

Digi-TAC Solution Package Schedule for Preferred Vendor

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Solution Package Name & Version Number [1]	FreshSales CRM Suite Pro Plan
Brief Description of Solution Package (100 words maximum)	<p>Freshsales suite provides an all-in-one CRM solution for unifying membership subscription management around the customer. With its scoring, pipeline management, analytics and reporting, contact management, email, marketing automation. Freshsales streamlines workflows, improve member engagement and drives revenue.</p> <p>Features:</p> <ul style="list-style-type: none"> - Contact Management: Stores member contacts in one location, including membership level, company, and history. - Subscription Management: Enables tracking and management of subscriptions and engagement activities. Includes tools for tracking subscription pipeline and membership journey from start to finish. - Marketing Automation: Includes tools for creating targeted landing pages, email campaigns, and automated nurturing campaigns. - Email Integration: Integrates with email and phone for streamlined member communication.
Eligibility Period	17 May 2023 to 16 May 2024
Renewal of Eligibility Period [2]	17 May 2024 to 16 May 2025

Standard Solution Package (i.e. minimum items to be purchased)

Item Description	Unit Cost (S\$)	Unit	Quantity	Subtotal Price (S\$)
1. Software (Freshsales Suite Pro - Annual Subscription Per User)	\$660	1	10	\$6,600

<ul style="list-style-type: none"> • Leads management. <ul style="list-style-type: none"> - CRM tool that helps manage leads. - Users can create activity plans, campaigns, mailing categories, email templates, and landing pages. - The platform also provides lead scoring and analysis to help prioritize leads. - Overall, Freshsales aims to simplify the sales process and increase conversion rates. • CRM Dashboard and Report Module <ul style="list-style-type: none"> - Allow Users to generate customized reports help users gain insights into various aspects of the subscription sales process and to monitor performance over time. - Real-time overview of key metrics and activities, allowing users to identify trends and track and analyze their members' data. - Based on activities, campaigns, subscription sales, contacts, and membership history, among other data points. • Customer Group Module <ul style="list-style-type: none"> - Allow users to set up and edit customer groups, payment terms, modes, prices, and discounts. - This feature helps businesses personalize sales strategies. - The platform also allows setting up and editing vendor contracts, streamlining procurement, and vendor management. • Customer Interaction Features <ul style="list-style-type: none"> - Rich customer interaction features help businesses improve engagement and efficiency in customer interactions, such as email marketing, tracking, greeting cards, surveys, and chat. - It also offers task and issue management, calendar scheduling, and task automation. • AI-powered deal insights @ next best action. 				
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<ul style="list-style-type: none"> - Up to 3000 bot sessions/month - Advanced Webhooks to support offline events - Additional 1,000 Marketing Contacts, and Custom Roles. 				
2. Hardware - NA	NA	NA	NA	NA
3. Professional Services User Acceptance Testing via cloud	\$3,000	1	1	\$3,000
4. Training 4 x 1-hour sessions of onboarding training				
			Total (\$):	\$9,600

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.