

Company	Advocado Pte Ltd
Digital Solution Name & Version Number¹	Advocado Cloud Loyalty CRM Software - Package (Starter)
Appointment Period	28 May 2020 to 27 May 2021
Extended Appointment Period²	28 May 2021 to 27 May 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services Starter CRM onboarding for 1 outlet includes: • Setup of campaigns based on templates • Issue of logins for merchant management team • Onsite deployment		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 2,350.00	\$ 2,350.00

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

Company	Advocado Pte Ltd
Digital Solution Name & Version Number¹	Advocado Cloud Loyalty CRM Software - Package (Standard)
Appointment Period	28 May 2020 to 27 May 2021
Extended Appointment Period²	28 May 2021 to 27 May 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year With following features: • Standard B.I. reporting • Consumer engagement marketing automation		Per Outlet	1.00		
		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding for 1 outlet includes: • Kickstart consultation which includes project requirement scoping • Confirmation and finalisation of requirements • Setup of campaigns, customisation of campaigns based on workflow • Issue of logins for merchant management team • Onsite deployment		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 5,500.00	\$ 5,500.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

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Company	Advocado Pte Ltd
Digital Solution Name & Version Number¹	Advocado Cloud Loyalty CRM Software - Package (Professional B.I.)
Appointment Period	28 May 2020 to 27 May 2021
Extended Appointment Period²	28 May 2021 to 27 May 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year With following features: • Professional B.I. reporting (via modern B.I. in the cloud with on-demand ad-hoc analysis) • Consumer engagement marketing automation		Per Outlet	1.00		
		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding for 1 outlet includes: • Kickstart consultation which includes project requirement scoping • Confirmation and finalisation of requirements • Setup of campaigns, customisation of campaigns based on workflow • Issue of logins for merchant management team • Onsite deployment Professional B.I. Onboarding for 1 outlet includes: • Standard data visualisation and dashboards • Deployment of standard reports on the cloud and providing strategic insights		Per Outlet	1.00		
		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 8,500.00	\$ 8,500.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

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Company	Advocado Pte Ltd
Digital Solution Name & Version Number¹	Advocado Cloud Loyalty CRM Software - Package (Enterprise B.I.)
Appointment Period	28 May 2020 to 27 May 2021
Extended Appointment Period²	28 May 2021 to 27 May 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Advocado Cloud Loyalty CRM Subscription for 1 year With following features: • Enterprise B.I. reporting (via modern B.I. in the cloud powered by data warehouse with enterprise data visualisation) • Consumer engagement marketing automation		Per Outlet	1.00		
		Per Outlet	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding for 1 outlet includes: • Kickstart consultation which includes project requirement scoping • Confirmation and finalisation of requirements • Setup of campaigns, customisation of campaigns based on workflow • Issue of logins for merchant management team • Onsite deployment Enterprise B.I. Onboarding for 1 outlet includes: • Custom data visualisation and dashboards • Deployment of custom reports on the cloud and providing strategic insights		Per Outlet	1.00		
		Per Outlet	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 10,400.00	\$ 9,400.00

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")

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