

Company	DODOCA INFORMATION TECHNOLOGY (S) PTE LTD
Digital Solution Name & Version Number¹	DODOCA INTEGRATED MOBILE MARKETING & PRODUCTIVITY SOLUTION (DIMMPS) VERSION 3 - DIMMPS
Appointment Period	09 July 2020 to 08 July 2021
Extended Appointment Period²	09 July 2021 to 08 July 2022

wef 25 March 2021

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software (a) DIMMPS Version 3.0 Annual Subscription fee includes: - Development of Mobile App Platform for SMEs - E-Payment Options (i.e. Visa/MasterCard/Union Pay/WeChat Pay) - Online Order Module with Inventory Control - Digital Marketing Tools for Mobile Site/Mobile Shop (i.e. Games Campaign Management, Promotion Management) - Digital VIP / Membership / Loyalty Card System (i.e. Loyalty points and Loyalty Cards implementation, e Vouchers) - Digital Drag and Drop Designer for Digital Poster (i.e. Creates a Dynamic Digital Multimedia Poster for immediate promotion of a product or an event on WeChat) - Basic CRM: Broadcasting Articles, Manage Followers, Attending to enquiries - Improve and sustain both customer services and productivity - Self-Booking & Scheduling of Appointments with Auto-Reminder - Dashboard for Market Analysis		YEAR	1.00		
2) Hardware Not Applicable					
3) Professional Services (a) DIMMPS set up services - Images and Information - Content structuring - Resizing, Redesign - UI Setup - Uploading of Data and Editing		SET UP	1.00		
4) Training (a) DIMMPS Product training (30 hours) - Front End & Back End - Walk-through on WeChat Mobile Platform (i.e. Postings and broadcasting of articles, Managing Followers) - Walk-through on Dodoca Platform (i.e. Games Campaign, Promotion Management, DIMMPS Campaign Marketing tools, Digital Drag & Drop Poster Design, Online CRM, Online Auto-Booking & Auto-Reply System) - Introduction to Backend Features (Dodoca & WeChat Platform)		SET UP	1.00		
5) Others Not Applicable					
			Total	\$ 9,600.00	\$ 9,600.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant