



Gov Website Builder

No code
Secure
Reliable
Beautiful
Free



It's expensive to host sites with vendors

Commercial website hosting service

min \$128/year

Wordpress hosting - Free

Domain purchase¹ - \$50

SSL cert purchase² - \$50

CDN (Cloudflare Pro Plan) - \$28

1. depending on the availability and length of the domain

2. instantSSL pro on ssls.com

Government cloud hosting service

min \$25,958.56/year

CWP (sitefinity) - \$24,313.56¹

Web development services²

Domain purchase - \$280³

SSL cert purchase - \$1365⁴

1. Extracted from Xtremax bulk tender, for simple site, standard support, 12 months subscription. refer to Annex 1

2. Optional services, refer to Annex 2

3. Quoted by GIG

4. SSL cert purchase + installation on CWP, refer to Annex 1

Launching a site is hard

~1 month*
To launch

**with reference to the process in slide 2*

Poor usability and design
*Outdated web designs
Poor & inconsistent user experience
Slow load times
Poor uptime*

>\$25,000

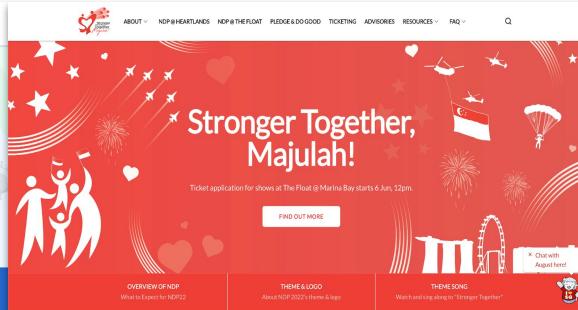
Average cost per simple website

Isomer is a WOG site builder for 581 sites, >51% of Gov Static (info-only) sites



The screenshot shows the Ministry of Health's COVID-19 guidance page. It features a central image of two people wearing masks. Below them are four buttons: 'I AM UNWELL' (Please follow Protocol 1), 'I AM WELL OR ASSESSED MILD' (Please follow Protocol 2), 'I AM A CLOSE CONTACT' (Please follow Protocol 3), and 'I AM NOT SURE WHAT TO DO' (Use this checker). The background has a light green and blue abstract pattern.

Ministry of Health



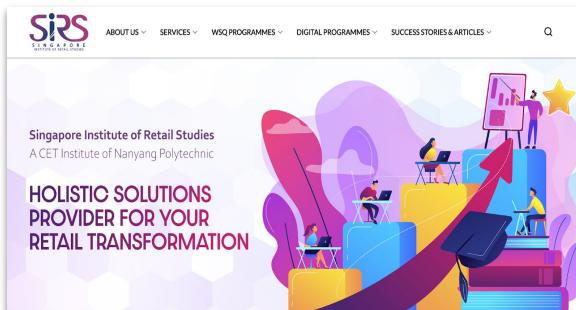
The screenshot shows the National Day Parade (NDP) website. The main header features the NDP logo and the theme 'Stronger Together, Majalah!'. Below the header, there are sections for 'OVERVIEW OF NDP' (What to Expect for NDP22), 'THEME & LOGO' (About NDP 2022's Theme & Logo), and 'THEME SONG' (Watch and sing along to 'Stronger Together'). A call-to-action button says 'FIND OUT MORE'.

NDP



The screenshot shows the Temasek Polytechnic website for the Student Excellence Awards 2022. The header includes the TP logo and navigation links like 'EXPLORE', 'SPECIALIST SERVICES', 'GETTING AROUND TP', and 'CONTACT US'. The main content area features a large image of students cheering, with text encouraging nominations until June 22, 2022. Other sections include 'BE INVOLVED', 'BE ENTERTAINED', 'BE AWESOME', and 'AND MORE!'.

Temasek Polytechnic



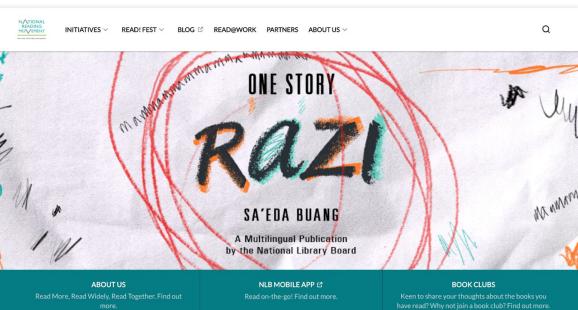
The screenshot shows the Singapore Institute of Retail Studies (SIRS) website. It features a colorful graphic of people working on various retail-related tasks like a laptop, a graduation cap, and a bar chart. Text on the left reads 'Singapore Institute of Retail Studies' and 'A CET Institute of Nanyang Polytechnic'. Below the graphic is a purple banner with the text 'HOLISTIC SOLUTIONS PROVIDER FOR YOUR RETAIL TRANSFORMATION'.

Nanyang Polytechnic



The screenshot shows the Singapore Polytechnic website. It features a group of students in red shirts standing behind a solar-powered car. The text 'CDIO Centre for Innovative Teaching & Learning' is overlaid on the image. The Singapore Polytechnic logo and name are visible at the bottom.

Singapore Polytechnic



The screenshot shows the National Library Board website. It features a large graphic of a book titled 'ONE STORY RAZI SA'EEDA BUANG'. Below the title, it says 'A Multilingual Publication by the National Library Board'. The footer contains links for 'ABOUT US', 'Read More, Read Widely, Read Together. Find out more.', 'NBL MOBILE APP i7', 'Read on-the-go! Find out more.', 'BOOK CLUBS', and 'Keen to share your thoughts about the books you have read? Why not join a book club? Find out more.'

National Library Board

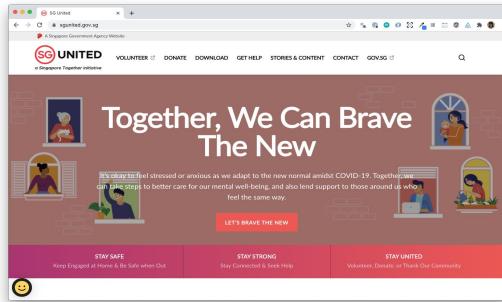
And we've helped agencies launch sites as quickly as...

5 days



covid.gov.sg

3 days



www.sgunited.gov.sg

1.5 days



www.singaporetogether.gov.sg

Even at speed, the templates are beautiful

A Singapore Government Agency Website [How to identify](#) ▾

 Ministry of Sustainability
and the Environment
SINGAPORE

LATEST NEWS ▾ POLICIES ▾ TAKE ACTION ▾ RESOURCES ▾ ABOUT US ▾ GO GREEN SG Q



Sustainable.
Resource-efficient.
Climate-resilient.



6 Reasons to use Isomer



Reliable - 99.99% uptime versus
94.58% for WOG average



Free for Users



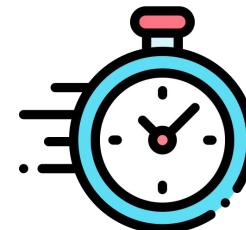
CMS allows users to make **quick edits** following recommended design guidelines



100% CSA IHP hygiene level,
Annual VAPT



Mobile Responsive



Launch websites **fast**

Secure by design with common integrations



Singpass



Auto-renewable SSL cert

We provide free SSL certs that are renewed every 90 days automatically.

Secure by design

Login via Singpass, integrated with POCDEX

Existing integration

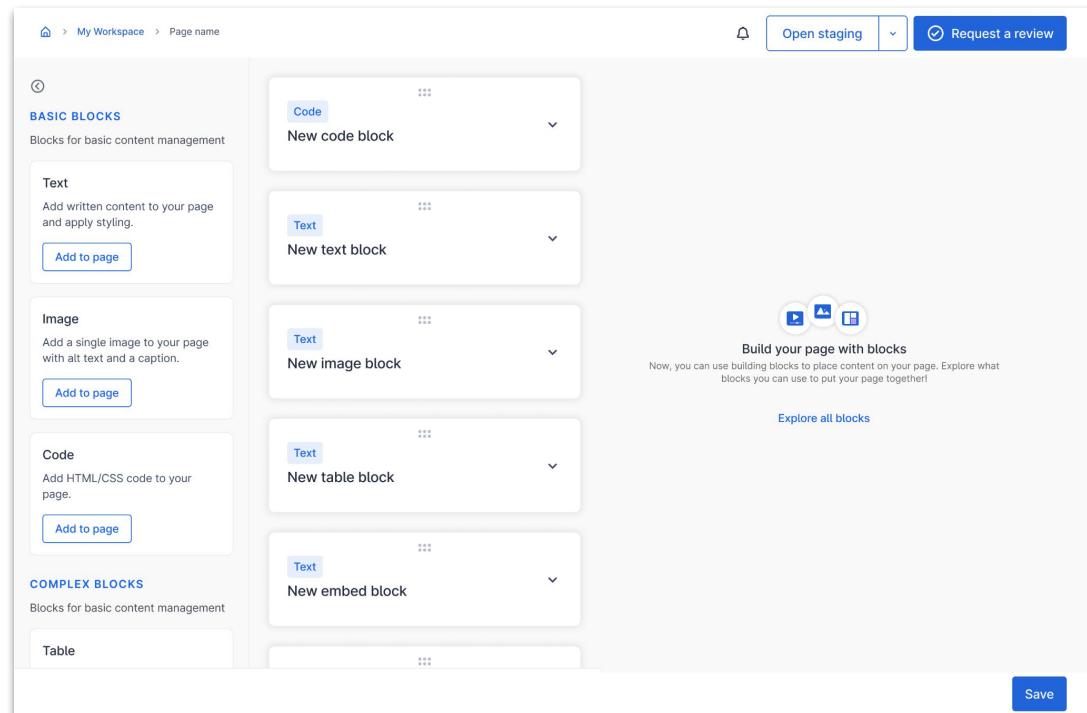
with FormSG, CheckFirst, VICA, AskJamie, Google Analytics

The IsomerCMS - is a no-code/no-tech website content builder [Ready by end-Nov 2023]

It's a Content Management System!
And it allows users to:

- Create & edit the content of their sites using an intuitive UI (**not** HTML/CSS)
- View changes on a Staging site
- Publish your own changes to your Live site
- View site analytics on WOGAA and/or Google Analytics 4!

Essentially.. what you see is what you get, NO technical knowledge required



Our users

581 sites, >100 agencies, >2,000 users



Ministry of Education
SINGAPORE



Ministry of the Environment
and Water Resources
SINGAPORE



Ministry of Culture, Community and Youth



Ministry of Communications
and Information



MINDEF
SINGAPORE



URBAN
REDEVELOPMENT
AUTHORITY



People's Association



NLB | National Library Board
Singapore



SINGAPORE CUSTOMS



National
Environment
Agency
Safeguard • Nurture • Cherish



INLAND REVENUE
AUTHORITY
OF SINGAPORE



INFOCOMM
MEDIA
DEVELOPMENT
AUTHORITY



NCSS
National Council
of Social Service

board of architects

[Hotels Licensing Board](#)



Migration of MOE School Sites to Isomer

(It was a large task – we called it Project Pancake)

Context for the shift

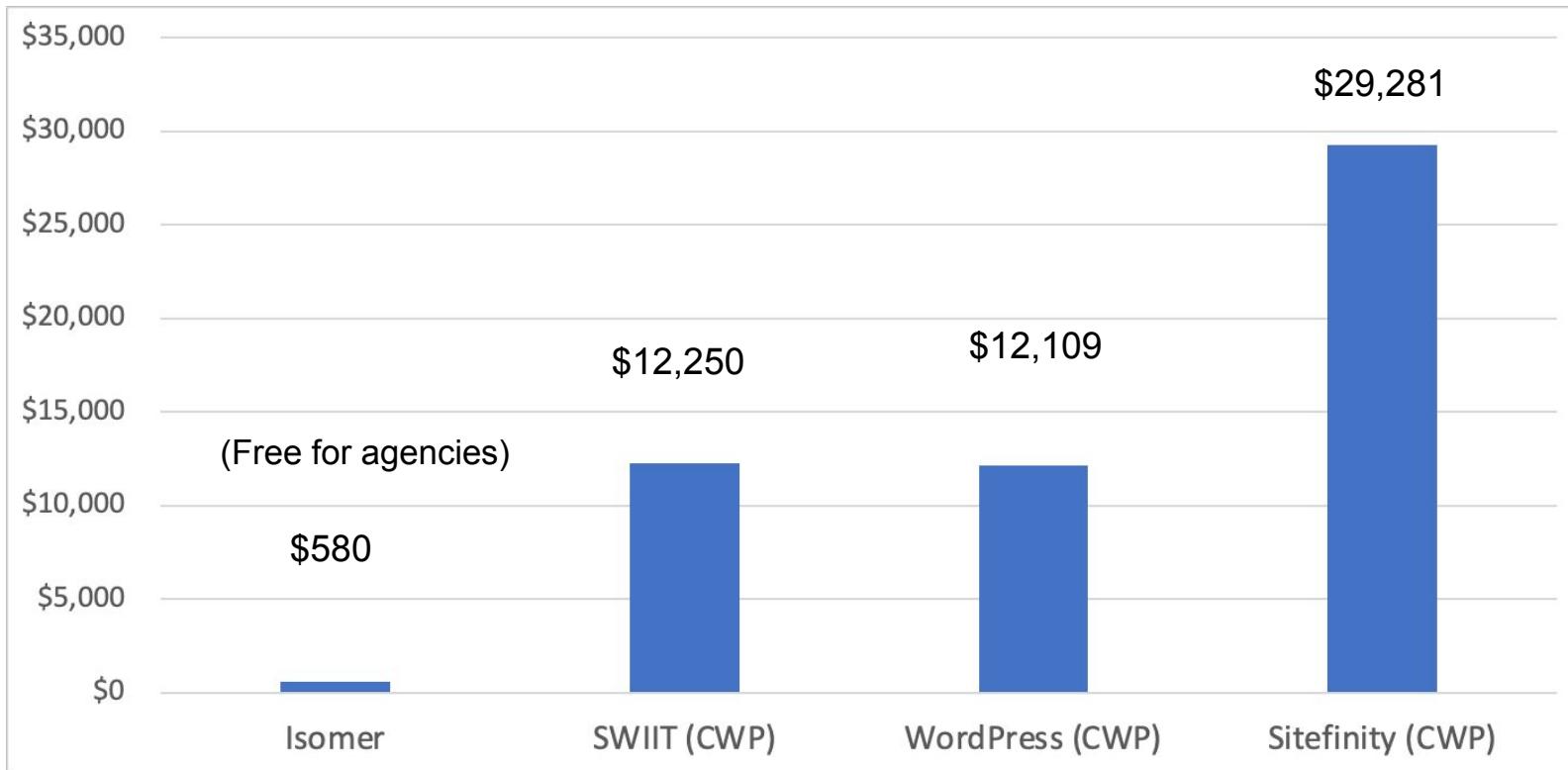
The pte website builder vendor CWP 1.0 bulk tender was expiring in mid-2023, with discussions to renew the tender to CWP2.0, with an estimated cost of **\$154 million over 10 years.**

There were **524** websites hosted on CWP; **324 (62%)** were school sites.

Each site costs **~\$13,000/yr** for maintenance and security testing.

We moved these 324 sites to Isomer, saving **~\$42M.**

Cost comparison per year vs CWP



Cost savings of >20X per site per year

EXCITING ROADMAP AHEAD

Singpass Login

(released)

- No need to wait for email OTP—just login via Singpass by scanning the QR code

Staging Preview Enhancements

(released)

- Speedier staging site build times (so you can review your work faster)
- Get notified when your build is ready
- Easily preview your site on your phone by scanning a QR code

New Rich Text Editor

(Next week)

- More control, less syntax. With the new Rich Text Editor, you will no longer see HTML/CSS/Markdown syntax—the content in the editor will look almost exactly as how it would be rendered on the actual site.

Complex blocks for Pages

(Nov 2023)

- Build beautiful site pages using What-You-See-Is-What-You-Get (WYSIWYG) building blocks with a simple drag & drop interface. No code required!

Content assist

(Q1 2023)

- Content assist: get the Pair LLM to check if the content on your site checks out or not!
- Site report card: before you publish changes, we'll check your site against site-building best practices and help you fix issues
- Translation: allow site builders to easily translate content on their pages
 - Allow site visitors to toggle between languages easily

**How do you know if your
site can be migrated to
Isomer?**

1. The information on your site is public

Meaning it is classified official / open, there is no need for a user to login before accessing the information.

The screenshot shows the homepage of the TCMPB website at healthprofessionals.gov.sg/tcmpb/en. The page features a large banner image showing a practitioner's hands performing traditional Chinese medicine treatments like cupping and acupuncture on a patient's arm. Below the banner, there is a navigation menu with links to "WHO WE ARE", "GUIDELINES AND CASE STUDIES", "FORMS & DOWNLOADS", "PUBLISHED DECISIONS ON COMPLAINTS", "ANNOUNCEMENTS", and "OTHER PUBLICATIONS". On the left, there is a sidebar with icons and links for "Registration of TCM Practitioners", "Registration Requirements", and "Application for Registration". A text box on the right provides a brief overview of the board's functions. At the bottom, there are links for "Useful Links" and the "Ministry of Health (HealthHub)".

healthprofessionals.gov.sg/tcmpb/en

A Singapore Government Agency Website [How to identify](#) English | 中文

WHO WE ARE GUIDELINES AND CASE STUDIES FORMS & DOWNLOADS PUBLISHED DECISIONS ON COMPLAINTS ANNOUNCEMENTS OTHER PUBLICATIONS

RESIZE TEXT: Smaller Larger

TCMP Board's address and contact (中医管理委员会地址与联络号码)

Useful Links

Ministry of Health (HealthHub)

Registration of TCM Practitioners

Registration Requirements

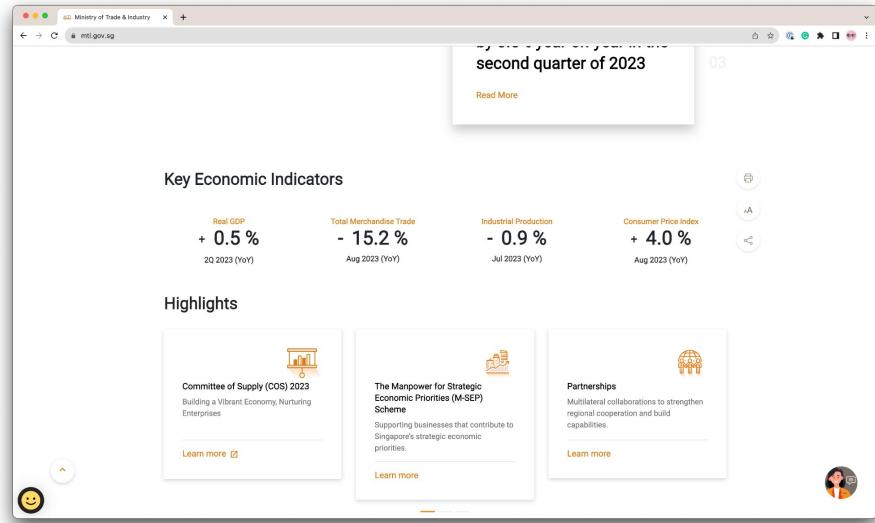
Application for Registration

The Traditional Chinese Medicine Practitioners Board (TCMPB) is a statutory board established under the Traditional Chinese Medicine Practitioners Act 2000. TCMPB registers TCM practitioners (both acupuncturists and TCM physicians), accredits TCM institutions and TCM courses for the purpose of registration and regulates the professional ethics and conduct of registered TCM practitioners.

2. The content of your site is static

By static we mean that it is **not customised for the user.**

Even if the content on your site changes regularly (even daily) it is still suitable to be migrated to Isomer and advanced integrations with other OGP products may be used.





isomer

FOR MORE DETAILS

www.isomer.gov.sg

support@isomer.gov.sg

INITIATIVE BY



OPEN
GOVERNMENT
PRODUCTS

