Fact Sheet   **Annex A**

STARTER KIT TO HELP SMES START USING DATA CONFIDENTLY AND SAFELY FOR INNOVATION

The Better Data Driven Business programme (BDDB) provides a free, easy-to-use business intelligence tool and guidance to make more effective use of data to remain competitive, while safeguarding their customers' personal data. This helps SMEs that already collect some business data but have not used it to generate business insights to start using their data to support decision-making.

Free business intelligence (BI) tool with built-in data protection that converts collected data into rich visualisations that can generate insights to fulfil common business objectives:

1. Growing product sales;
2. Acquiring new customers;
3. Retaining and engaging existing customers;
4. Improving HR planning; and
5. Lowering inventory costs.

The BI tool is designed with built-in data protection practices. For example, the BI tool only collects necessary data and data will be pseudonymised.

In addition, SMEs using point-of-sales or human resource management systems from several SMEs Go Digital solution providers will find that their data have been mapped to the BI tools, so they can export the data easily to the BI tools. Refer to **Appendix A** for the list of these eight solution providers.

SMEs will also get step-by-step guidance (www.imda.gov.sg/bddb/BI-guide) to help them process and interpret data to generate insights in order to adjust business strategies and develop new business plans. The resources were developed with the Personal Data Protection Commission (PDPC) to embed data protection practices within and fine-tuned with feedback from companies who helped to trial the BI tools.

We have worked with NTUC network[1] to offer training to SMEs with funding for up to 100 training places and is expected to roll out in 4Q 2021. SMEs will find it easy to start using data to make better business decisions with the hands-on practices and guidance provided by the NTUC network as part of its collaboration with IMDA.

For more information on the BDDB programme, please visit www.imda.gov.sg/bddb.

---

[1] NTUC U SME, NTUC LearningHub and the Employment and Employability Institute (e2i).

APPENDIX A – LIST OF SMES GO DIGITAL SOLUTION PROVIDERS WHOSE SOLUTIONS COULD EXPORT DATA TO THE BI TOOLS

S/N	Solution Provider	Type of Solution	Compatible with Business Objective				
			Grow Product Sales	Acquire New Customers	Retain & Engage Your Customers	Improve HR Planning	Lower Inventory Costs
1.	Coobiz IT Solutions Pte Ltd	Point-of-Sales	√	√	√		√
2.	Creative Eworld Pte Ltd	E-Commerce	√	√	√		
3.	EPOS Pte Ltd	Point-of-Sales	√				√
4.	HRMLabs Pte Ltd	HR Management System				√	
5.	Illum (9) Pte Ltd	Enterprise Resource Planning System	√	√	√		√
6.	Opensoft Pte Ltd	HR Management System				√	
7.	Suntoyo Technology Pte Ltd	Point-of-Sales	√	√	√	√	√
8.	Whyze Solutions Pte Ltd	HR Management System				√	