

DETAILS OF PRE-APPROVED DIGITAL SOLUTION

ANNEX 3

Company	Active Interactions Pte Ltd
Digital Solution Name & Version Number¹	Trueblu CRM Version 3.8 - Intermediate Package – 1 license
Appointment Period	29 December 2022 to 28 December 2023
Extended Appointment Period²	29 December 2023 to 28 December 2024

wef. 23 May 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Trueblu CRM V3.8 Intermediate Package Subscription for 1 Users Module - Trueblu Cloud admin management portal - Customer self service loyalty and marketing app - Automated social media and non social media marketing module (Campaign creation) - Loyalty campaign management module - Sms / Edm marketing module - Reports and analytical dashboard module - Social analytics module - Business Intelligence Tools and Reports - Survey and Campaign Gamification module - Paid groups and customer group module - Auto rewards scheduling module		per license	1.00		
2) Hardware Not Applicable					
3) Professional Services Scoping and Documentation		per manday	2.00		
System setup and configuration inclusive of Social Media loyalty campaign set up, Merchant portal configuration, customer portal set up		per manday	2.00		
Data Migration for Data base extraction, Formatting extracted data, Importing extracted data into online data base, Data base configuration		per manday	1.00		
UAT and Go Live Support		per manday	2.00		
4) Training Training for Onsite training with merchant ground crew to ensure good adoption and usage - Onsite training for merchant for backend dashboard - Provision of recommendations to create success for merchant based on on-site workflow and enrolment process		per manday	2.00		
5) Others Not Applicable					
Total				\$ 8,000.00	\$ 1,800.00

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