DETAILS OF PRE-APPROVED DIGITAL SOLUTION   **ANNEX 3**

Company	Simpliify Pte Ltd
Digital Solution Name & Version Number[1]	Simpliify's E-commerce Version 1 - eComms Foundation Package with MW integration
Appointment Period	08 September 2022 to 07 September 2023
Extended Appointment Period[2]	08 September 2023 to 07 September 2024

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Content Management System: Wordpress Woocommerce Secured E-Payment - Secured E-Payment for Credit Card & PayNow - Additional payment methods: Bank Transfers and Cash on delivery Online Purchasing - Shopping Cart Digital Marketing/Engagement - eCommerce Marketing Automation Inventory Management - Inventory management system (Bulk inventory management system) Promotion Management - Content, Order & Coupon code management system - Abandon Cart feature Customer Loyalty Management -Advanced Reward Points Module Basic Data Visualization Capabilities/Reports - Reporting dashboard on store's performance - Inventory Report, Sales Report, Commission Report - Google Analytics Reporting Mobile-Enabled / Optimised Omni Channel Engagement - Facebook Shop Listing Product upload assistance (up to 20 SKU) Account Solution Moneyworks integration		Per Project	1.00		
2) Hardware Not Applicable					
3) Professional Services - Project Management (Dedicated Project Manager) - User Acceptance Testing - Domain Name Server Setup - cPanel Server Configuration - SSL Setup Configuration		Per Project	1.00		
4) Training - CMS Manual - User Training at Simpliify or online (up to 2 hours)		Per Project	1.00		
5) Others Not Applicable					
			Total	$ 12,000.00	$ 10,000.00

[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