

Company	Firstcom Solutions Pte Ltd
Digital Solution Name & Version Number¹	FirstCRM - Lead Management System
Appointment Period	04 November 2021 to 03 November 2022
Extended Appointment Period²	04 November 2022 to 03 November 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Unlimited Users Management of user accounts and user access controls Management of lead source (campaign types, target and media type) Management of mailing categories and email groups Management of email templates for different customer groups Update of lead status via drag and drop (low/mid/high pending, won/lost) Update of lead information for revenue tracking (customer name, type of enquiry, type of products, estimated sales revenue and estimated closing date) Track status and progress of leads Track status and progress of campaigns Track progress of leads/campaigns by individual account Track progress of leads/campaigns by company level Track ROI of individual campaigns/lead source Generate customer listing by pending sales/sales closure Generate pending sales/sales closure by individual sales person 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/source or customer type Generate sales revenue report by lead source/customer/sales person		Per License	1.00		
2) Hardware Not Applicable					
3) Professional Services Setting up of platform Integration to landing pages Setup of campaigns, customer and user groups Social and Digital media account set up (Facebook/Instagram/Google) Setup of lead integration and lead migration		Per Man Day	7.00		
4) Training Onsite training for system usage		Per Man Day	1.00		
5) Others Not Applicable					
Total				\$ 9,800.00	\$ 9,000.00

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