

Company	EPOS Pte. Ltd.
Digital Solution Name & Version Number¹	EPOS Marketing AI Version 1.0 - (12 Users)
Appointment Period	23 February 2023 to 22 February 2024
Extended Appointment Period²	23 February 2024 to 22 February 2025

wef. 29 February 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software EPOS Marketing AI Up to 12 Users Up to 20,000 customers. Inclusive of associated cloud data storage and fees. <ul style="list-style-type: none"> • Standard analytics dashboard • Membership, membership points and customer loyalty management and campaigns • AI marketing functionality • Automated WhatsApp promotions and automated marketing message sequence • Automated WhatsApp messages to notify of events or promotions • Basic chatbot functionality to reply to standard customer queries over WhatsApp • Payments can be made via integrated PayNow and Credit Card over WhatsApp • Analysis of customer behavior and dynamic profiling to trigger customized message sequence • Roles and permission controls • WhatsApp integration 		Per License	1.00		
2) Hardware Not Applicable					
3) Professional Services Scoping and Documentation <ul style="list-style-type: none"> • Review of old membership programs • Review of planned changes to membership programs • Design of membership programs based on EPOS's capabilities • Design of rewards and promotions based on EPOS's capabilities • Review existing marketing messages such as sign-up emails, points expiry emails etc. System setup and configuration inclusive of <ul style="list-style-type: none"> • Configuration of membership programs based on system's capabilities • Setup of new membership tiers and logic • Setup of new membership rewards and promotions <ul style="list-style-type: none"> • Configuration of marketing messages such as sign-up emails, points expiry emails etc. Data Migration <ul style="list-style-type: none"> • map old membership tiers to new tiers • map old rewards to new rewards • map customers' old data to new data structure • migrate customers' information • migrate customers' points and rewards • migrate membership tiers • migrate membership promotions and rewards UAT and Go Live Support		Per man-day	1.50		
		Per man-day	1.50		
		Per man-day	1.00		
		Per man-day	1.50		
4) Training <ul style="list-style-type: none"> • Training of marketing automation, AI and CRM tools to SME 		Per Man-Day	1.50		

5) Others Not Applicable					
Total				\$ 18,200.00	\$ 8,200.00

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