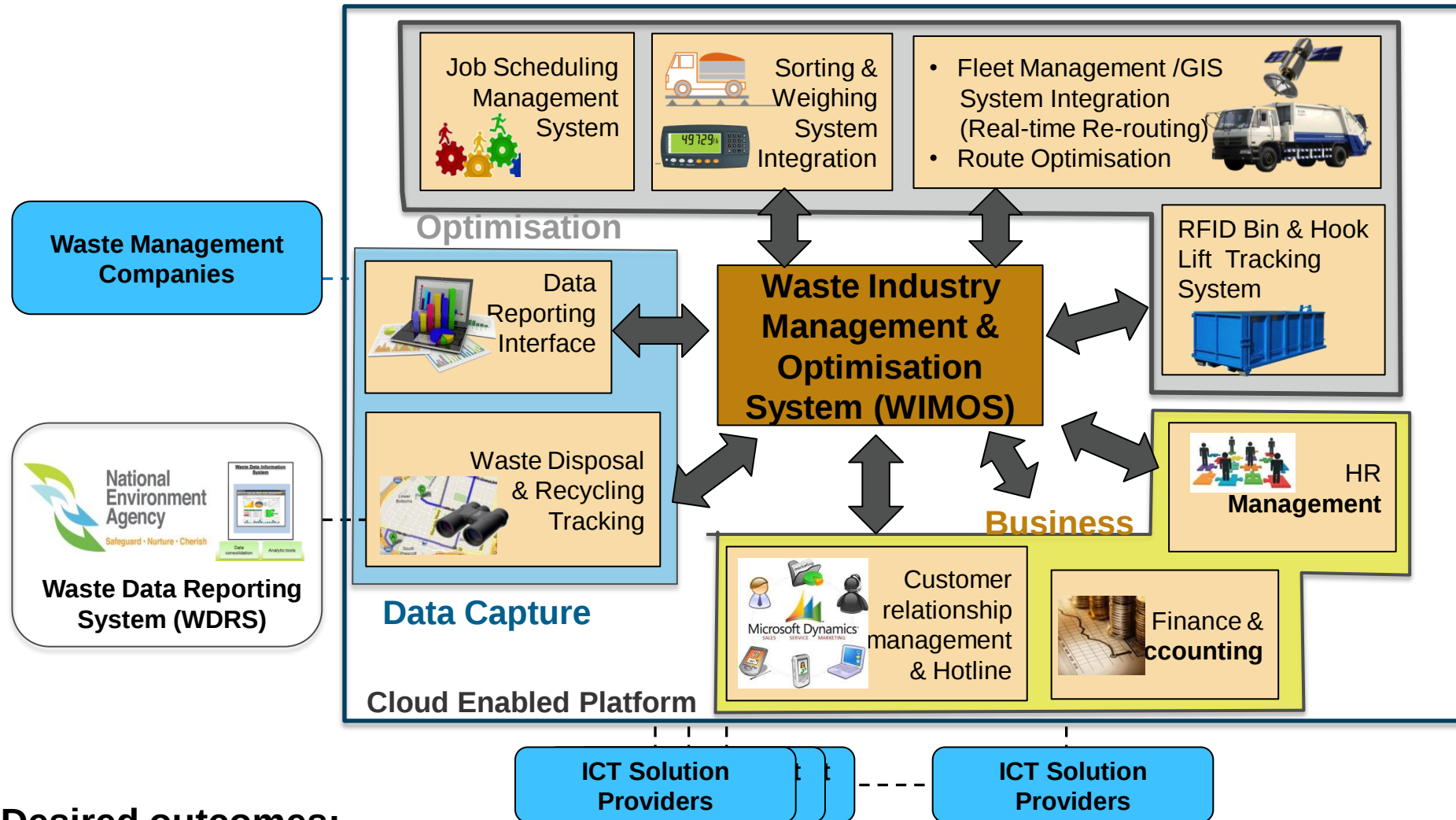


Desired outcomes:

1. Timeliness in identifying high energy wastage areas
2. Reduce energy consumption by optimizing energy usage
3. Identify areas of enhancements/maintenances required to improve energy efficiency (e.g. repair or replacement of machines)

Waste Management Sector

(Functional Requirements for Waste Collection Management System)

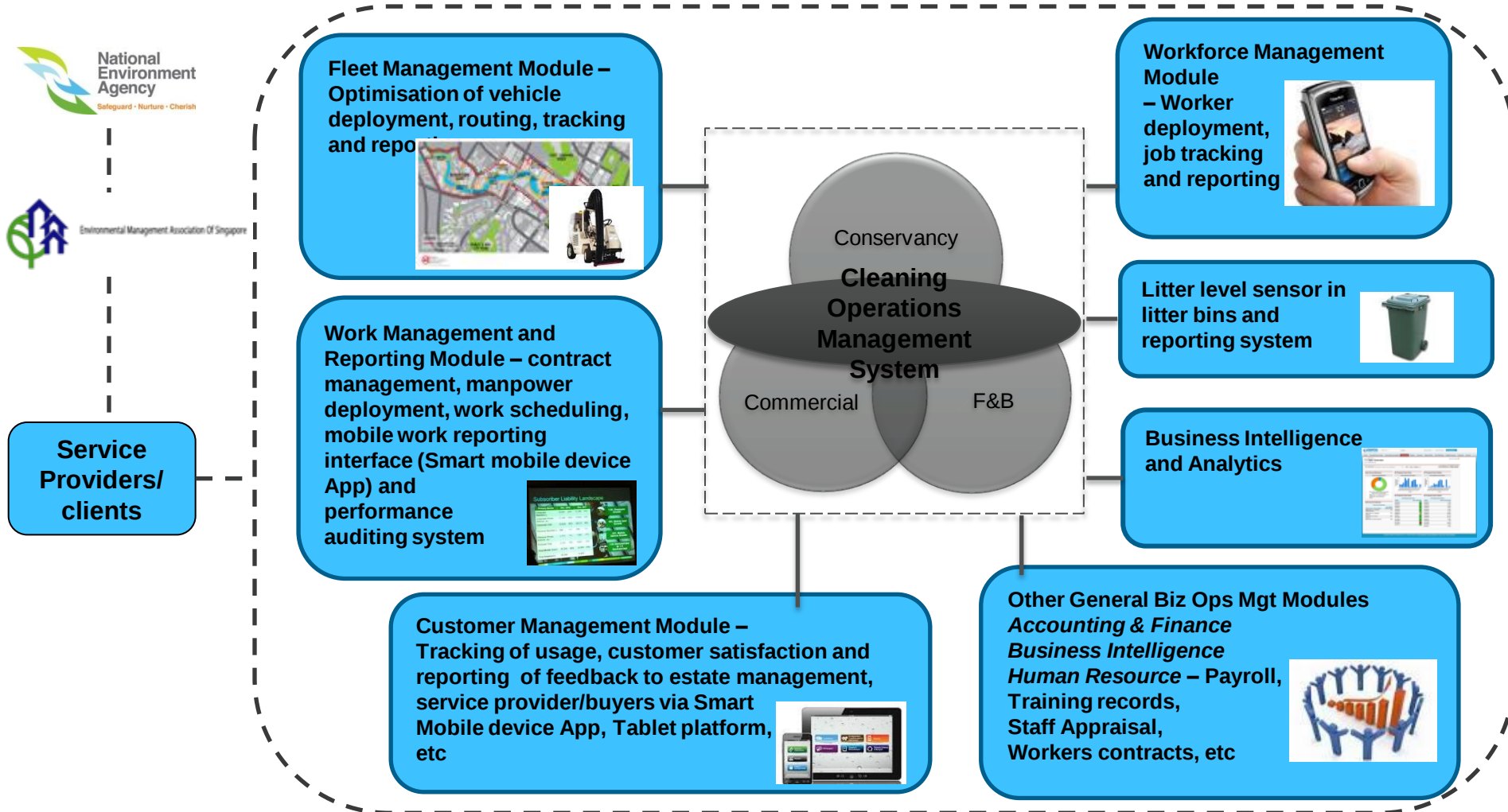


Desired outcomes:

1. Increase efficiency and productivity of collection process by 20%
2. Integrate various systems into a single, cloud enabled platform for waste & recycling reporting

Cleaning Sector

(Functional Requirements for Cleaning Operations Management System)

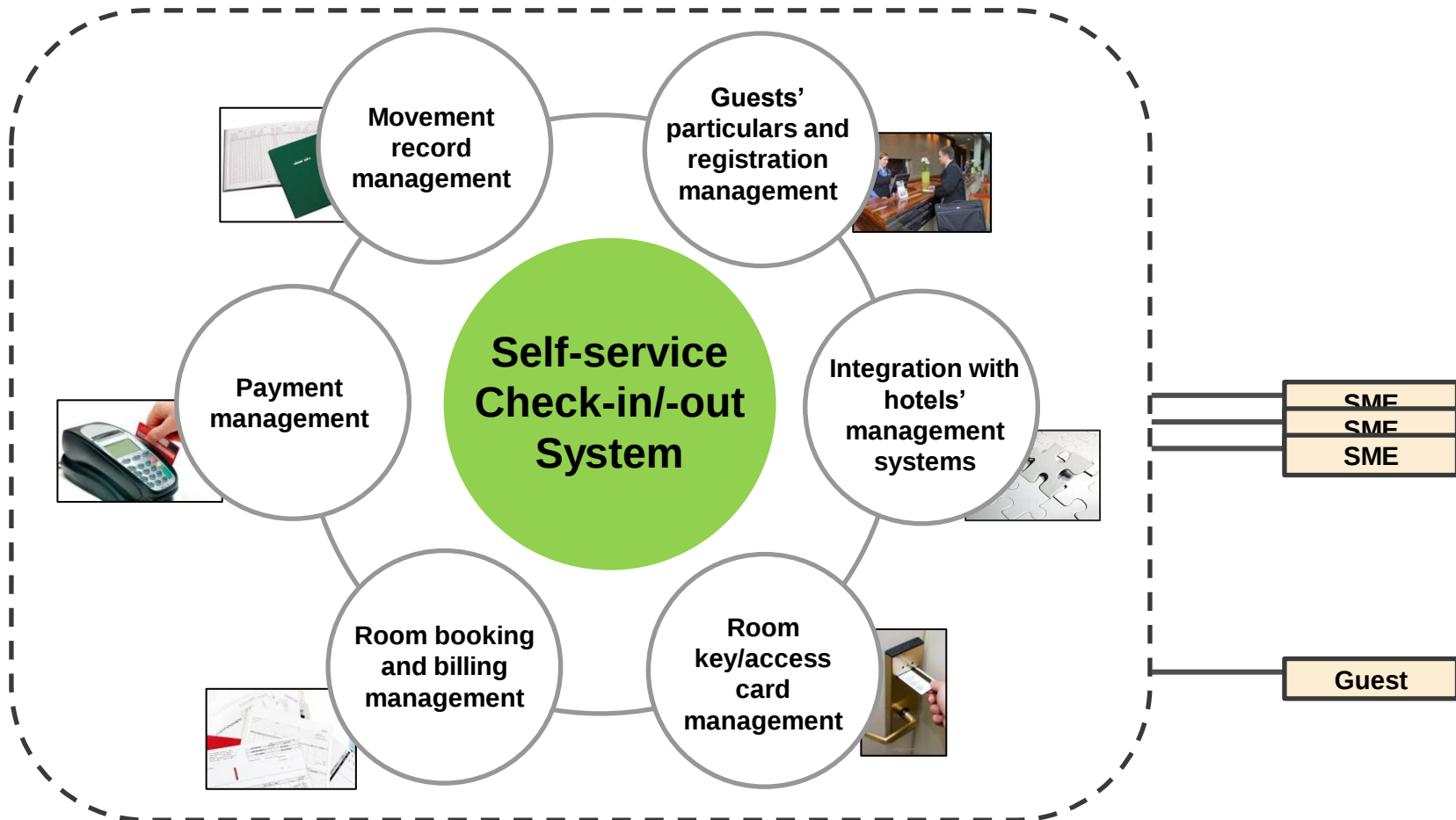


Desired outcomes:

1. Increase efficiency of job management by 20%
2. Improve feedback response time by 20%
3. Reduce reporting time by least 30%

Hotel Sector

(Functional Requirements for Hotel Self-service Check-in/-out system)

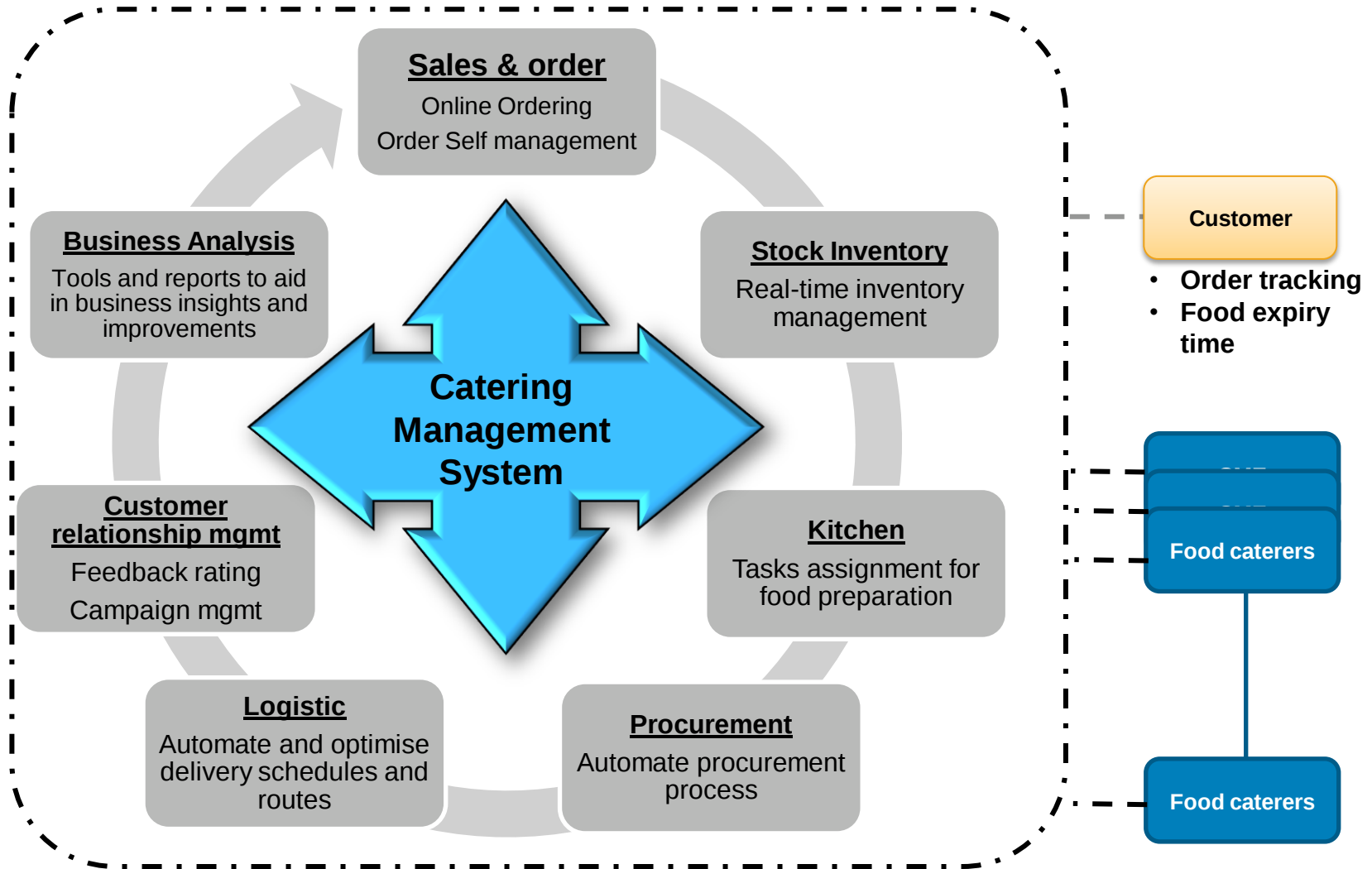


Desired outcome:

- 1. Reduce front desk manpower reliance and speed up check-in/-out process**

Catering Sector

(Functional Requirements for Catering Management System)

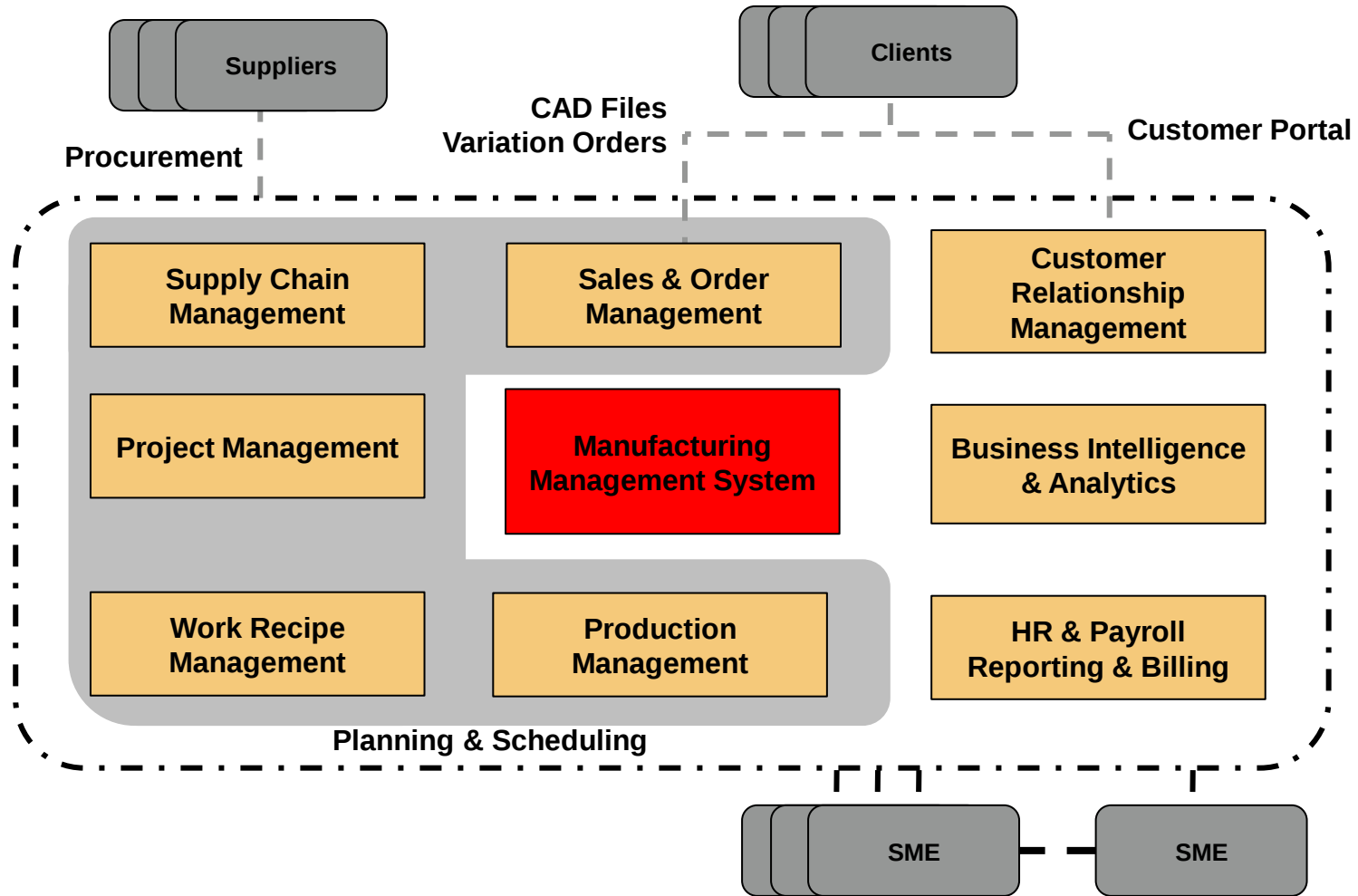


Desired outcomes:

1. Expanding sales channel and extending customer engagement through online ordering
2. Enabling automated menu customization, reducing effort by sales team
3. Reduce manual processes and optimise planning delivery schedules and routes

Manufacturing Sector

(Functional Requirements for High Mix Low Volume Manufacturing)

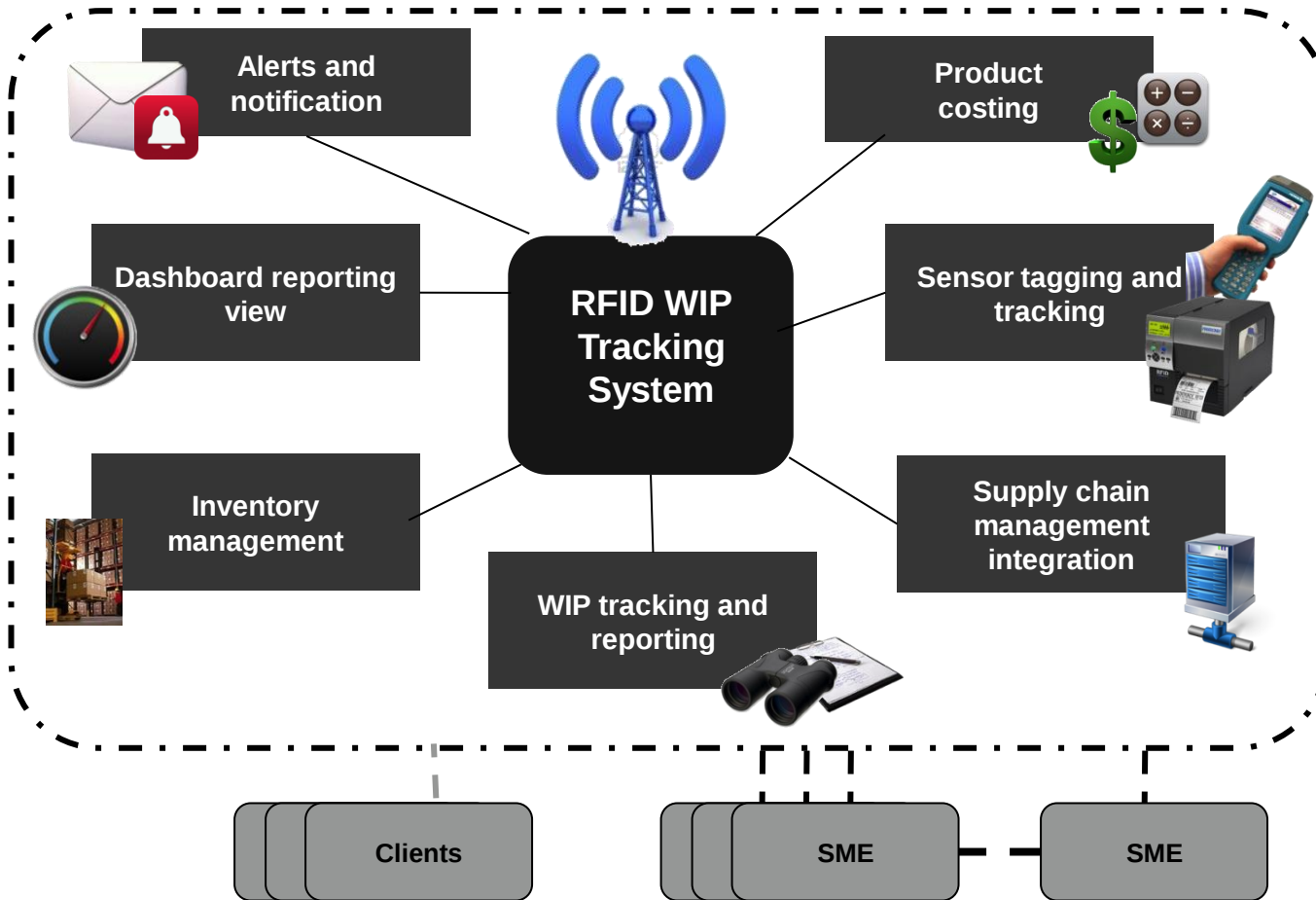


Desired outcomes:

1. Enabling better management of core production processes
2. Improve production planning and reduce raw material wastage

Manufacturing Sector

(Functional Requirements for RFID tracking)



Desired outcomes:

1. Improve work in progress management and reduce production downtime, overruns, etc.
2. Increase inventory management and raw material turn ordering

Retail Sector

(Functional Requirements for Location-Based Shopping)

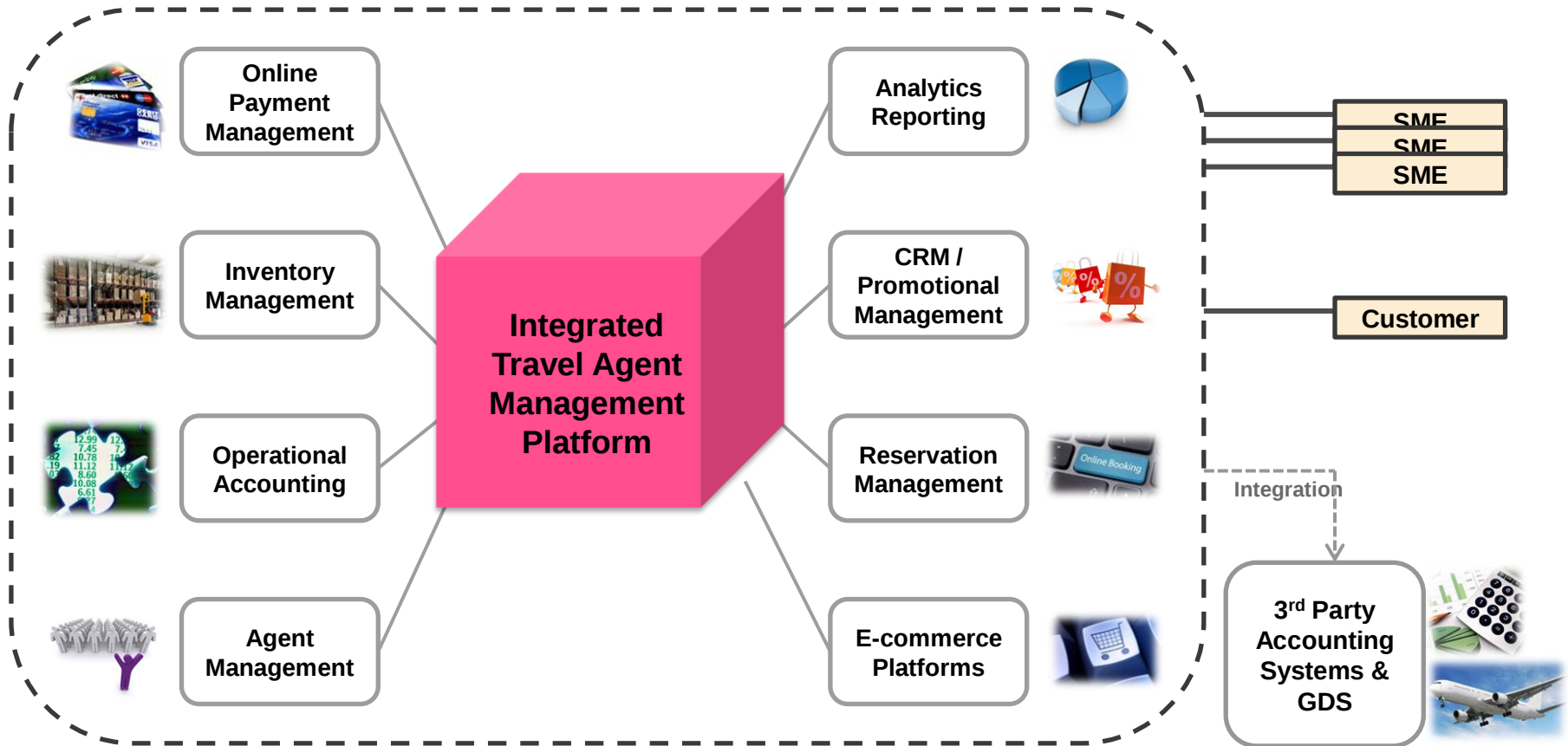


Desired outcomes:

1. Increase revenue through real-time, customized customers campaigns
2. Reduce efforts and cost, of customer acquisition and engagement (e.g. reduce the need for flyers distribution)

Travel Sector

(Functional Requirements for Travel Agents Management Platform)

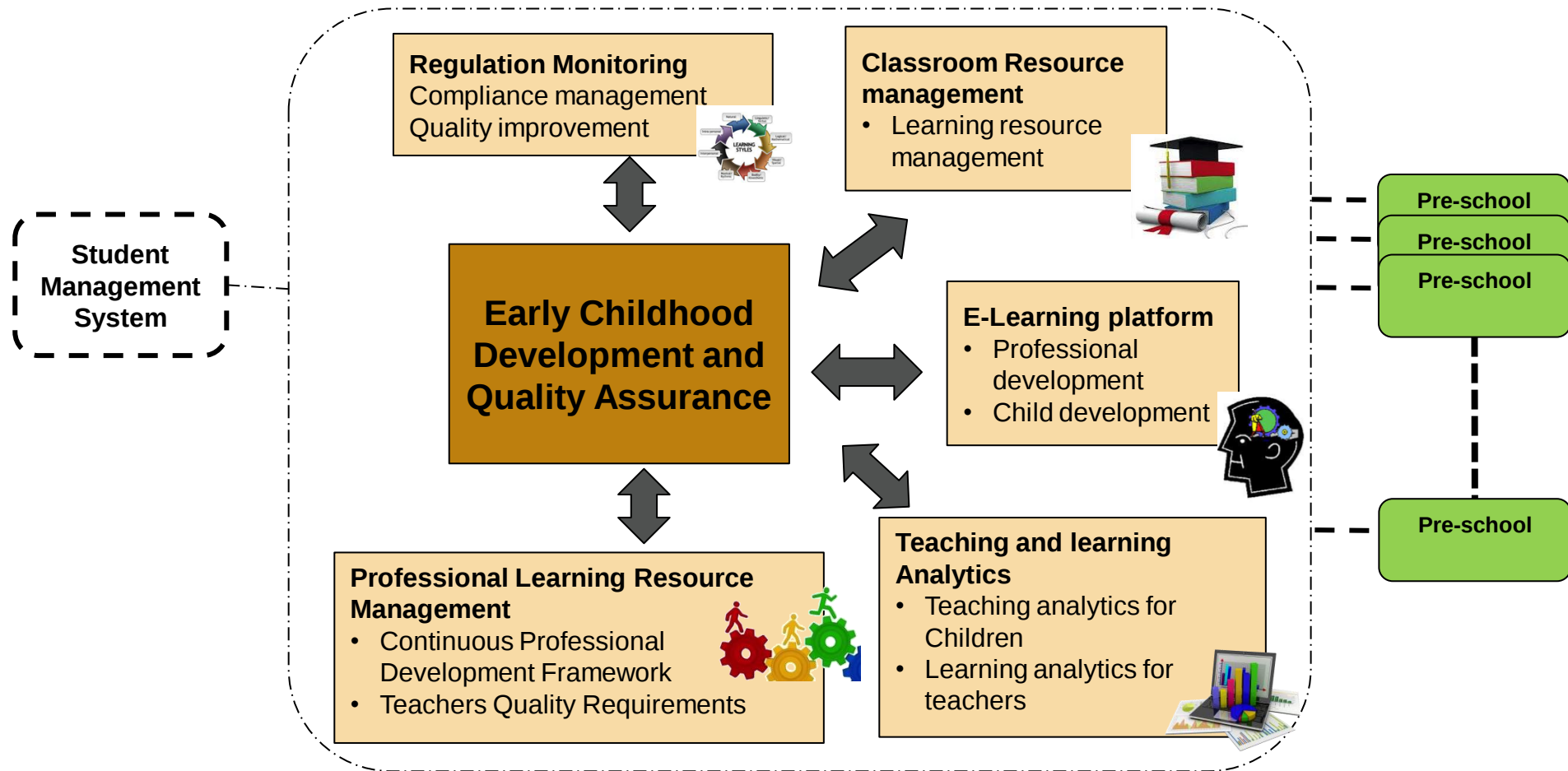


Desired outcomes:

1. Reduce sales cycle time and increase efficiency in managing suppliers
2. Enable consistent application of pricing rules
3. Real time visibility over inventory movement / status

Pre-School Sector

(Functional Requirements for Early Childhood Development & Quality Assurance)

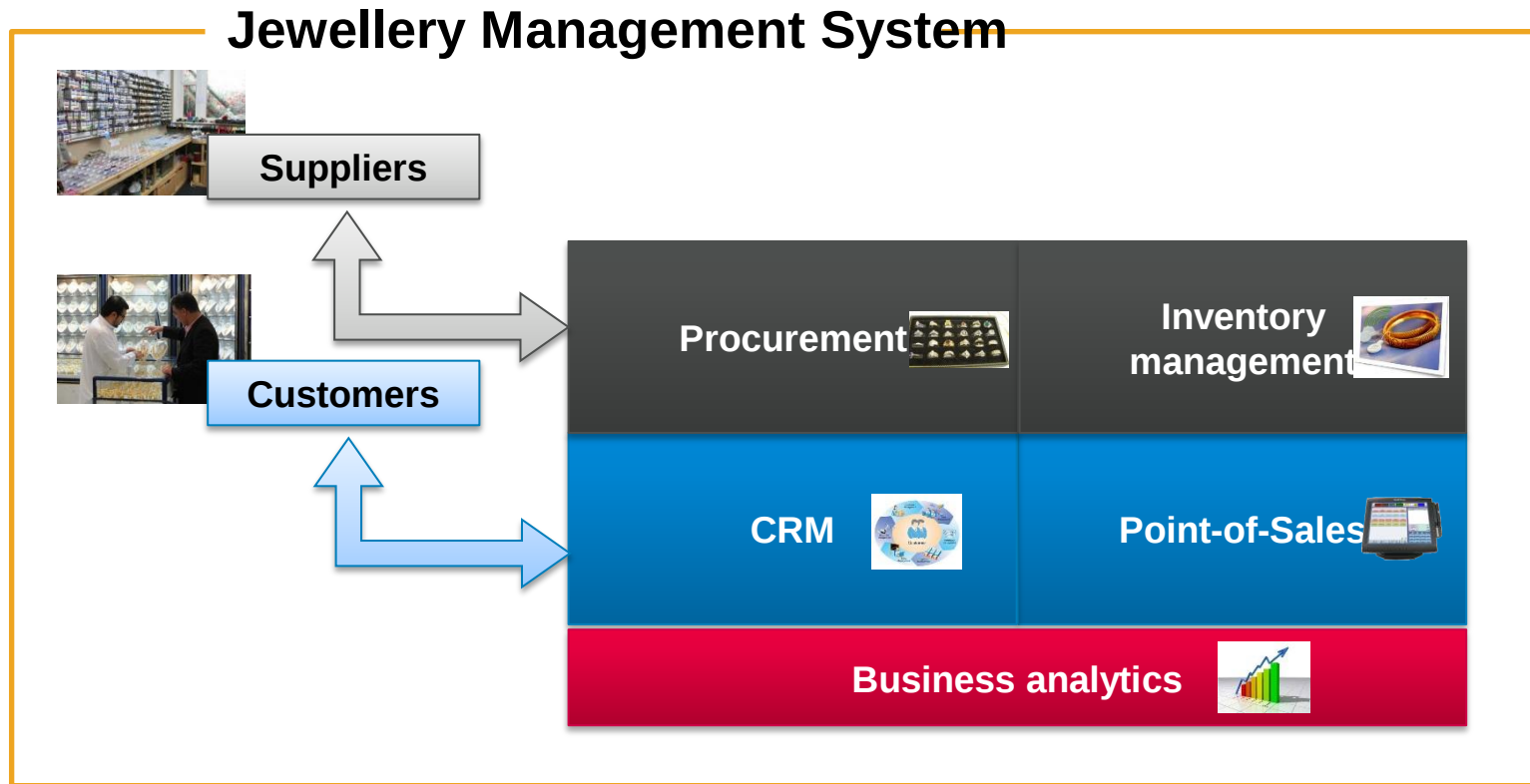


Desired outcomes:

1. Improve teaching and learning quality through E-learning
2. Reduce time required for compliance of regulations and accreditations
3. Improved outcomes through teachers and students analytics

Jewellery Retail Sector

(Functional Requirements for Jewellery Management System)



Desired outcomes:

1. Increase accuracy and reduce time taken for stock check
2. Reduce redundancy and manual entry with electronic procurement and integration to inventory
3. Reduce cost through better management of supplies

Attractions Sector

(Functional Requirements for Tourist Attraction Management Platform)

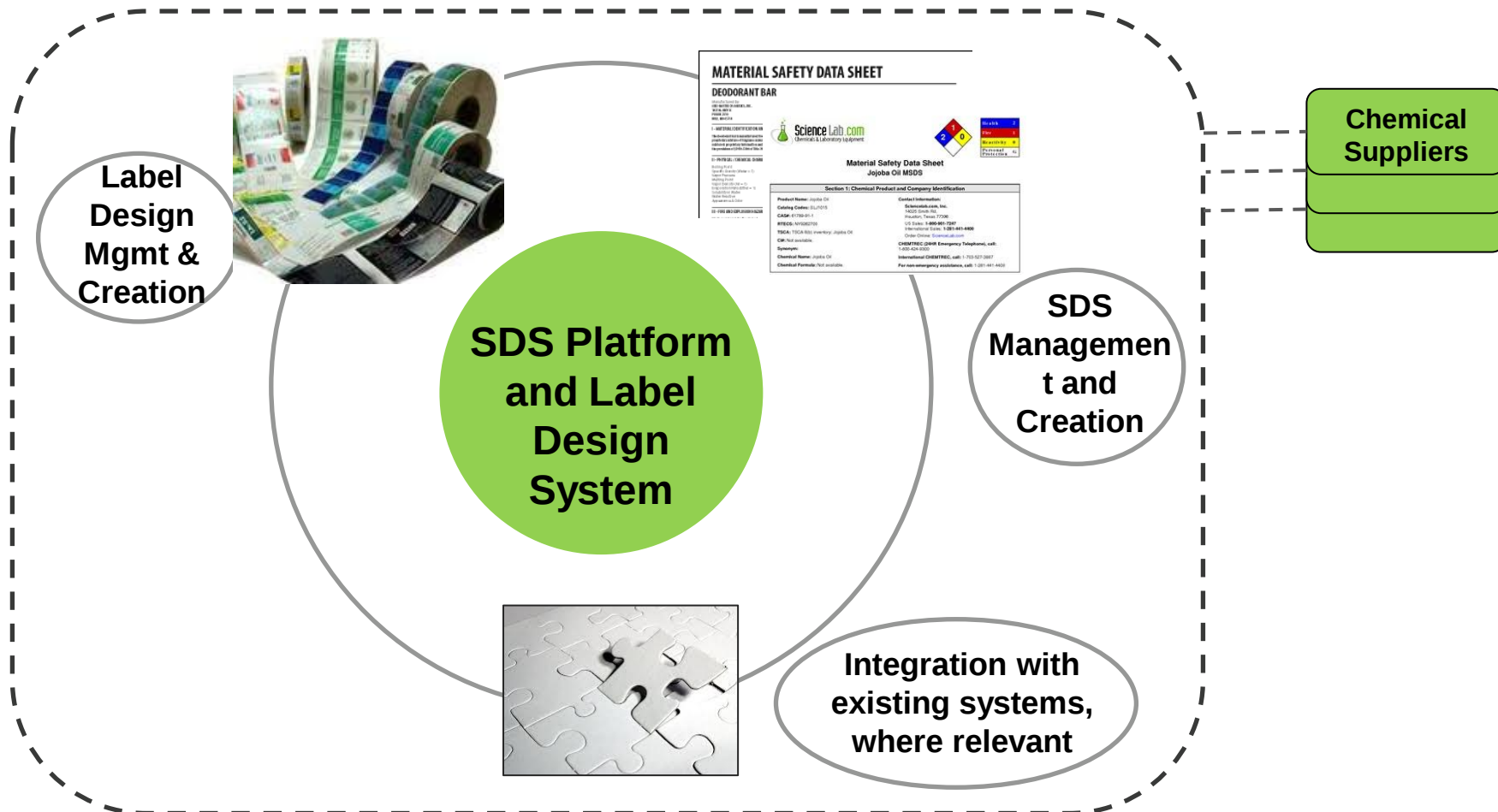


Desired outcomes:

1. Increase visibility and control over ticketing inventory
2. Reduce manpower required for marketing and promotions
3. Increase revenue with better management of inventory

Chemical Sector

(Functional Requirements for SDS platform and Label Design System)



Desired outcomes:

1. Reduce manpower for authoring of SDS and labels for chemical
2. Improve workplace safety with proper compliance with GHS

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