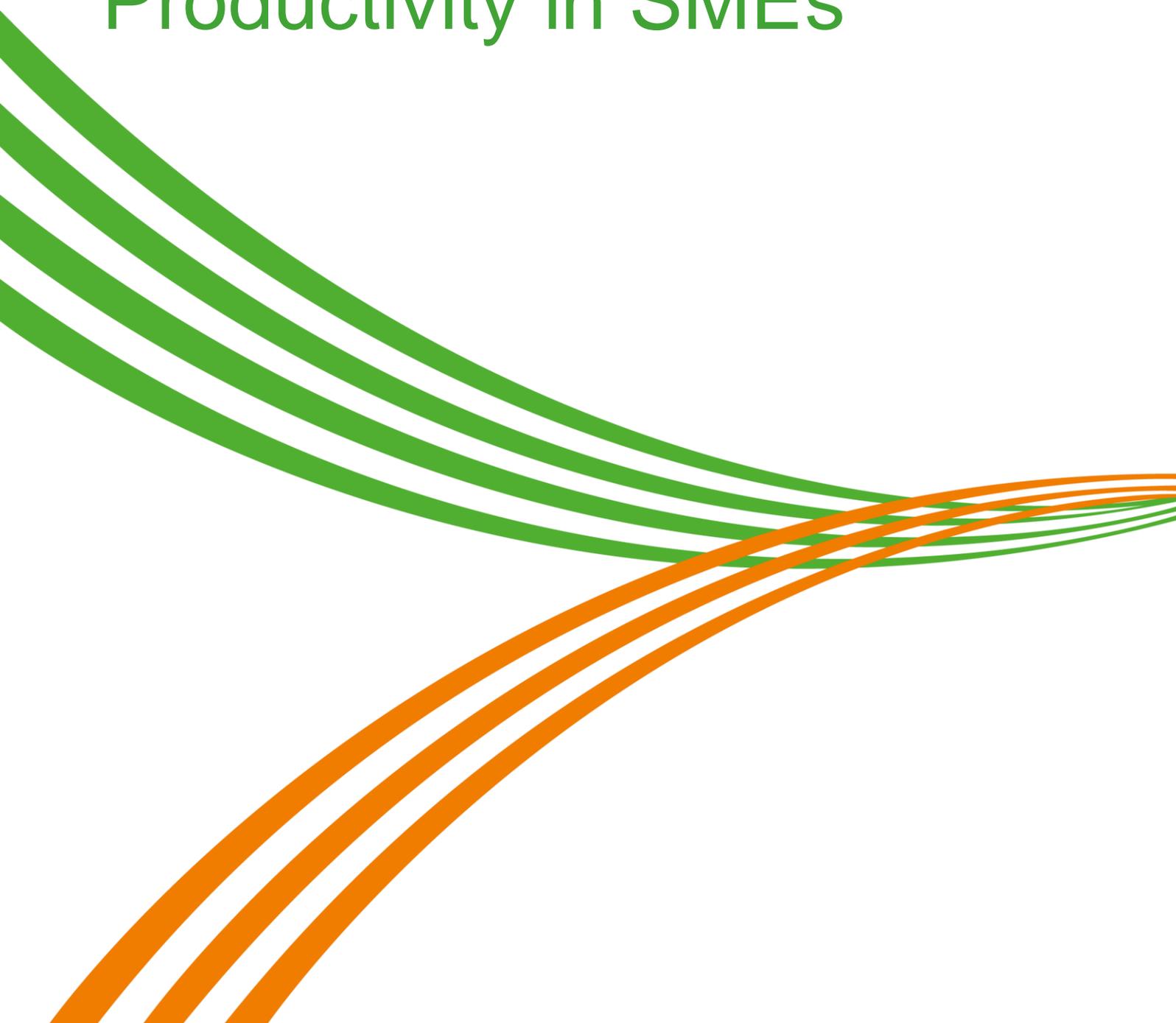


Leveraging Technology for Productivity in SMEs



Innovating the Future

DocuWorld 2015

Fuji Xerox DocuWorld 2015, the largest Document Services and Communications conference organized by Fuji Xerox Singapore, concluded to praise from speakers, sponsors, partners and customers. This year's theme, **Innovating the Future**, underpinned the conference with great insights shared by key industry leaders and speakers on how businesses can stay ahead and accelerate further by leveraging new technologies.

At the DocuWorld 2015 conference, keynote speakers and attendees gathered to share and discuss pressing industry issues that are affecting businesses across various industries.

More than 1,000 participants attended the event held on 17 & 18 March at the Grand Copthorne Waterfront Hotel. The plenary and parallel sessions were structured around the conference theme, allowing for the exchange and analysis of industry best practices, including discussion of new technologies, corporate entrepreneurship on innovation and collaboration, corporate social responsibility and green IT, how businesses can improve its workflow processes and operate faster and more. On Day One, the Internet of Things (IoT) roundtable organized by The Business Times discussed about the emergence of IoT and how it impacts the way businesses operate. Parallel sessions continued on Day Two, with invited key industry speakers covering impending industry topics and experiences on how that could be translated into their everyday business operation, and improve business productivity.

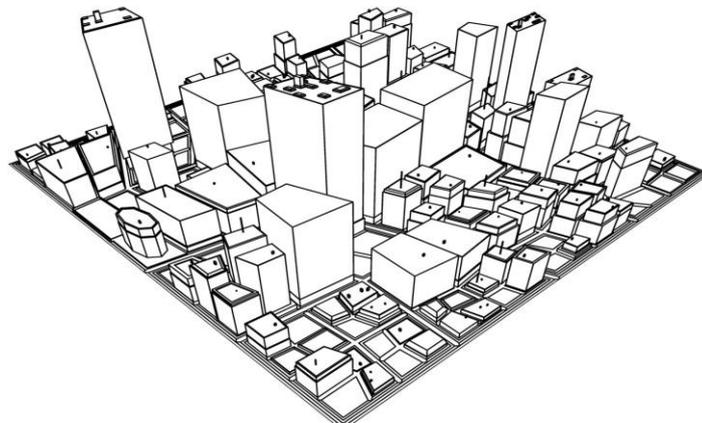
This booklet summarizes key takeaways and best practices that were discussed at the panel sessions, with **Tan Guang Lin, Business Advisor from SME Centre @ NorthWest**, sharing more information on how businesses can leverage existing government-led initiatives for greater productivity; **Cynthia Cheong, Head Programme and Partnership Development in Tripartite Alliance for Fair and Progressive Employment Practices (TAFEP)** discussed about best practices and tips on enabling a mobile workforce; and **See Lee Na, Market Development Manager of Office Solution Go-To Market at Fuji Xerox Asia Pacific**, talked about how businesses can benefit from Fuji Xerox's SmartFlow solution.

Delivering an event of this caliber would not be possible without the support of everyone who attended and we thank you for being a part of our event.

We look forward to welcoming you again.

Harnessing Government Support for Greater Productivity

In the Singapore Budget 2015, Deputy Prime Minister and Finance Minister Tharman Shanmugaratnam said “If they (SMEs) are willing to take advantage of schemes, the schemes are there...Please come take advantage of it”, highlighting the support that the government offers to local SMEs. Recognizing inadequate funding is often the most common obstacle for start-ups. The Singapore government has rolled out several initiatives to enable start-ups to gain access to funding including cash grants and business incubator schemes.



Focusing on the assistance schemes within the Business Productivity arm of Government Assistance schemes, **Mr Tan Guang Lin, Business Advisor from SME Centre @ NorthWest** shared more about the top **two** schemes amongst SMEs:

1. **Innovation and Capability Voucher (ICV) by SPRING Singapore** – to encourage SMEs to take the first step towards capability upgrading. SMEs are entitled to apply for up to eight vouchers of \$5,000 each, to be used in the following two categories provided by SPRING Singapore-approved vendors.
 1. **Consultancy projects:** up to 2 vouchers for each of the following areas of capability
 - i. Innovation
 - ii. Productivity
 - iii. Human Resources
 - iv. Financial Management
 2. **Solutions:** a maximum total of 2 vouchers only applicable in the following categories
 - i. Acquisition of Hardware & Equipment
 - ii. Technical Solutions & Training
 - iii. Design & Renovation
2. **Productivity and Innovation Credit (PIC) scheme by IRAS** – encourage businesses to invest in productivity and innovation activities. Under the scheme, businesses can enjoy up to 400% tax deduction or allowances up to \$400,000 of expenditure incurred in each of the following qualifying innovative activities:
 1. **Purchase/leasing of PIC IT and automation equipment** – costs incurred acquiring or leasing PIC IT and Automation Equipment.
 2. **Training of employees** – costs incurred to provide training to employees for the

purposes of the trade and business, and can include both training conducted by the business' personnel or by external trainers.

3. Acquisition/In-licensing of intellectual property – costs incurred acquiring IPRs for use in a trade or business, as set out in Section 19B of the Income Tax Act and IPR licensing from YA2013.
4. Research and development – costs incurred on staff costs and consumables for Qualifying R&D Activities carried out in Singapore or overseas.
5. Registration of intellectual property – costs incurred to register patents, trademarks, designs and plant varieties.
6. Approve design project – costs incurred to create new products or industrial designs where the activities are primarily in Singapore.

The various support program that have been instituted to help start-ups gain process access to funding creates an optimal business environment for Singapore-based start-ups to be successful.

In the following page, read on to find out more about how businesses can retain and attract talent by enabling a mobile workforce in the mobile age...

The Digital Age: Enabling Mobile Workforce

In the age of connectivity, the availability and accessibility of technology in both workplace and home provided individuals with greater flexibility over their time and location of work. Mobile working arrangements refer to the alternative work options provided in the workplace that allow employees to work remotely, away from the traditional office setting. Most savvy employers often offer mobile working arrangements as a means to maximize employee efficiency.

Cynthia Cheong, Head Programme and Partnership Development in Tripartite Alliance for Fair and Progressive Employment Practices (TAFEP), shared some best practice examples and guidelines for managing a flexible workforce.

Mobile working arrangements can be divided into **3 main categories**:

1. **Home-based work:** In a home-based work arrangement, an employee works mainly from home. The employee would have a specific workspace or home office created for this purpose, where he can work uninterrupted during the designated work hours.
2. **Telecommuting:** Telecommuting is an increasingly popular mobile working arrangement in Singapore that allows employees to work from virtually anywhere. Employees work 'on-the-go', finding areas that can temporarily serve as a workspace, usually in between appointments and meetings, rather than coming into the office daily.
3. **Work-shifting:** Employees who practice work-shifting usually work from a specific external venue for an extended period. Some of these employees may choose to work from a shared workspace. Others who travel overseas extensively may even opt to work from their hotel rooms for the period of travel.



However, the lack of physical presence that comes with the traditional workplace raises concerns for employers today – *how do we manage the staff who are not in the office? How do we know if they are really working?* Employers need to be aware of that the benefits of a mobile work program cannot be fully harnessed without prior management of expectations and preparation for both employee and employers.

Workplace flexibility contributes to better talent attraction and retention, higher productivity and decreased overhead costs. However, for a sustainable and effective mobile working program, guidelines need to be put in place to ensure work gets done.

Guidelines to managing a flexible workforce:

1. **Form a task force** – Supervisors should be included in the team initially tasked with exploring the viability of flexible work options for the organizations.
2. **Set clear targets and deliverables** – Establish targets, timelines and deliverables upfront. Work performance must also be measured by efficiency and quality rather than the number of hours spent in the office.
3. **Cultivate open communication** – Create a trust culture within teams. Proactively seek feedback and keep an open mind when listening to employees' comments and grievances.
4. **Fair and equitable treatment** – Expect the same level of work contribution from both the mobile and office-based staff.
5. **Enhance team dynamics** – Build positive synergy within the team through monthly team meetings, regular training sessions and even social outings.
6. **Adopt technology** – Supervisors should be involved in selecting technology or systems as they are best-positioned to understand the work processes and needs of their team.
7. **Measure & measure** – A key success factor is to measure the efficiency of the working arrangement model on a regular basis over the long term.

Case Study

IBM Singapore's Mobility Program is one clear example of a mobile work program that has increased employees' engagement and organizational effectiveness. IBM's Mobility Program is made available to all employees, but it is primarily used by customer-facing employees in sales and services who are constantly on the move. The implementation of the Mobility program enhances the organization's competitive edge and increases business productivity as the flexibility allows employees to promptly meet client requests.

Winning strategies from the program are as follows:

- IBM has adopted sound business values of trust and personal responsibility, which formed the foundation for its positive Work-Life culture. The company trusts its employees to work autonomously, in which its employees" reciprocate by going the extra mile for their team.
- New employees attend a New Hire Orientation where the flexible work options and policies are explained, allowing them to assimilate easily into the established Work-Life culture.
- Given the smart device adoption rate and sound IT infrastructure available in Singapore, business leaders and HR practitioners should leverage this opportunity to help increase productivity within the business, benefitting both the business and the individual.

In the following page, read on to find out more about how businesses can benefit from Fuji Xerox's SmartFlow solution...

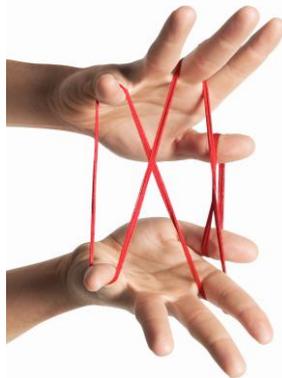
The Evolution of Office and Work Style

The Internet and the proliferation of smart devices have changed the way we go about our lives drastically, from the way we communicate to the way we work. Individuals today are constantly connected, which has brought about drastic change in the corporate world.

Increased connectivity from smart devices has allowed a mobile workforce, knowledge-sharing across geographies and increased productivity due to streamlined processes. Instead of allowing technology to hinder the growth of the business, it is crucial that organizations leverage smart office solutions to streamline work processes and reach its potential business growth. **See Lee Na, Market Development Manager of Office Solution Go-To Market at Fuji Xerox Asia Pacific**, talked about how businesses can benefit from Fuji Xerox's [SmartFlow solution](#).

Let's take a look at some of the common challenges faced by businesses in the office today and this includes fragmentation, unstructured data, and security.

Businesses face similar challenges in the office:



Fragmentation: Difficulty in accessing information across various devices and systems. It is estimated that by 2015, 1.3 billion people will be mobile workers yet, only 5% of organizations around the world have the necessary infrastructure to support them.

Unstructured data: Difficulty in locating data due to lack of a digital filing system/archive. The amount of documents to be managed grows together in volume with a business. In a world with different documents sent in various formats, some get lost in transition, making it difficult to track.

Security: Increased connectivity adds complexity and vulnerability. 70% of organizations have experienced one or more accidental data breaches through increased connectivity.

Organizations now need to be able to provide accessibility to their documents in a structured manner through a variety of devices all over the world without compromising security. Aligning the needs and challenges that organizations now face, Fuji Xerox's SmartFlow solution enables organizations to maximize their operational efficiency and workflow productivity by operating a smart office. This means, for example, a scanned document can be sent directly to the intended receiver with a copy saved on the server to be accessed later on from a smart device all in one click.

By digitizing the ordinary everyday procedures, Fuji Xerox's SmartFlow solution enables organizations to focus on the business and less on unproductive processes.

Below are five benefits that businesses can gain for the various features in Fuji Xerox's SmartFlow solution:

1. **Increase process efficiency and capacity** – With SmartFlow, documents can easily be routed online to respective officers to reduce physical paperwork and human prone errors with Document Digitization & Conversion.
2. **Record keeping compliance** – Documents are stored in a centralized repository with security, audit trails and retention policy enabled to assist the company in reducing risks and achieving business regulatory.
3. **Cost-saving environment** – Reduced operational costs by employing online access and

eliminating paper-based processes resulting in cost reductions, improved worker productivity.

4. **Business continuity** – Centralized and digitized documents can be easily backed-up and restored in the event of a disaster, allowing businesses to operate as per normal.
5. **Increase customer service satisfaction** – Easy and fast document retrieval in a centralized repository helps to improve company service levels towards all its customers.

In conclusion, with the rise of the mobile workforce, there is an increased need for employees to have better flexibility to access the necessary documents they require from any devices at any time. Therefore, it's pertinent for businesses to create a more flexible work environment for employees by leveraging smart office solutions such as Fuji Xerox's SmartFlow solution, to help streamline work processes and to maximize their operational efficiency.

Contact Us

Fuji Xerox Singapore is the leading provider and trusted partner for quality document services and communications, enabling businesses to share information effortlessly across various platforms, and accelerating businesses with innovative technology.

For more information about Fuji Xerox Singapore's product offerings and solutions, please visit <http://www.fujixerox.com.sg/> or call us at 6766 8888 for a consultation. Follow Fuji Xerox Singapore's [Facebook](#) and [Twitter](#)'s page to find out more about the latest news announcements and product updates. To be updated with Fuji Xerox's latest events and products, join our mailing list at blog@sgp.fujixerox.com.

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