

Company	EPOS Pte. Ltd.
Digital Solution Name & Version Number¹	EPOS Marketing AI Version 1.0 - (5 Users)
Appointment Period	23 February 2023 to 22 February 2024
Extended Appointment Period²	23 February 2024 to 22 February 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software EPOS Marketing AI • Up to 5 Users • Up to 7,000 customers. Inclusive of associated cloud data storage and fees. • Standard analytics dashboard • Membership, membership points and customer loyalty management and campaigns • AI marketing functionality • Automated WhatsApp promotions and automated marketing message sequence • Automated WhatsApp messages to notify of events or promotions • Basic chatbot functionality to reply to standard customer queries over WhatsApp • Payments can be made via integrated PayNow and Credit Card over WhatsApp • Analysis of customer behavior and dynamic profiling to trigger customized message sequence • Roles and permission controls • WhatsApp integration		Per License	1.00		
2) Hardware Not Applicable					
3) Professional Services • Requirements Gathering for CRM and AI • Setup of CRM account, including migration of customer data and membership details if required. • Setup and linking to new WhatsApp Business Account • Setup and configuration of ChatBot for replies and FAQs • Setup and training of AI for marketing optimization • Testing and implementation		Per Man-Day	5.50		
4) Training • Training of marketing automation, AI and CRM tools to SME		Per Man-Day	1.50		
5) Others Not Applicable					
Total				\$ 10,600.00	\$ 10,600.00

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