

## **INFOCOMM**

The SME Infocomm Package (SIP) is an IDA initiative that provides one-stop, affordable packaged infocomm solutions to SMEs through DP Bureau Pte Ltd, iCELL Network Pte Ltd and SingTel.

**Company Name:** V&R Universal Pte Ltd

**Industry Type:** Marine Industry

**Person-in-Charge:** Mr. Victor Goh

**Contact Info:** 9007 8278

**Email:** victor\_thgoh@yahoo.com

### **Brief Description:**

Mr. Goh knew about the SME Infocomm Packages through the Straits Times. He went to DP Bureau office to incorporate his new company, and enquired about the packages available. Various packages were introduced and he selected the Web-Customized Package which consisted of website design and development as well as 1 year subscription of website hosting and maintenance. He was delighted with the hassle-free experience of engaging professional help in setting up a customised website that fits his business requirements.

### **Quote from Mr Goh:**

"I'm impressed by the Government's effort to help SMEs like ourselves. The SME Infocomm Package initiative is especially useful in bad economic times like now. I bought the Web Customised Package on-the-spot when I registered my business recently. Getting a web presence has never been so affordable and hassle-free. I would not have been able to get a web presence otherwise. Without the web presence, I would not have been able to attract my IT-savvy customers.

**Company Name:** Mayor Multi Services

**Industry Type:** Recreation / Leisure Services

**Person-in-Charge:** Mr. Meyna Meyyappanm

**Contact Info:** 9616 6961

**Email:** meyna@mayor.com.sg

### **Brief Description:**

Mr. Meyna came to know about DP Bureau through a friend. When he made an enquiry at DP Bureau, their business consultant contacted him to explain the SIP packages and matched the package that was tailored to his requirements. He is thankful to IDA for introducing such a beneficial initiative for local SMEs to him.

### **Quote from Mr Meyna:**

"I wanted to have a website for my company to attract more customers but I wasn't sure if I should really do it especially in bad economic times like now, when cash flow was really tight. Then I came to know about the SME Infocomm Package (SIP) initiative. The price was reasonable and on top of it, I was able to enjoy a Government subsidy. I had a website up within a month and have attracted many eyeballs to my business since. I never knew it could be so affordable and easy!"

IDA & SPRING have set up the Technology Innovation Programme (TIP) to help SMEs develop innovative infocomm business solutions.

**Company Name:** Gramercy Music (S) Pte Ltd

**Industry Type:** Retail Industry

**Person-in-Charge:** Mr Jimmy Pang

**Contact Info:** 6345 3815 / 9685 1918

**Email:** jimmy@gramercy.com.sg

**Brief Description:**

Gramercy Music is a wholesaler and retailer in musical instruments and music books. They also manufacture musical instruments and print periodicals, books and magazines. Gramercy invested in an Enterprise Resource Planning system to improve Gramercy's overall operational efficiency and customer service quality.

**Quote from Mr Pang:**

"While our competitors are scaling back on their operations in this current economic climate, we believe in boosting our business capability to prepare for better times ahead. We thus wanted an Enterprise Resource Planning system to improve Gramercy's overall operational efficiency and customer service quality. But the greatest hurdle was the large cash outflow in undertaking such an investment, especially in bad times like now. We decide to tap on the Technology Innovation Programme to help defray part of the cost incurred for this project. The grant certainly comes in handy in helping to ease the cash flow of our company."