

At least 50,000 SMEs expected to benefit over the next five years from new Digital Enterprise Blueprint

Singapore, 29 May 2024 – The Digital Enterprise Blueprint (DEB) was officially launched by Mr Tan Kiat How, Senior Minister of State, Ministry of Communications and Information (MCI), at the opening of ATxEnterprise today. It outlines the Government’s support for enterprises and workers in harnessing digital technologies, particularly Artificial Intelligence (AI), to drive growth, innovation and resilience. The DEB is set to benefit at least 50,000 SMEs over the next five years.

2 In recent years, our Small and Medium-sized Enterprises (SMEs) have made significant progress in digitalisation, with technology adoption rate increasing from 74% in 2018 to 95% in 2023, boosting productivity and fostering innovation. This has contributed to a vibrant digital economy, generating a value-add of \$106 billion dollars in 2022, equivalent to 17% of Singapore’s nominal Gross Domestic Product (GDP). With the demand for tech-related skills across the economy, tech professionals have enjoyed steady growth in their median monthly wages from \$5,512 in 2017 to \$7,376 in 2022.

3 The tech landscape is evolving rapidly, particularly with the emergence of technologies such as Generative AI (GenAI) and the increased exposure of our SMEs to cyber threats. To thrive in this dynamic environment, the Government has co-created the DEB in consultation with various stakeholders in the ecosystem, including SMEs, solution providers, industry leaders, and trade associations and chambers. The DEB outlines our support for SMEs and workers in four focus areas:

- (i) Focus Area 1: Empower enterprises to Be Smarter. We will catalyse the adoption of emerging technologies, especially AI-enabled solutions, to enable SMEs to improve their productivity and innovate.
- (ii) Focus Area 2: Enable enterprises to Scale Faster. We will accelerate the adoption of cloud-based and integrated digital solutions to support the growth of SMEs.
- (iii) Focus Area 3: Equip enterprises to Be Safer. We will improve SMEs’ cyber resilience and strengthen trust in our digital ecosystem.
- (iv) Focus Area 4: Support enterprises to Upskill Workers. We will provide opportunities for SMEs to upskill and reskill their workers and encourage SMEs to adopt inclusive, skills-based hiring practices.

4 Speaking at the opening of ATxEnterprise, SMS Tan announced that seven partners have pledged their commitment to supporting SMEs and workers through

the DEB by partnering MCI, the Infocomm Media Development Authority (IMDA) and the Cyber Security Agency of Singapore (CSA) to:

- (i) Build Awareness of the DEB (Singapore Business Federation)
- (ii) Strengthen AI adoption (Amazon Web Services, Microsoft, Salesforce)
- (iii) Raise capabilities of solution providers (Amazon Web Services, Microsoft)
- (iv) Raise cyber resilience of SMEs (Amazon Web Services, Google, Microsoft)
- (v) Upskill workers (Singapore Computer Society, SGTech)

More information on the seven pledge partners' initiatives and quotes at **Annex A**.

5 Together with the initiatives across the four focus areas (Be Smarter, Scale Faster, Be Safer and Upskill Workers), the Government will continue to build a vibrant and resilient ecosystem for the continued growth of our digital economy. This will enable our enterprises and workers to seize opportunities in the age of AI.

6 For more information on the DEB, please visit <https://www.mci.gov.sg/digital-enterprise-blueprint>.

Ministry of Communications and Information

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About Ministry of Communications and Information

The Ministry of Communications and Information (MCI) oversees the development of the infocomm technology, cyber security, and media sectors; the national library, national archives and public libraries; as well as the Government's information and public communication policies. MCI's mission is to engage hearts and minds to achieve a thriving digital future for all.

PLEDGE PARTNERS' INITIATIVES

Seven partners have come onboard to pledge their commitment to the Digital Enterprise Blueprint. Trade associations and chambers, such as **Singapore Business Federation (SBF)**, **Singapore Computer Society (SCS)**, and **SGTech**, as well as tech companies such as **Amazon Web Services (AWS)**, **Google**, **Microsoft**, and **Salesforce**.

A summary of their commitment:

Key Area of Focus	Pledge Partner Collaboration/ Initiative	Quotes
Building Awareness	<p><i>[New Announcement]</i></p> <ol style="list-style-type: none"> 1. Singapore Business Federation (SBF) has pledged to leverage its network of 30,000 enterprises to raise awareness on the initiatives and support outlined in this Blueprint. 	<p>“The DEB's key focus areas resonate with SBF’s action agenda to help build enterprise capability, agility and competitiveness through adoption and mastery of the use of smart technologies. SBF has collaborated with IMDA on industry wide InvoiceNow adoption and the Chief Technology Officer as a Service programme, in their digital transformation endeavours. SBF is committed towards working together with ecosystem partners from the public sector, private sector, trade associations and chambers and institutes of higher learning,</p>

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		<p>to operationalise the proposals in the DEB to help enterprises propel themselves towards a more sustainable and competitive future.”</p> <p>Kok Ping Soon Chief Executive Officer, Singapore Business Federation</p>
<p>Strengthening AI adoption</p>	<p>1. Microsoft, AI Singapore and EnterpriseSG have jointly developed a programme to drive the adoption of Microsoft’s Copilot among SMEs. Copilot is directly embedded within many Microsoft 365 applications and is an easy-to-use AI tool. In addition to purchasing the Copilot license at a subsidised rate, SMEs can attend training workshops on harnessing Copilot for enhanced business productivity.</p>	<p>“Microsoft is delighted to support the Singapore government’s Digital Enterprise Blueprint through a series of partnerships with like-minded agencies and organisations, including IMDA, Enterprise Singapore and AI Singapore. Through these collective efforts, we seek to empower businesses of all sizes with the necessary skills to scale and thrive with the adoption of latest technologies, including Microsoft’s Copilot suite and other generative AI solutions.”</p> <p>Lee Hui Li Managing Director, Microsoft Singapore</p>

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	<p><i>[New Announcement]</i></p> <ol style="list-style-type: none"> 1. Salesforce will partner with IMDA to introduce the Data+AI Boost SME programme and empower 5,000 SMEs to accelerate their growth and scale faster. 2. The secret to great AI is great data, but these technologies are often underutilised by SMEs due to resource and expertise constraints. Through the Data+AI Boost SME Program, Salesforce aims to bridge this gap, providing SMEs with the tools, knowledge, and support necessary to unlock the full potential of AI through CRM and data. When AI delivers meaningful and accurate outputs, this can serve as a catalyst for unprecedented growth and productivity. To do this, SMEs need to build a complete view of their customers by unifying their data. Only then can they drive effective action from the invaluable insights that show customer preferences, market trends, and operational inefficiencies; enabling them to compete more effectively in 	<p>“SMEs are the bedrock of the Singapore economy and access to the power of AI will be critical to accelerate growth and increase competitiveness. The secret to great AI is great data and SMEs need to unlock their trapped business data in order to build a strong foundation for AI to be useful,” said Sujith Abraham, Senior Vice President and General Manager for Salesforce ASEAN. “By introducing the Salesforce Data+AI Boost SME Program in collaboration with IMDA, we aim to democratize access of this transformative technology for SMEs. With the right tools, knowledge and support, SMEs in Singapore can compete more effectively in today’s economy.”</p> <p>Sujith Abraham Senior Vice President and General Manager, Salesforce ASEAN</p>

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	<p>today's data-driven economy. Salesforce commits to:</p> <ul style="list-style-type: none"> (i) Conduct webinars, workshops and events to reach 5,000 SMEs and teach SMEs how to unlock the benefits of Data and AI. (ii) Offer complimentary 1-1 consultation sessions with interested SMEs to develop a shared understanding of business challenges and needs to catalyse innovation and growth. (iii) Provide access to Trailhead, Salesforce's free, self-paced online learning platform where they can gain access to resources that can help employees understand how to use generative AI in their daily work. Trailhead also has dedicated modules such as "Artificial Intelligence for Business" and "Ethical Data Use Best Practices" which will help SMEs learn how to use data responsibly. 	

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	<p>3. Pairing digitally mature SMEs with established tech companies, such as <u>Microsoft</u> and <u>Amazon Web Services (AWS)</u>, to support SMEs in developing GenAI capabilities and deploying bespoke Gen AI solutions through IMDA's Gen AI x Digital Leaders Programme. For example, businesses will be connected with Microsoft or AWS' Partner Network for technical expertise and supported during the entire journey from tech discovery, development and deployment of Gen AI solutions in the enterprises for transformation and growth.</p>	
<p>Raising capabilities of solution providers</p>	<p><i>[New Announcement]</i></p> <p>1. To bolster support for enterprises and fortify the solution landscape, <u>AWS</u> has pledged its resources to enhance the capabilities of IMDA's pre-approved Infocomm Media (ICM) solution providers, who collectively cater to a broad base of SMEs across Singapore. This initiative underscores AWS's commitment to foster scalability and security within the cloud</p>	<p>“At AWS, we believe that organisations of all sizes should have the tools and services necessary to innovate. The cloud will pave the way for organizations to adopt technology like data analytics, artificial intelligence (AI), and generative AI to transform customer experiences, and we're proud to work with IMDA to empower ICM solution providers.</p>

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	<p>ecosystem and aims to empower these ICM solution providers at every stage of their cloud adoption journey, amplifying the strength of their solutions.</p> <p>2. AWS will make available the AWS Migration Acceleration Program (MAP), LIFT, and Well-Architected Review programs, as well as a range of dedicated resources and support mechanisms such as:</p> <ul style="list-style-type: none"> (i) An exclusive onboarding orientation program to IMDA's pre-approved solution providers. (ii) A security workshop conducted by AWS specialists tailored to ICM solution providers' use case. (iii) Dedicated technical support towards architecture and education of best practices in the cloud. (iv) Prototype development for ICM solution 	<p>Through programs like the AWS Migration Acceleration Program, AWS Lift, and AWS Well-Architected Review Program, we hope to strengthen the offerings of ICM solution providers with our experience and best practices to drive transformation for themselves, and the SMEs that they support. This is part of our commitment to Singapore, in tandem with our plans to invest S\$12 billion in Singapore in coming years."</p> <p>Priscilla Chong Country Manager, Singapore, AWS</p>

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	<p>providers executed by specialised AWS partner.</p> <p>(v) Cost management review exercises by the AWS Cloud Economics team on a quarterly basis to ensure cost optimisation.</p> <p>(vi) Facilitation of roundtable and thematic thought leadership sessions throughout calendar year to elevate supported solutions.</p> <p>3. <u>Microsoft</u> is partnering IMDA to uplift existing IMDA pre-approved ICM solution providers with GenAI capabilities to scale up adoption of such solutions by SMEs.</p>	
<p>Raising cyber resilience</p>	<p><i>[New Announcement]</i></p> <p>1. To drive a safer and more resilient cyberspace as enterprises increasingly adopt cloud computing and new technology areas such as AI. <u>AWS</u>, <u>Google</u> and <u>Microsoft</u> pledge to:</p>	<p>“Generative AI is a transformative technology with the potential to revolutionize industries and unlock unprecedented creativity and productivity. However, managing risks and challenges like hallucination and copyright</p>

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	<ul style="list-style-type: none"> (i) Build upon the foundation of their multi-year collaboration with CSA on cloud security in Oct 2023, which took reference from CSA Cyber Essentials and Cyber Trust mark. (ii) Expand on these existing collaborations to also cover AI security, as more businesses innovate with AI services on the cloud. <p>2. <u>Microsoft</u> envisages this collaboration, in conjunction with other relevant initiatives around the protection of Singapore's cyberspace, will positively impact at least 2,000 SMEs in Singapore over the next three years.</p>	<p>protection are paramount and it's important to ensure businesses of all sizes, from large corporations to SMEs, can leverage the full potential and power of generative AI in a safe, secure and responsible manner. Google Cloud is therefore proud to pledge our support for the Digital Enterprise Blueprint, building on our longstanding partnership with the Singapore government on AI and cybersecurity. We remain committed to the digital transformation of Singapore's SMEs and strengthening the backbone of the local economy for secure and sustained AI-powered growth."</p> <p>Serene Sia Singapore Country Director, Google Cloud</p>
Upskilling Workers	<p>1. <u>Singapore Computer Society (SCS)</u> pledges to:</p> <ul style="list-style-type: none"> (i) Expand outreach of TeSA to more non-ICT sectors, especially in horizontal sectors to upskill and reskill corporate functions to 	<p>"Amid the global skills shortage, transitioning to a skills-based economy is essential. Having in-demand skills is the key to succeeding in today's job market and should be the guiding principle for our workforce. SCS is dedicated to supporting the Singapore Government's Digital</p>

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	<p>leverage AI.</p> <p>(ii) Continue working with IMDA to support upskilling efforts in areas such as AI, under the I&C JTM Steering Committee by offering AI Ethics & Governance Body of Knowledge (BoK) for AI curriculum.</p> <p>(iii) IMDA can also leverage SCS' lead in building a pipeline of trained and certified AI professionals through its AI Chapter, by raising awareness and qualifying AI practitioners for the AITP.</p> <p><i>[New Announcement]</i></p> <p>2. <u>SGTech</u> is launching the Tech Apprenticeship Programme (TAP) in collaboration with IMDA and the TechSkills Accelerator (TeSA) for ITE and Polytechnics (TIP) Alliance, to expand the career pathways of Polytechnic and ITE graduates by providing access to industry apprenticeships that offer on-the-job training and development opportunities. SGTech will</p>	<p>Enterprise Blueprint by promoting skills-based hiring, raising awareness of emerging technologies and their sectoral impacts, and encouraging continuous upskilling and professional development.”</p> <p>Sam Liew President, SCS</p> <p>“Digital Enterprise Blueprint (DEB) is a strategic guide designed to propel enterprises and the workforce forward in our rapidly evolving technological landscape and burgeoning digital economy, offering risks and opportunities. At SGTech, we actively support DEB and are deeply committed to it. Our Tech Apprenticeship Programme (TAP), launched in collaboration with IMDA and the TechSkills Accelerator (TeSA) for ITE and Polytechnics</p>

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	<p>play the critical role of working with its 1,400 corporate members, in particular our SMEs and start-ups, to create and aggregate opportunities that will help these apprentices get a headstart in their tech careers. Over the next two and a half years, SGTech hopes to facilitate the placement of at least 300 apprentices who are fresh or mid-career professionals from poly or ITE background and drive the adoption of similar practices that promote more inclusive hiring and career agility.</p> <p>3. <u>SCS</u> and <u>SGTech</u> will partner IMDA through the TIP alliance to raise awareness and drive adoption of skills-based hiring practices amongst enterprises by encouraging them to commit to the Employers' Pledge and implement hiring practices from the Handbook for Tech Roles.</p>	<p>(TIP) Alliance, is geared towards expanding the career pathways of Poly and ITE graduates who are fresh or mid-career professionals, offering on-the-job training and development opportunities with corporates, particularly with our SMEs and Startups. Additionally, SGTech is steadfast in promoting sustainable digitalisation practices, reflecting our dedication to fostering a resilient digital ecosystem. We also recognise the pivotal role of public-private partnerships in supporting enterprises and workers on their digitalisation journey. Through our SGTech Enterprise Accelerators (SEA) that focus on digital transformation, sustainability reporting, and talents, we want to empower SMEs with the necessary tools to thrive in the digital age. SGTech is fully committed to working closely with industry partners and government agencies to drive progress and transformation in Singapore's digital economy."</p> <p>Wong Wai Meng Chair, SGTech</p>