Company	Bona Technologies Systems Pte Ltd		
Digital Solution Name & Version Number <sup>1</sup>	BonaForce - bonaFORCE Agencies		
Appointment Period	30 July 2020 to 29 July 2021		
Extended Appointment Period <sup>2</sup>	30 July 2021 to 29 July 2022		

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

	Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1)	Software  Leads management - setup/maintain activity plans for customers - setup/edit campaign types, target, media type, - setup/edit mailing categories and email groups - setup/edit email templates for different customer groups  CRM Dashboards and Reports Module - track progress of various activities - track progress of various campaigns - track progress of various contact points in the company - track company's past purchase history - generate customer listing by sales - generate customer data by demographics, behavioural and psychographic factors - generate leads generation data by activity/source or customer type - generate lead conversion data by activity or customer type - generate first call resolution analytics  Customer Groups module - setup/edit customer groups - setup/edit terms of payment - setup/edit prices and discounts for different customer groups - setup/edit vendor contracts (e.g. payment details, quantity)	(4)	Per Setup	1.00		(v)
	Customer Interaction Features  • Email marketing  • Email tracking  • Greeting cards features  • Survey Module  • Chat Function  • Tasks & Issues features  • Calendar Scheduling & Automation of Tasks  • Reports  Digital Brochure Feature  • Digital name-card		Per Setup	1.00		
	<ul> <li>QR code identification</li> <li>Gallery</li> <li>Social Media Integration</li> <li>Product/Service Brochure</li> <li>Add to favorites feature</li> <li>Add to contact list feature</li> </ul>		Per Setup	1.00		
2)	Hardware Not Applicable					
3)	Professional Services					
	User Acceptance Testing		Per Setup	1.00		

4) Training User Training	Per Si	etup 1.00		
5) Others Not Applicable		Total	\$ 4,700.00	
	\$ 4,700.00			

<sup>&</sup>lt;sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 <sup>2</sup> 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