

**DETAILS OF PRE-APPROVED DIGITAL SOLUTION**

**ANNEX 3**

<b>Company</b>	Active Interactions Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Trueblu CRM Version 3.8 - Standard Package - 1 license
<b>Appointment Period</b>	29 December 2022 to 28 December 2023
<b>Extended Appointment Period<sup>2</sup></b>	29 December 2023 to 28 December 2024

wef. 23 May 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Trueblu crm V3.8 Standard Package Subscription for 1 Users Module - Trueblu Cloud admin management portal - Customer self service loyalty and marketing app - Automated social media and non social media marketing module (Campaign creation) - Loyalty campaign management module (cashback, stamps, points, affiliate marketing) - Sms / Edm marketing module - Reports and analytical dashboard module - Social analytics module - Business Intelligence Tools and Reports - Customer loyalty groups		per license	1.00		
2) Hardware Not Applicable					
3) Professional Services Scoping and Documentation		per manday	2.00		
System setup and configuration inclusive of Social Media loyalty campaign set up, Merchant portal configuration , customer portal set up		per manday	2.00		
Data Migration for Data base extraction, Formating extracted data, Importing extracted data into online data base, Data base configuration		per manday	1.00		
UAT and Go Live Support		per manday	2.00		
4) Training Training for Onsite training with merchant ground crew to ensure good adoption and usage - Onsite training for merchant for backend dashboard - Provision of recommendations to create success for merchant based on on-site workflow and enrolment process		per manday	1.00		
5) Others Not Applicable					
<b>Total</b>				<b>\$ 6,700.00</b>	<b>\$ 1,925.00</b>

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

<sup>2</sup> 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