

## Helping SMEs in their Digital Journey through IMDA's SMEs Go Digital

### About SMEs Go Digital

1. The evolving digital landscape is redefining the way we live, work and play. While rapid digitisation has ushered in disruptions to traditional businesses and value chains, it also brings forth much opportunities to SMEs. With the increasing sophistication of technology solutions, and rapid pace of change, it is timely for a bigger push to help SMEs transform digitally.
2. The SMEs Go Digital programme not only supports SMEs in the use of technology to boost their productivity, but also provide them advice on the use of digital tech at each stage of their growth. Building on IMDA's Enhanced iSPRINT programme, the SMEs Go Digital enables SMEs with digital capabilities to achieve internal efficiencies, cost reductions, and better service offerings for sustained growth in the digital economy.
3. For SMEs requiring productivity tools such as digital ordering and payment, and fleet management, they will continue to receive support through pre-approved proven solutions just like in the Enhanced iSPRINT programme. This is in fact simplified as they have a one-stop contact point now through the SME Centres, which advise on what solutions are available. For SMEs with more advanced digital needs such as data analytics and cybersecurity, a **SME Digital Tech Hub** will be set up by end of the year to provide them with more tailored advice.
4. IMDA will also place greater emphasis on supporting pilot projects that are new to SME sectors with significant potential to scale and uplift whole sectors to help more SMEs at once. This will be achieved largely by partnering **influential intermediaries or large companies** who can play leadership roles in their sectors to help digitalise the SMEs they work with and deploy impactful ICT solutions. Under this effort, SMEs that are open to apply and innovate with digital solutions new to their sectors, which will benefit them and their peers, will be supported.

5. In helping SMEs build stronger digital capabilities, IMDA will develop sector-specific **Industry Digital Plans** that are aligned to the respective sectors' Industry Transformation Maps (ITMs). These plans will be used to guide SMEs technology deployment at different stages of their growth and help them to progressively acquire advanced capabilities in cyber security, data protection and data analytics. For a start, IMDA will focus on SMEs in sectors where digital technology can significantly improve productivity, such as retail, food services, wholesale trade, logistics, cleaning and security.
6. For more information on SMEs Go Digital, please visit, [www.imda.gov.sg/smesgodigital](http://www.imda.gov.sg/smesgodigital).

- **Guide SMEs on Tech Deployment through Industry Digital Plans**

The Industry Digital Plans for SMEs form the core of the SMEs Go Digital programme. The Plans will help SMEs understand which digital technologies are relevant to their sectors, as well as guide ICT vendors to meet sector-specific digital technology needs.

The Plans will be aligned with the Industry Transformation Maps (ITMs) and identify synergies across different sectors, such as cross-cutting technologies that can be deployed across multiple sectors. IMDA and the sector-lead agencies will jointly develop the plans for the identified sectors. The first plan is targeted to be completed by end 2017.

- **Provide Specialist Advice via a New SME Digital Tech Hub**

IMDA will establish the SME Digital Tech Hub in the third quarter of 2017 to provide specialist tech advisory to SMEs with more advanced digital needs, such as data analytics and cybersecurity. The SME Digital Tech Hub complements the business advisors in SME Centres, which provides basic advice on off-the-shelf digital solutions that are pre-approved for funding support. Besides providing advisory, the SME Digital Tech Hub will also help to connect SMEs to ICT vendors and consultants, as well as conduct workshops and seminars to help SMEs to build their digital capabilities.

- **Uplift Whole Sectors by Working with Influential Partners to deploy pilot solutions with Potential to Scale**

To catalyse the use of digital technology solutions that can potentially benefit the entire sectors, IMDA will collaborate with ICT vendors and progressive SMEs to architect solutions with the

potential to scale. To help more SMEs at one time, IMDA will also work through influential partners, such as large companies with leadership roles within sectors or that have influence over a considerable number of SMEs due to business relations.

In addition, IMDA will partner large corporations such as telecommunications companies, banks and professional firms to put together comprehensive digital solution packages for SMEs. This makes it more convenient for SMEs to adopt more complex digital solutions, and reduce the hassle of having to manage multiple ICT vendors at the same time.

---

## **ISSUED BY THE INFOCOMM MEDIA DEVELOPMENT AUTHORITY**

---

### ***About Infocomm Media Development Authority (IMDA)***

*The Infocomm Media Development Authority (IMDA) will develop a vibrant, world-class infocomm media sector that drives the economy, connects people, bonds communities and powers Singapore's Smart Nation vision. IMDA does this by developing talent, strengthening business capabilities, and enhancing Singapore's ICT and media infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment. IMDA also enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).*

---

### **For media clarifications, please contact:**

#### **CHOONG Chloe (Ms)**

Senior Manager, Industry & Marketing Communications

Direct: 6211 0527

Email: [Chloe.Choong@imda.gov.sg](mailto:Chloe.Choong@imda.gov.sg)

#### **AUNG Thi Ha (Mr)**

Assistant Manager, Industry & Marketing Communications

Direct: 6211 1309

Email: [AUNG.Thi.Ha@imda.gov.sg](mailto:AUNG.Thi.Ha@imda.gov.sg)

---