Company	EPOS Pte. Ltd.
Digital Solution Name & Version Number[1]	EPOS Marketing AI Version 1.0 - (12 Users)
Appointment Period	23 February 2023 to 22 February 2024
Extended Appointment Period[2]	23 February 2024 to 22 February 2025

wef. 01 December 2023

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 12 Users Up to 20,000 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 Scoping and Documentation • Review of old membership programs • Review of planned changes to membership programs • Design of membership programs based on EPOS's capabilities • Design of rewards and promotions based on EPOS's capabilities • Review existing marketing messages such as sign-up emails, points expiry emails etc.		Per man-day	1.50		
System setup and configuration inclusive of • Configuration of membership programs based on system's capabilities • Setup of new membership tiers and logic • Setup of new membership rewards and promotions • Configuration of marketing messages such as sign-up emails, points expiry emails etc.		Per man-day	1.50		
Data Migration • map old membership tiers to new tiers • map old rewards to new rewards • map customers' old data to new data structure • migrate customers' information • migrate customers' points and rewards • migrate membership tiers • migrate membership promotions and rewards		Per man-day	1.00		
UAT and Go Live Support		Per man-day	1.50		
4) Training • Training of marketing automation, AI and CRM tools to SME		Per Man-Day	1.50		

5) Others Not Applicable										
					Total	$	18,200.00		$	8,200.00

[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