



Choosing Broadband for Cost-Effective Growth

The Backbone of a Healthy SMB - A Strong Telecom Partner

In a highly competitive global business scenario, agility and quick business decision are the most critical features for a small business looking for growth. Adoption of digital technologies could provide both these abilities. Digital tools help businesses to streamline operations, reduce costs, increase productivity and achieve revenue growth and expansion.

A strong telecommunications network provider is vital for this development. Seamless connectivity and uninterrupted, fast and secure networks are the backbone of digital transformation.

Digital Transformation Drives Growth

As Singapore becomes the fifth largest startup environment in the world, with 3184 tech startups in Singapore, 15 of which are unicorns, it's businesses also need to keep pace with global digital trends.

There are a few clear reasons why digital transformation is critical for SMB and startups in Singapore as well.

The country's financial stability, business-friendly tax regulations environment, robust digital infrastructure, and abundant investment opportunities make it a very attractive destination for startup and unicorn projects. It also provides a conducive environment for digital innovations and support for the startup space.

As Singapore is a country with a highly tech savvy population, small businesses can see rapid and massive growth, if they can leverage digital interactions with the market. Coupled with digital enterprise processes, this could be the single most important driver for their success.

Besides, smaller companies that have adopted digital technologies can have access to better tech skills, locally. They can acquire top talent in Singapore, that will create the grounds for even better growth.

Clearly, digital transformation can drive Singapore's startups and SMB growth, enhance their efficiency and help in their expansion.

Seamless and robust connectivity is the backbone of these opportunities in Singapore. Singtel is one of the leaders in providing this advantage for Singapore business brands.

Empower your digital journey today with Singtel Business Broadband solutions. Our reliable, high-speed networks ensure seamless business operations, enabling startups and SMB to grow without worrying about connectivity.

How Digital Transformation Helps SMB

- Increased productivity
- Increased operational effectiveness
- Better client loyalty
- Better customer experience
- Faster business expansion
- AI and Analytics tools that improve business decisions
- Automation tools to optimize costs
- Cost reductions brought about by automation and optimization
- Increased agility to meet market expectations
- Better collaboration and communication using digital tools

Digital Support to SMB and Startup Sector

Singapore is providing a number of digital programs with subsidies and technical skills support to its SMB and startups, to make sure that they are able to adopt digital tools and solutions. This could be the biggest accelerator for its startup environment.

Singapore has created **Industry Transformation Maps (ITMs)** for each sector that offer a guideline to SMB- helping them identify solutions and skills, to keep them on the digitization path. Going forward, there are plans to offer Integrated and advanced digital solutions to improve digital connectivity. This will also help to deepen SMB' digital capabilities. At the same time, these Industry development programs (IDPs) will create and adhere to a roadmap for cyber security and data protection for these SMB.

Singapore has a number of programs that enable startups and SMB to start, develop and accelerate their digitization journey. The Start Digital program enables subsidized investments into technology solutions for small companies, through some identified banks. The Go Digital program enables a continuous tech support in terms of CIO-as-a-Service, to helps SMB adopt advanced digital solutions in a structured manner, to enable them to build better capabilities. There are also support programs that help small companies acquire the requisite talent for their digital growth.

To know more about these programs, please read: <https://www.imda.gov.sg/how-we-can-help/SMB-go-digital>

The need for a Stable Network Solutions Provider

It can be a challenge for companies to leverage any benefit of digital operations without a stable, agile and secure network. Most digital operations require a robust cloud infrastructure, which cannot function without an efficiently networked and connected environment.

Whether it is a digital supply chain management, a smart Customer Relationship Management platform or even digital marketing tools, they all require fast, resilient and efficient broadband network.

SMB need a reliable digital access and a robust network partner, to reap the benefits of a healthy digital transformation, and the optimized use of digital technologies.

This networking could be supplied by broadband, or mobile networks. For business purposes, especially for cost sensitive startups and SMB, broadband could be the best choice.



Why Is Broadband the Best Connectivity Support for SMB

Growing companies need mobile networks as well as broadband networks, in equal measure. Mobile networks help the field personnel stay connected to the office, or the base team. This is specially so in industries which have high mobile workforce (service, maintenance, sales, etc.). They need mobile broadband to be able to connect back to office network to access information.

For the main office, it is even more important to have a robust and stable network to support all these activities. This requirement will be in addition to the expected office collaboration, online transactions, customer support, data transfer, and cloud-based services, that are foundational.

Broadband is imperative for stable, secure and zero- downtime network environments. Fast and stable broadband enables efficient communication, online transactions, customer support, data transfer, and cloud-based services.

Here are some reasons why small companies and startups need a robust broadband data networking partner:

- **The Need for Speed and Reliability**

Broadband connectivity is seeing continuous innovation, driven by almost universal digital transformation of enterprises. With fiber optic options, today a broadband can reach consistent giga bit speeds with stable dedicated connections. It allows uninterrupted flow of data, which is distance and geography agnostic.

- **Cost Effectiveness**

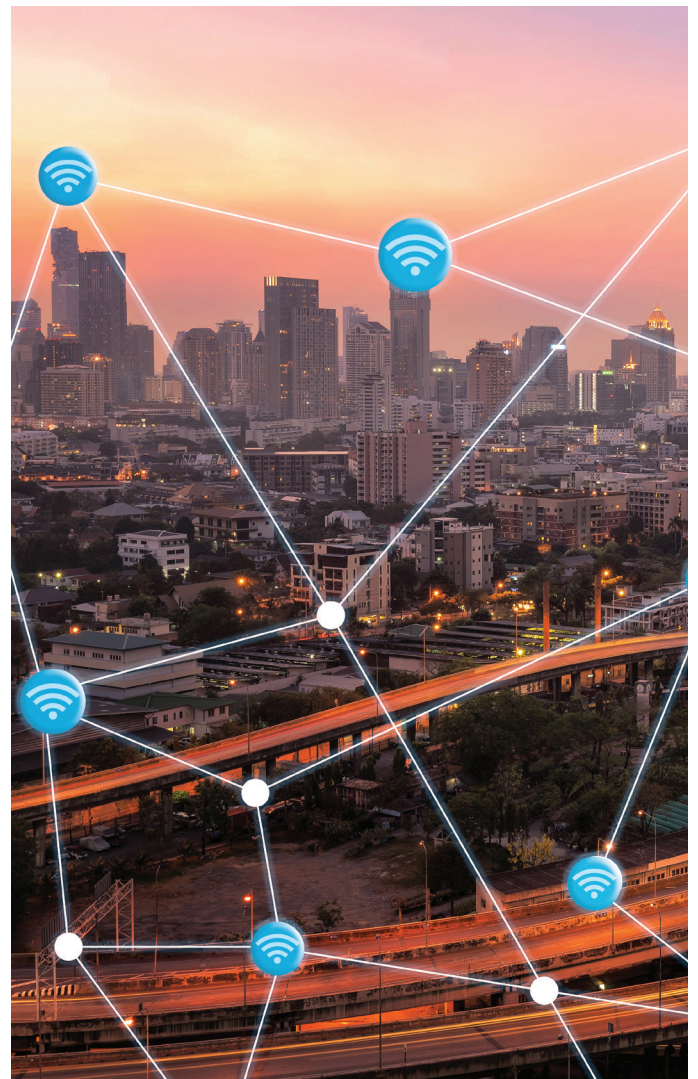
Broadband packages usually come in a range of plans, that are flexible, so they can cover the different needs of SMB and startups. They can choose the plan that suits their budget best. This way SMB and startups can leverage the best connectivity options at a price they can afford.

- **Data Usage and Limitations**

Broadband usually offers a much higher and unlimited data, and the speed is usually not greatly impacted by external factors. SMB and start-ups need continuous connectivity, and any disruption due to external factors- slow connectivity during peak hours, or in remote locations, could spell trouble across the business processes. This is a big reason why broadband is critical for SMB operations.

- **Device Compatibility**

Broadband networks are compatible with most of the digital platforms that SMB and start-ups use for business process. This makes it easier for SMB to deliver digital services and also use it for all processes that run the company- HR, marketing and even finance.



What Should SMB Look for in Their Broadband Provider

The efficiency of the broadband in use will define the agility and resilience of any digital business processes. So, the choice has to be well informed and very pragmatic.

A desirable broadband is one that provides timely and relevant support to the company. Right from their online presence to their supply chain management, all the way to a satisfied customer, small companies need to be digital warriors in order to grow.

Reliability: The simple requirement for a smaller company to deliver excellence to its customers is speed and trust. A reliable internet connection will enable accuracy, privacy, and speed, driving consistency for good brand perception. It will eliminate frequent outages that could impact email, cloud services, e-commerce platforms, or communication tools like video conferencing.

A single poor customer experience can mean a huge setback in market reputation. So, reliable broadband is critical to a small company's survival and growth.

SMB should look for the highest possible uptime, infrastructure redundancy (to ensure uptime), and efficient network performance.

Bandwidth and speed of connectivity:

Bandwidth and speed of connectivity are just as critical as uptime and reliability for a small company. This is especially true for a cloud native SMB or a startup. For cloud based companies, it is critical to have both download and upload speeds at optimal, for efficient digital process delivery.

Companies also need fast speeds and higher bandwidth to run cloud-based services, VoIP calls, and video conferencing.

So, while looking for a networking partner, SMB should be clear about the needs of the team members and ensure it is scalable to match pace with growth plans.

Customer support and service: These are one of the most critical factors in identifying the best service provider for a small company or startup. Smaller companies may not be ready to put resources into setting up an in-house technology support team. Reliable customer support from the broadband provider will be a boon for a cash-strapped startup.

Growth Catalyst for ICM Pharma

ICM Pharma – a 55-year-old brand, is one of the largest local pharmaceutical manufacturers in Singapore. The company has also developed several market-leading brands for the retail market such as Ridwind Baby Drops, Lactus, Growell Scalp Lotion and Acne Clear.

Processes at ICM Pharma had evolved from manual processes to spreadsheets, but orders were still being recorded manually.

Delivery tracking relied on phone calls, and this was not an optimal way. Due to the unreliability of phone calls, any disconnect between production, warehousing, and distribution could disrupt the entire process.

Keeping with their motto 'Get Better', ICM then focused on establishing a digital presence – a B2B portal that would remove the need for a physical purchase.

Singtel created a connectivity testbed that would chart the course for ICM to become a smart facility.

With better broadband, ICM got a technology upgrade in connectivity, security and optimizing the business flow. A customized SDWAN helped their network performance to become completely optimized, thanks to the speed of the broadband line that delivered an almost instant response. This heightened connectivity also allowed for a streamlined fleet management. Now ICM has the ability to digitize the complete supply chain, making them more productive and more efficient. With Singtel's support, ICM Pharma has begun to move on from manual processing, improve internal efficiency and ensure faster, more reliable medication delivery to Singaporeans. Singtel, this way, becomes the enabler to transform the whole company, ICM Pharma, and do better!



What Singtel Brings to The Table

Singtel's broadband solutions provides highly cost effective packages that deliver on efficiency to smaller companies. Singtel have broadband plans that deliver exactly what SMB and startups need, at a price they can afford.

To know more about the plans, please check <https://www.singtel.com/business/startups>

These plans enable SMB to work with clients on a seamless, strong and real time availability of data and media. Collaboration that is critical for the growth of smaller brands and the survival and growth of startups- is ensured by these cost effective and efficient connectivity solutions.

Scalability is one of the biggest requirements of a small company. Singtel's solutions provide that support, and enable SMB and startups to grow to their optimum.

Some of the other advantages that make Singtel the connectivity provider of choice in Singapore are:

High-Speed Internet for Businesses – Reliable and fast internet access designed to meet the exclusive browsing and application needs for business users. A business-grade network ensures seamless access to the Internet and cloud, assuring optimal use of cloud platforms.

Simplified Network Architecture – with Ethernet and wireless (Wi-Fi) interface, SMB achieve more with equal upload and download speeds for smoother collaboration. It ensures a fully supported network connectivity that delivers on customer needs- instantly.

24/7 Expert Support – Backed by Singtel's long-established expertise, businesses receive round-the-clock technical support for uninterrupted connectivity and peace of mind.

Choosing the right broadband partner is a critical decision for SMB and start-up businesses. Singtel tops the list for broadband services that enable SMB to enjoy all the advantages of a digital transformation, in a cost effective manner. Singtel's suite of business dedicated broadband internet, and value-added solutions help you navigate the startup journey and drive sustainable growth.

With 24x7 helpdesk and onsite technical support available, high network uptime, provide solutions for simplifying network management, Singtel is today one of the best business broadband provider in Singapore.

Leave down your contact with Singtel today for a free consultation on how our broadband solutions can drive your business growth.