

DETAILS OF PRE-APPROVED DIGITAL SOLUTION

ANNEX 3

Company	QuickDesk Pte. Ltd.
Digital Solution Name & Version Number¹	QuickDesk Marketing - Plus Standard
Appointment Period	09 March 2023 to 08 March 2024
Extended Appointment Period²	09 March 2024 to 08 March 2025

wef. 01 December 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software CRM Licence - Annual Subscription of QuickDesk Marketing (ActiveCampaign Plus) for 5,000 contacts Subscription for up to 3 users Modules: - Cloud-based - Available on Mobile and Web - Contacts Management with Leads Scoring - Leads and Opportunity Management - Sales Pipeline Management - Sales Automation - Email Integration - Marketing Campaigns Management - Marketing Automation - Landing Pages - Email Marketing - Dashboard and Reports		per software	1.00		
2) Hardware Not Applicable					
3) Professional Services Database Management Structure and Database Migration (7 hours): - Contacts: Data fields setup - Contacts: Data clean up - Contacts: Data segmentation - Contacts: Lists setup - Contacts: Tags setup - Contacts: Data import Creation of three Automations from the list (20 hours): 1. Automation from Inbound Leads 2. Automation for leads nurturing 3. Automation for marketing campaign 4. Automation to set more appointments System setup and configuration inclusive of (2 hours): - Onboarding of QuickDesk Marketing - Account setup for Admin & Users - Group (Users) permissions setup - Address setup Scoping and Documentation (3 hours)		per man hour	7.00		
		per man hour	20.00		
		per man hour	2.00		
		per man hour	3.00		
4) Training Training for: - Contacts - How to import contacts, setup data fields, lists, tagging? - Website - How to setup Forms? - Automations - How to build Marketing Automation? - Campaigns - How to use Marketing Campaign Platform? - Deals - How to build Pipeline? - Reports - How to review the performance dashboard?		per man hour	4.00		

5) Others Not Applicable					
				Total	
				\$ 8,073.91	\$ 4,300.00

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