Company	Bona Technologies Systems Pte Ltd
Digital Solution Name & Version Number[1]	BonaForce - bonaFORCE Events
Appointment Period	30 July 2020 to 29 July 2021
Extended Appointment Period[2]	30 July 2021 to 29 July 2022

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Leads management - setup/maintain activity plans for customers - setup/edit campaign types, target, media type, - setup/edit mailing categories and email groups - setup/edit email templates for different customer groups CRM Dashboards and Reports Module - track progress of various activities - track progress of various campaigns - track progress of various contact points in the company - track company's past purchase history - generate customer listing by sales - generate customer data by demographics, behavioural and psychographic factors - generate leads generation data by activity/source or customer type - generate lead conversion data by activity or customer type - generate first call resolution analytics Customer Groups module - setup/edit customer groups - setup/edit terms of payment - setup/edit modes of payment - setup/edit prices and discounts for different customer groups - setup/edit vendor contracts (e.g. payment details, quantity)		Per Setup	1.00		
Customer Interaction Features • Email marketing • Email tracking • Greeting cards features • Survey Module • Chat Function • Tasks & Issues features • Calendar Scheduling & Automation of Tasks • Reports		Per Setup	1.00		
Event Management • Event ticketing • Event Registration • Pre Event Customer Engagement • Post Event Customer Engagement & Retention • QR code capabilities • Reports Event Registration Microsite • Customer Registration • Login • Micro Content Management System • Scalable for multiple events • Dashboard & Reports		Per Setup	1.00		
2) Hardware Not Applicable					
3) Professional Services User Acceptance Testing		Per Setup	1.00		
4) Training User Training		Per Setup	1.00		
5) Others Not Applicable					
Total				$ 4,700.00	$ -

[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