

Company	Active Interactions Pte Ltd
Digital Solution Name & Version Number¹	Trueblu CRM Version 3.2 - Active Trueblu - Social CRM (Standard Package)
Appointment Period	01 October 2020 to 30 September 2021
Extended Appointment Period²	01 October 2021 to 30 September 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Trueblu Crm V3.2 Subscription for 1 Outlet: - Unlimited Cloud storage, and unique staff id creation - Unlimited Campaign creation - Sms module - Basic Loyalty Module (\$150/month , 12 month Plan) Business intelligence Tools and reports for 1 outlet : - Cloud Base CRM - Report & Analytical module - Facebook Pixel Integration - Google Analytics Integration - Social Profiling module - Social Analytics - Social Integration (\$125/month , 12 month Plan)		per year	1.00		
2) Hardware Not Applicable					
3) Professional Services Set-up cost for 1 outlet include for 1 outlet: -On site consultation of project requirements scoping -Setup of Campaigns, customization of campaigns based on workflow -Onsite deployment		per outlet	1.00		
4) Training Onsite Training : - 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 outlet	1.00		
5) Others Not Applicable					
Total				\$ 5,800.00	\$ 5,800.00

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