

Annex A

APRIL 2013

FACT SHEET

Software-as-a-Service (SaaS) Call-for-Collaboration (CFC)

About the SaaS CFC

SaaS is an easy-to-adopt, scalable and cost-effective option for many enterprises that are concerned with the initial outlay associated with ICT implementation.

The Software-as-a-Service (SaaS) Call-for-Collaboration (CFC) is a multi-agency effort led by the Infocomm Development Authority of Singapore (IDA), in collaboration with SPRING Singapore, Ministry of Social and Family Development (MSF), Ministry of Education (MOE) and National Trades Union Congress's e2i (Employment and Employability Institute). A total budget of S\$21 million was set aside by these agencies to support successful proposals selected through this CFC.

The CFC was developed in consultation with the above supporting organisations and the respective sector champions, such as Maritime and Port Authority of Singapore (MPA), Council for Estate Agencies (CEA) and Council for Private Education (CPE).

The key objectives of the SaaS CFC are:

- i) To spur the demand for high-impact SaaS solutions that will address sector-specific requirements, bring about mass adoption among SMEs and deliver productivity gains to various sectors.
- ii) To encourage ICT vendors to develop innovative, exportable SaaS solutions by leveraging off domain insights from users participating in the CFC.
- iii) To promote user confidence in SaaS by inculcating industry best practices in the areas of data security, integrity, privacy, recovery and portability.

Participants of this CFC were invited to propose SaaS solutions for SMEs in sectors such as: Pre-schools, Private Schools, Real Estate Agencies, Restaurants Operators, Food Suppliers, Accounting Firms, Travel Agencies and Construction Companies.

Supporting SMEs in adopting SaaS solutions

The CFC is expected to support over 600 companies, mostly SMEs, in subscribing to sector-specific SaaS. In the longer term, 3,000 more companies are expected to benefit from these solutions.

Supporting solution providers in developing SaaS solutions

The CFC is expected to support the development of over 20 SaaS-based solutions, which is in line with IDA's Infocomm Productivity Roadmap to encourage more ICT SMEs to move towards product and SaaS-based business models. This enables ICT SMEs to scale their businesses faster and expand their customer base. Altogether, it is anticipated that the CFC would bring about \$21 million worth of business opportunities for the ICT industry.

Types of solutions supported

The types of solutions supported through this CFC include:

- **Sector-Specific SaaS Solutions** that 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 SaaS Platforms** that facilitate multiple enterprises within one sector or across multiple sectors in carrying out Business-to-Business (B2B) and Business-to-Government (B2G) transactions, through adopting industry-accepted messaging standards while also providing enhanced or new functionalities;
- **Enterprise SaaS Solutions** that are innovative, high-growth, exportable, and address critical needs of an Enterprise User; or
- Any combination of the above.

Progress of the SaaS CFC

The SaaS CFC was issued on 19 June 2012 and closed on 1 October 2012. A total of 84 proposals for SaaS solutions, which target more than 10 sectors were received. As of 31 March 2013, 13 projects targeting six sectors – Early Childhood, Real Estate, F&B, Travel, Private Education and Retail have been awarded. Other projects will progressively be awarded by Q2 2013. The awarded proposals will be awarded grants for adoption and/or development costs (up to 70% of the qualifying costs). The grant can also support up to two years of the SaaS subscription costs.



For media clarification, please contact:

Grace Chiang (Ms)
Manager, Corporate and Marketing Communications
Tel: +65 6211 3863
E-mail: grace_chiang@ida.gov.sg

For SaaS CFC clarification, please contact:

John Lau (Mr)
Manager, SME Infocomm Enabler
Tel: +65 6211 1569
E-mail: john_lau@ida.gov.sg