

Company	Bona Technologies Systems Pte Ltd
Digital Solution Name & Version Number¹	BonaForce - bonaFORCE Portal
Appointment Period	30 July 2020 to 29 July 2021
Extended Appointment Period²	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		Per Setup	1.00		
- 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)					
Customer Interaction Features					
• Email marketing					
• Email tracking					
• Greeting cards features					
• Survey Module		Per Setup	1.00		
• Chat Function					
• Tasks & Issues features					
• Calendar Scheduling & Automation of Tasks					
• Reports					
bonaforce customer portal (BCP)					
• Customer Documentation & Checklist with Customer Access					
• Customer Dashboard		Per Setup	1.00		
• Task and Ticketing Feature					
• Integration to Variation Order notification					
• Job Sign off					
• Reports					
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 3.99999² 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