

Partnership with Hong Leong Finance

As an established SME financier, Hong Leong Finance intends to influence customers who are industry leaders to seek and pilot emerging technology solutions to help uplift productivity and competitiveness for their sectors.

Furthermore, Hong Leong Finance will reach out to hundreds of SMEs to introduce the SMEs Go Digital Programme through its different platforms including events and collaborative clinics with SME Digital Tech Hub Specialists.


Hong Leong Finance's SME Relationship Managers will all be trained by IMDA to enable them to introduce the SMEs Go Digital programme to the SMEs. Under its enhanced SME Capability Ready (CARE) Programme, besides introducing government capabilities grants to SMEs to help them defray costs in their capabilities building investments and offer bridging loans for them to wait out for grants, SMEs keen to go digital will be guided by the Relationship Managers to make the right contact.

"Faced with rising operating costs, increasing competition from the digital economy and changing consumer behaviour, many SMEs are keen to use digital capabilities to improve their efficiency and competitiveness. But they do not know how. With the partnership with IMDA, Hong Leong Finance will be that connector between these SMEs and digital advisers to help them find suitable solutions and provide them financing. I am excited by the opportunity to help the SMEs eager to embark on the digitalisation journey to get onto it quickly and seize the opportunities."

Ang Tang Chor, President, Hong Leong Finance.

Partnership with M1

Solutions that have already identified and are now commercially available include smart fleet management and retail analytics. More solutions will be added progressively. For more information on M1's smart solutions for SMEs, please contact one of our account managers via www.m1.com.sg/business/sales enquiry.



"Our strategic partnership with IMDA will enable us to better serve SMEs through our one-stop smart digital services platform, enhancing their productivity and business value add. We look forward to engaging SMEs and help them tap on M1's selection of carefully curated smart digital services in areas such as fleet management and retail analytics."

Willis Sim, Chief Corporate Sales and Solutions Officer, M1.

Partnership with OCBC Bank

OCBC Bank's collaboration with IMDA on the SMEs Go Digital programme underscores OCBC Bank's commitment to helping SMEs digitalise. To drive awareness of this programme, OCBC Bank will continue to reach out to their customers and for those who wish to integrate certain digital programmes into their business, OCBC Bank will provide them the necessary financial support via bridging financing, invoice financing and other forms of financial assistance. To harness the power of knowledge-sharing, we will also organise platforms such as industry sharing sessions and focus group sessions that allow SMEs to hear from experts and learn from each other's experiences.

"Going digital is no longer an option for SMEs today. Companies that embrace digitalisation both in the way they engage and serve their customers and in the way they manage their operations, develop a competitive edge and a more sustainable foundation for their business growth. As banker to one in every two SMEs in Singapore, we are committed to working with our SME customers to deliver digital solutions in cash management, trade finance and working capital management, and to support their transition towards a more digitally-enabled business under IMDA's SMEs Go Digital programme."

Mr Linus Goh, Head, Global Commercial Banking, OCBC Bank.

Partnership with Singtel

Singtel is committed to providing solutions that help local small and medium enterprises (SMEs) in their digital transformation. Singtel's suite of innovative solutions increase SMEs' revenue growth, raise their productivity and reduce their operational costs. Besides building the digital capabilities of the SMEs in food services, retail, logistics and security sectors, Singtel reaches out to help SMEs in other sectors as well. For example, Singtel help to accelerate SMEs' e-commerce adoption through the 99%SME e-marketplace. The e-marketplace allows SMEs to market themselves online for free and tap on a wider online customer base. SMEs participating in the e-marketplace can access digital marketing tools, mobile payment and cyber security services.

Singtel's Connected Restaurant enables food and beverage (F&B) owners to overcome the challenge of operating different devices. Connected Restaurant provides F&B owners with an all-in-one interoperable solution by integrating online reservations and ordering; self-serve kiosks; eMenus; payment solutions; staff scheduling; payroll management and accounting systems into an integrated restaurant management system based on a Point-of-Sale device. This enables F&B owners to attain manpower efficiency, hence greater revenue growth.

In addition, this solution empowers F&B owners to make better business decisions via data analytics insights from the business intelligence functions. F&B owners can use this solution to analyze business sales trends like best selling items, and conduct targeted marketing efforts to increase new and repeat customers. SMEs can deploy this versatile and scalable solution in Singapore and when they expand overseas.


Singtel's Connected Workforce enhances business communication and productivity of SMEs in the logistics and security business. The solution combines the comprehensive and enterprise-grade collaborative capabilities with the convenience of a smartphone in one device. It allows instant one-on-one or group communication, and multi-media messaging via Singtel's superior 3G/4G LTE and WiFi. SMEs can also use this solution to effectively manage their field sales force, schedule tasks and perform location-based tracking.

"The IMDA's SMEs Go Digital Programme augments our initiatives to help SMEs progress and advance in their digital journeys. With our end-to-end solutions, from connectivity to cyber security, we are well placed to curate solutions catering to the needs of SMEs in various sectors, easing their adoption of digital technology."

Andrew Lim, Managing Director, Business Group, Group Enterprise at Singtel

Partnership with StarHub

StarHub is supporting IMDA's SMEs Go Digital programme with Smart Retail, an integrated offering that makes it convenient and cost-effective for SMEs to get the connectivity services, business transformation solutions and technical support needed to optimise their business operations and enhance customer service. StarHub will help to ease ICT adoption for SMEs by enabling Wi-Fi connectivity as well as sourcing and integrating business transformation solutions (Eg, retail analytics, customer relationship management, point-of-sale, digital ordering, e-commerce and digital signage) seamlessly as a single subscription service. StarHub will also drive awareness programmes, government grant application and claiming, training and support services.



“SMEs play a significant role in sustaining the economic growth of Singapore. To survive and thrive in today’s manpower-lean and competitive economy, SMEs must exploit digital technologies to transform their businesses. In line with IMDA’s SMEs Go Digital programme, StarHub is pleased to launch our Smart Retail initiative to help SMEs accelerate digitalisation by reducing the complexity and cost of IT adoption. With Smart Retail, SMEs will get easy and affordable access to a suite of business applications, broadband and Wi-Fi connectivity and technical support as a single subscription service.”

Dr Chong Yoke Sin, Chief of Enterprise Business Group, StarHub.

IMDA and UOB

As part of UOB’s collaboration with IMDA, the bank will conduct industry-specific workshops where its customers can learn more about how they can tap IMDA’s pre-approved digital solutions to overcome challenges, to enhance their capabilities and to seize opportunities in the digital economy.

UOB has been working with its partners to provide SMEs with solutions that help improve productivity, competitiveness and profitability. Mr Mervyn Koh, Managing Director and Head of Business Banking, Singapore, UOB, cited BizSmart as an example of how UOB’s Business Banking customers can achieve cost savings of up to 60 per cent by automating their back office processes.

For organisations in industry sectors such as property management and education, UOB introduced a mobile payment function on the hiLife and snaapp apps, which enables the electronic collection of monthly fees and in turn reduces the manpower needed for administrative and payment functions.

“As the banking partner to one in every two small and medium enterprises (SMEs) in Singapore, UOB understands the challenges business leaders face and how digital technology can help them address their concerns. Our partnership with IMDA will extend the support we provide to our Business and Commercial Banking customers by connecting them to IMDA-approved digital solutions based on their business needs. These solutions can help SMEs sustain and grow their businesses as they seize opportunities in the digital economy.”

Mr Choo Kee Siong, Managing Director and Head of Enterprise Banking, UOB

“We are pleased to learn about the support UOB and IMDA are providing through the SME Go Digital Program and believe it will be a boost for SMEs in Singapore. As an SME, it is important that our

business processes are efficient and lean. We have already adopted UOB's BizSmart solution to integrate and streamline our key processes such as Point of Sale (POS), accounting and HR/Payroll matters. These solutions have also provided insights that help us to make smart, data-driven decisions for the business. Having experienced the benefits of using digital solutions, I look forward to finding out more about other solutions that can help my business become more competitive."

Ms Angeline Ong, DishTheFish. A new-age fishmonger transforming their business with digital solutions

