

DETAILS OF PRE-APPROVED DIGITAL SOLUTION

ANNEX 3

Company	QuickDesk Pte. Ltd.
Digital Solution Name & Version Number¹	QuickDesk Marketing - Plus Premium
Appointment Period	09 March 2023 to 08 March 2024
Extended Appointment Period²	09 March 2024 to 08 March 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 CRM Licence - Annual Subscription of QuickDesk Marketing (ActiveCampaign Plus) for 25,000 contacts Subscription for up to 10 users Modules: - Cloud-based - Available on Mobile and Web - Contacts Management with Leads Scoring - Leads and Opportunity Management - Sales Pipeline Management - Sales Automation - Email Integration - Marketing Campaigns Management - Marketing Automation - Landing Pages - Email Marketing - Dashboard and Reports		per software	1.00		
2) Hardware Not Applicable					
3) Professional Services Database Management Structure and Database Migration (7 hours): - Contacts: Data fields setup - Contacts: Data clean up - Contacts: Data segmentation - Contacts: Lists setup - Contacts: Tags setup - Contacts: Data import Creation of three Automations from the list (20 hours) 1. Automation from Inbound Leads 2. Automation for leads nurturing 3. Automation for marketing campaign 4. Automation to set more appointments System setup and configuration inclusive of (1 hour): - Account setup for Admin & Users - Group (Users) permissions setup - Address setup Scoping and Documentation (3 hours)		per man hour	7.00		
		per man hour	20.00		
		per man hour	1.00		
		per man hour	3.00		
4) Training					

Training for: Contacts - How to import contacts, setup data fields, lists, tagging? Website - How to setup Forms? Automations - How to build Marketing Automation? Campaigns - How to use Marketing Campaign Platform? Deals - How to build Pipeline? Reports - How to review the performance dashboard? Native integration - How to map the integration, data flow and automate the incoming data?		per man hour	11.00		
5) Others Not Applicable					
Total				\$ 14,614.74	\$ 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