

Acronis



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WEBINAR

Turn PSG into Cybersecurity Revenue for MSPs in Singapore

March 4, 11:00 AM SGT

Agenda

- Market opportunity for MSPs in Singapore Cybersecurity **by Wilbur He**
- Driving MSP growth through the SMEs Go Digital Programme **by Gabriel Lim**
- How companies can become a pre-approved vendor under the SMEs Go Digital Programme **by Adam Sanusi**
- Unlocking SMB Opportunities with Acronis Services & Cyber Safe **by Alex Chan**
- Live Q & A

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Market opportunity for MSPs in Singapore Cybersecurity



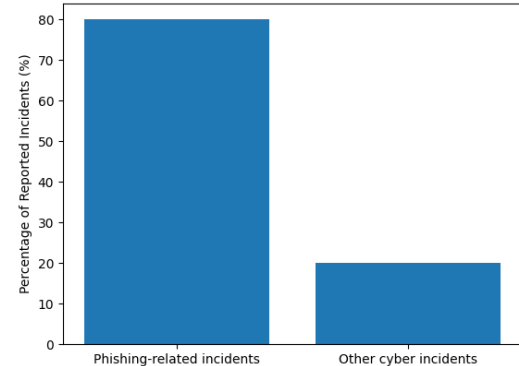
Wilbur He

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Cyber Threat Reality in Singapore (CSA Data)

- Asia-Pacific cybersecurity market projected to grow ~14–16% CAGR
- ~80% of cybercrime cases in Singapore are phishing-related (CSA Annual Report)
 - More than 8 in 10 organizations report experiencing phishing attempts
 - Ransomware remains one of the most damaging attack types impacting businesses
 - SMEs are increasingly targeted as weakest links in enterprise supply chain
- ~350,000 SMEs (99% of companies in Singapore)
 - SMEs contribute ~50% of Singapore's GDP
 - >90% digitally connected businesses
 - Digital economy scale = expanded cyber attack surface

CSA Annual Report: Phishing Dominates Cyber Incidents in Singapore



SG Cyber Safe Programme Driving Security Adoption

- Cyber Security Agency (CSA) introduced:
 - – Cyber Essentials Mark (baseline cyber hygiene)
 - – Cyber Trust Mark (advanced cybersecurity posture)
- Increasingly referenced in enterprise procurement & supply chains
- SMEs seeking certification need implementation support
- MSPs become key enablers for assessment, remediation & ongoing management



Government Funding Accelerates Adoption

- PSG grant support typically covers up to ~50% of pre-approved solutions
 - Cybersecurity solutions included under SMEs Go Digital Programme
 - Lower upfront investment barrier for SMEs
- Impact for MSPs:
 - Faster decision cycles
 - Higher close rates
 - Larger bundled security deals



Winning in 2026: Strategic Focus for MSPs

- Package solutions aligned to CSA certification requirements
- Build standardized, scalable security bundles
- Use PSG as structured sales lever
- Focus on recurring managed security revenue

- The opportunity is measurable, regulatory-driven & scalable

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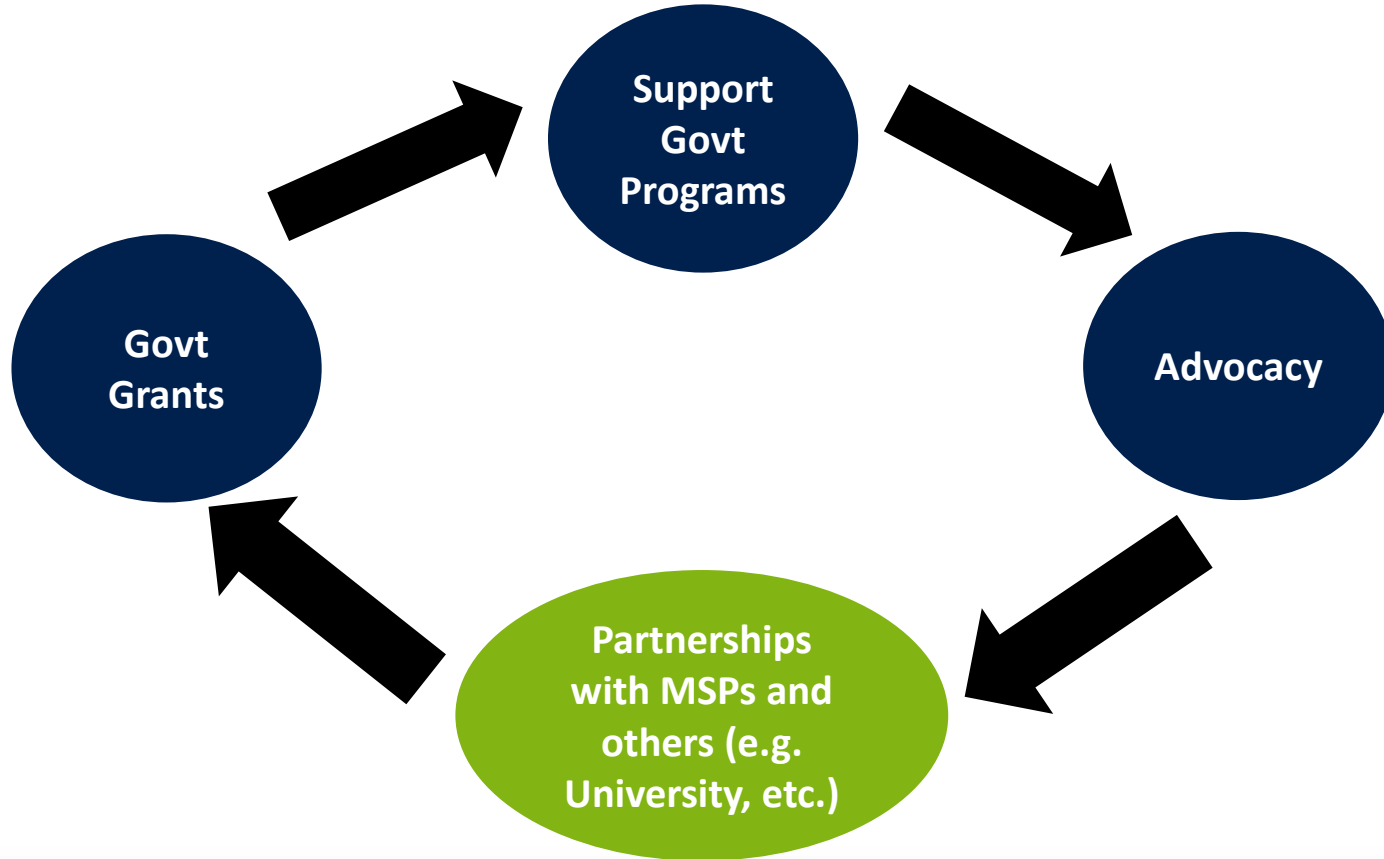
**Driving MSP
growth through
the SMEs Go
Digital
Programme**



Gabriel Lim

Director
Government Relations &
Partnership Development
Acronis

Acronis Govt Relations & Partnerships Team – What we do



Govt Related Programs / Grants



Career Conversion Programmes (CCP) for Employers

Share Print

Career Conversion Programmes (CCPs) help employers broaden their talent pool by reskilling mid-career new hires or existing employees into growth job roles with good longer-term prospects.



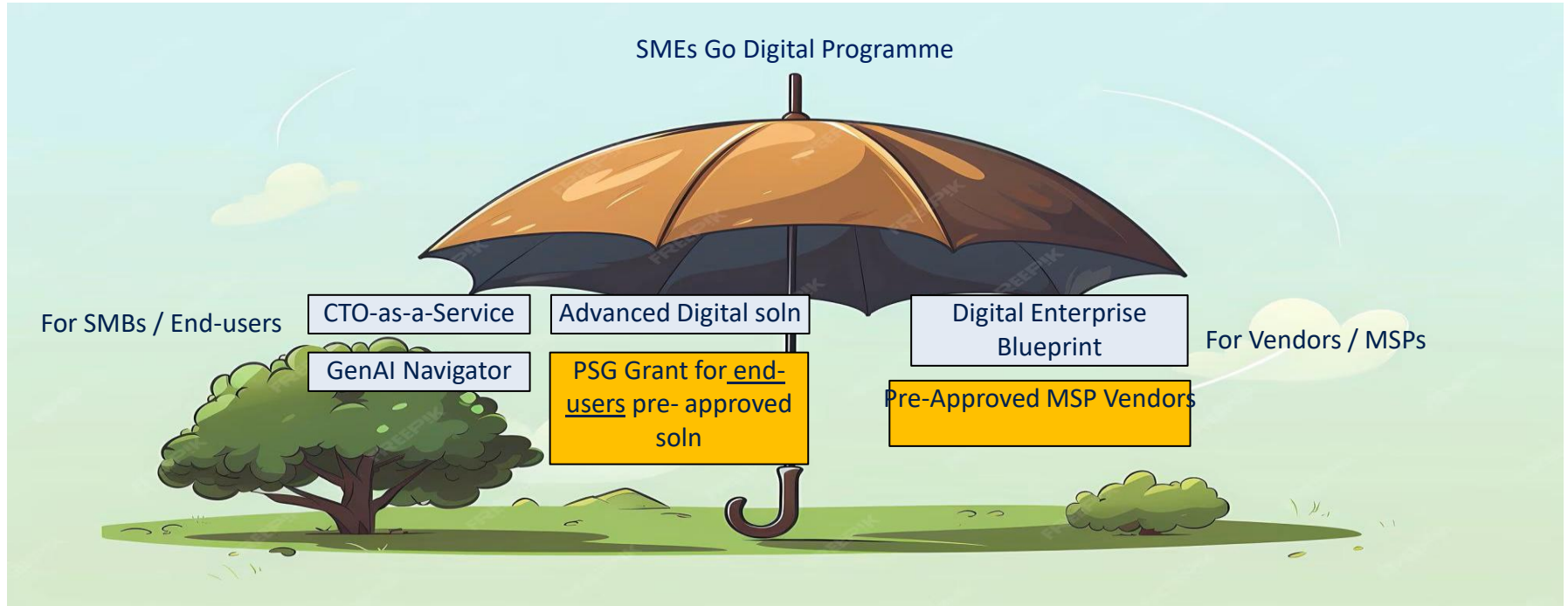
Overseas Markets Immersion Programme (OMIP) for Employers

Share Print

Expand your business horizons and enhance your organisation's global mobility with OMIP. Develop a global-ready workforce by sending new hires or existing employees on an overseas posting with up to 70% salary and overseas allowance support.



What is the SMEs Go Digital Programme?



Aim

The Singapore government uses the SMEs Go Digital Programme to help SMEs (end-users) adopt advanced digital solutions and technologies to build stronger capabilities & seize opportunities in the digital economy.

PSG Grant



1

WHAT

✓ Government grant supporting digitalisation & automation



2

HOW MUCH

✓ Up to 50% funding support for approved solutions, valid for 1-year one off for particular solution



3

ITEMS COVERED

✓ Covers software, IT systems, equipment & consultancy



4

WHO

✓ Designed for SMEs operating in Singapore

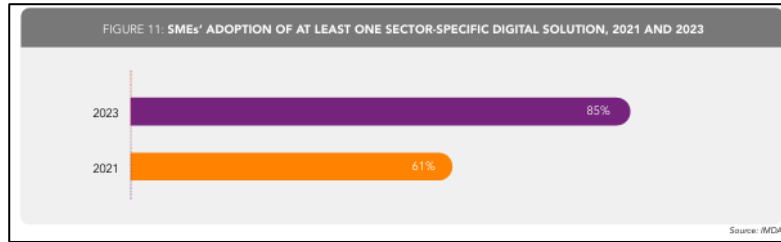
PSG Grant Benefits for SMEs (End-Users)

Reduces
upfront
digital
investment

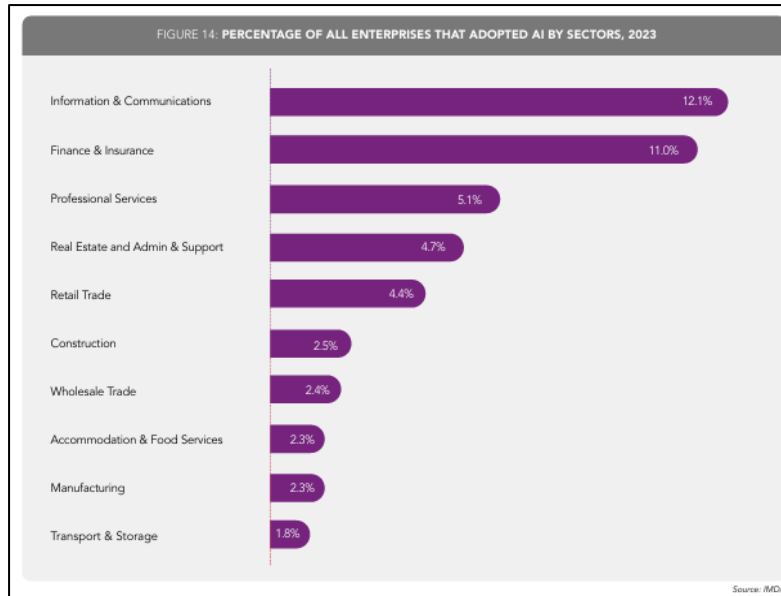
~95%
approval rate
(recent years)

Lowers
financial risk

Growth of Digital Adoption in Singapore



SMEs are more ready to adopt digital solutions -
Cybersecurity and AI adoption is on the rise!



Our commitment to help our MSPs

Since July 2024.....

8 MSPs

“Pre-approved vendors for Acronis on PSG Grant Solutions”

23% higher end-user consumption for MSPs with PSG Grant vs. those without

3-6 months
the average time it takes to get approval from IMDA (with Acronis help)



Scan this QR code to see IMDA's website showing the full list of Pre-Approved MSP vendors for Acronis!

How Acronis can help our MSPs to become Pre-approved Vendors

Your one stop consultant for SMEs Go Digital Programme (PSG Grant pre-approved vendors)

- a) Introductory call with Acronis GR team on PSG Grant
- b) Pre-fill mandatory questionnaire forms by IMDA
- c) Access to our Technical Solutions team – in case of any technical questions
- d) Facilitate discussions with the Government (IMDA) to remove any roadblocks in application process, including requesting IMDA's assistance to prioritize MSPs' applications

Acronis Education

Grow your
business with
MSP Academy



Short modules.
Big impact.
Enroll today!



SMEs Go Digital Programme

SME Go Digital Pre approval Programme

Your Gateway to Pre-Approved Digital Solutions for Growth



Curated & Relevant Solutions

IMDA partners with ICM industry to pre-approve solutions aligned with **Industry Digital Plans (IDPs)** for broad SME adoption.



Proven Productivity & Growth

Access **ready, affordable, and proven solutions** that deliver tangible productivity gains or business growth, utilizing Cloud & AI.



Eligibility for Grant Support

Solutions from **trusted ICM vendors** may qualify SMEs for Government incentive support, like the **Productivity Solutions Grant (PSG)**.

Understanding Industry Digital Plans (IDPs)

A Step-by-Step Guide for SME Digitalisation



Evolving Digital Solutions

Central to the **SMEs Go Digital** programme since 2017, IDPs are progressively refreshed to introduce a greater breadth and depth of digital solutions, ensuring relevance to evolving SME needs.



Step-by-Step Digitalisation Journey

Aligned with **Industry Transformation Maps (ITMs)**, IDPs provide SMEs with a clear guide to identify suitable digital solutions and training for employees at each stage.



Deepening Digital Capabilities

As Singapore works towards economic recovery, IMDA and sector lead agencies will refresh IDPs to deepen digital capabilities at both sector and enterprise levels for continued business success.



Vital for Business Sustainability

Digitalisation remains vital for continued business success and sustainability, ensuring IDPs remain relevant to the needs of SMEs in the evolving economic landscape.

Driving Growth Through Digitalisation

The SME Go Digital programme was created to empower businesses and drive Singapore's digital economy.



1. To Support Digital Transformation

Many SMEs lack the resources to go digital. The programme guides them, helping them stay competitive in a digital economy.



2. To Bridge the Digital Gap

The programme bridges the gap by providing access to approved digital tools and funding support, leveling the playing field for all businesses.



3. To Boost Productivity and Efficiency

Digital tools streamline operations and reduce manual work. The programme encourages adopting tech that boosts productivity and efficiency.



4. To Strengthen Business Resilience

Digital capabilities help businesses adapt to disruptions. The programme assists them in moving online, using digital payments, and enabling remote work for resilience.



5. To Promote Innovation and Growth

Technology adoption allows SMEs to explore new business models and reach wider markets. The programme is a stepping stone for innovation and growth.



6. To Align with Singapore's Smart Nation Goals

The initiative supports Singapore's national vision of a digitally advanced economy. It ensures SMEs are not left behind in the country's broader digital transformation journey.



Digital Solutions Roadmap

This digital solution roadmap outlines solutions for your firm to adopt at each stage of growth.






01 Getting Ready for the Digital Economy

For SLPs looking to build their foundational digital capabilities.

Back-Office & Enabler Technology

-  Document Management System (DMS)
-  Practice Management System (PMS)



Front-Office Technology

-  Matter Management & Collaboration Platform
-  Risk Assessment Solution (KYC/AML)
-  Online Legal Research System
-  Document Assembly Software
-  Document Review Software
-  eDiscovery Tool

02 Growing in the Digital Economy

For SLPs looking to improve or expand their business with digital solutions.

Practice Area-Specific Tools

-  Conveyancing Software
-  Evidence Management Platform
-  IP Management Tool
-  Debt Recovery Software

03 Leaping Ahead in the Digital Economy

For SLPs looking to exploit emerging technology.

Emerging Technology Tools

-  Smart Computable Agreements

Accountancy

- Practice Management System
- Taxation Management
- Internal Audit Management
- External Audit Management
- External Audit Management [Audit Confirmation]
- Corporate Secretariat Management
- Business Advisory Tools
- Data Analytics

Advanced Manufacturing

- Real-time Production Scheduling and Job Tracking
- Equipment Monitoring and Manufacturing Data collection
- Manufacturing Quality Management
- Product and Manufacturing Process Configuration
- Machining Dynamics for Milling/Turning
- Computer-aided design & Computer-aided manufacturing (CAD/CAM)

Built Environment

- 3D Modeling, Immersive Visualisation & Analysis
- Digital Contract Management - Digital Payment
- Quantity Surveying and Valuation
- Smart Inspection and Management - Worksite Inspection
- Smart Inspection and Management - e-Permit-to-

work (e-PTW)

- Smart Inspection and Management - Digital Wearables for Workers' Health and Safety
- FM Workflow Automation
- Coordinated Regulatory Approvals and Rule-Based Model Checker
- Data and AI-driven Decision Support System
- Built Environment Digital Platform

Cyber Security (Generic)

- Secure/Protect - Virus/ Malware Protection
- Secure/Protect - Firewall
- Backup
- Integrated anti-malware, firewall and backup

Early Childhood

- Pre-School Management System
- e-Forms for Pre-school
- Pre-School Management System + e-Forms for Pre-school
- Data Mining & Analytics (Centre Operations)
- Data Mining & Analytics (Child Development)
- Data Mining & Analytics (Centre Operations and Child Development)
- Talent Attraction Platform
- Learning Platform for CPD and Mentoring
- Autonomous Solutions for Safety (Video Analytics

& Surveillance)

Engineering Services

- Workforce Management System
- Inventory and Asset Management System
- Project Management System
- 3-in-1 ERP solution

Estate Agency

- Document Management for Estate Agents
- Transaction Records Submission for Estate Agents
- Due Diligence Checks for Salespersons
- Document Management & Transaction Records Submission for Estate Agents

Food Services

- Connected Business Suite
- e-Procurement

Healthcare

- Teleconsultation (Video)

Personal Care Services

- Salon Management System

Generic

- Human Resources Management System (HRMS)
- Human Resource E-scheduling System
- Human Resource Shared Services (HRSS) Needs Analysis + HR Administrative Support & Payroll Processing via HRMS
- Employee Rewards and Recognition
- Applicant Tracking & Sourcing System
- Customer Relationship Management (CRM)
- E-loyalty & Marketing Automation
- E-Commerce - Online Shop (B2C)
- Inventory Management and Sales Management System
- Accounting Management and Sales Management System
- Accounting Management, Inventory Management and Sales Management System
- Fleet Management System
- Fleet Safety Management System
- Digital Marketing Packages
- Document Management and Mobile Access System
- Multichannel E-commerce Software (MES)
- Chatbots for Customer Engagement
- Marketing and Sales Content Generation
- Carbon Management Solution
- Field Service Management
- AI Accounting Automation
- Automated Order Management
- E-Commerce Cross Border Packages

Legal

- Practice Management System (PMS)
- Document Management System (DMS)
- Matters Management and Collaboration Tool
- Online Legal Research System
- Document Assembly Software
- Document Review Software
- eDiscovery Tool
- Legal Chatbot
- Risk Assessment Solution (KYC/AML)
- Evidence Management Platform
- Speech Transcription for Legal Matters
- Translation Software

Logistics

- Networked Trade Platform Value Added Services
- Inventory Management
- Warehouse Management
- Active Cold Chain Management
- Transport Management
- Freight Management

Marine and Offshore Engineering

- Workforce Optimiser
- Asset Monitoring and Management System
- M&O Project and Scheduling Management
- 3-in-1 ERP solution for Marine & Offshore Engineering

Retail

- Integrated POS (with mobile features)
- Electronic Shelf Label (ESL)

- Self Checkout Solution
- In-Store Analytics

Security

- Mobile-Enabled Patrol and Incident Management
- Automated Visitor Management
- Onsite Surveillance and Analytics
- Security Robots
- Security Collaboration Platform

Tourism (Travel Agent)

- Travel Management System (E-Commerce)
- Travel Management System (Operations)
- Travel Assistant Chatbot
- Travel Industry Analytics
- Travel eVisa

Wholesale

- Enterprise Resource Planning (ERP) Software for Wholesale
- Sales Management
- Purchase Management
- Accounting Management
- Inventory Management
- Distribution Management
- Customer Relationship Management
- Workforce Management
- Custom Clearance

Pre-approval Criteria

Key Requirements for Digital Solution Vendors



Meets SME Needs & Quality

Solution must meet SMEs' needs with satisfied customers and comply with sector-specific checklists.



Proven Productivity Gain

Demonstrated productivity increase of 15% or more (20% for Built Environment) from at least 5 SME customers.



Affordable for SMEs

Pricing must be satisfactory to at least 5 SME customers, ensuring accessibility.



Vendor Track Record

Vendor incorporated for 18+ months with 5+ SMEs using solution for 6+ months, no negative feedback.



Adequate SME Support

Satisfactory service from 5+ SME customers, with 8x5 post-sales support and 24/7 email/contact form access.



Financial Stability

Positive net equity in latest financial year and current ratio ≥ 1 .



Good Government Track Record

Satisfactory history with government agencies; not suspended due to breaches.



Operational Professional Website

Vendor must have a fully operational website detailing the solution.

Benefits of the Pre-approval Programme



Grant for Digitalisation Acquisition

Offer solutions that are eligible for the Productivity Solutions Grant (PSG), which provides a grant to support up to 50% of the cost of digitalisation acquisition for SMEs.



Visibility & Credibility

Being listed as a pre-approved vendor on platforms like GoBusiness, CTOaaS, and Business Grant Portal enhances visibility & credibility among SMEs seeking digital solutions.



Exclusive Workshops

Pre-approved vendors can participate in exclusive workshops to uplift their technology & stay updated with the latest industry trends.



Early Access to New Solution Categories

Pre-approved vendors are informed of new solution categories as they are launched, allowing them to stay ahead of the curve & expand their offerings.

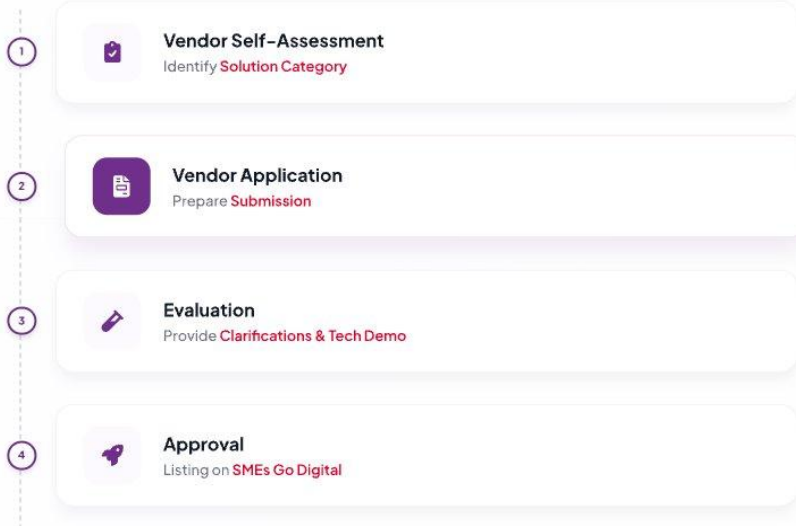


Enhanced Business Opportunities

IMDA's appointed digital consultancy operators offer Digital Advisory Work to assess SMEs' business needs & find suitable digital solutions, bringing potential sales leads and business opportunities.

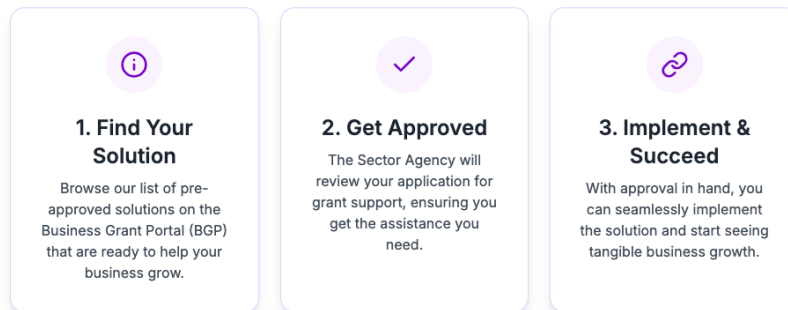
Pre-approval Process

Your journey to becoming a pre-approved ICM vendor.



Start Your Digital Journey

Adopting a solution is simpler than you think. Here's your hassle-free path to digital transformation.





Live Demo

Find everything you need at our **Gitbook**



<https://go.gov.sg/smegdgitbook>

 Visit Documentation

Interested to be a vendor?

Become a pre-approved vendor and help local businesses go digital.

[Start your journey here!](#)



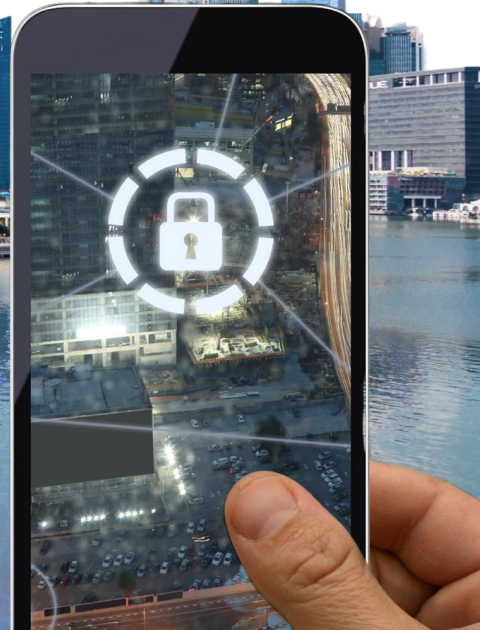
<https://go.gov.sg/psgform1>

Have more queries?
Drop me an email!

Adam_sanusi@imda.gov.sg

C8N+FINITY

Your Trusted **SG Cyber Safe** Aligned - Managed Security
Provider





- **CONTFINITY PTE LTD** was founded in June 2021
- 3rd Company in SG to adopt Cyber Essentials Mark in May 2022
- CSA launched Cybersecurity Health Plan – CISOaaS, Earliest Batch of CISO as a Service Providers in June 2023
- IMDA PSG Pre-Approved vendor for Cybersecurity since Sept 2023 for Firewall and Back Up in Jan 2026
- Achiever Award winner in SICW 2024 & 2025
- Achieved CSA's SG Cybersafe Cyber Trust Marks – Promoter Tier in July 2025
- IMDA appointed DPE Service Provider in Dec 2025
- CISOaaS for Health Information Act (HIA) Cybersecurity and Data Security Essentials

OUR CREDENTIALS



CYBER TRUST
Promoter
Certified



Accredited
Certification
Body
SAC
QS-2009-14

ISO 9001



CYBERSECURITY
SERVICES
REGULATION
OFFICE

Penetration Testing Service Licence
Licence No.: CS/PTS/C-2022-0266



CYBERSECURITY
SERVICES
REGULATION
OFFICE

Managed Security Operations Centre
(SOC) Monitoring Service Licence
Licence No.: CS/SOC/C-2022-0208



SICW 2024 & 2025 ACHIEVER AWARD

Achiever Award to CISO as a Service and Global Pioneer Award in SICW 2024

Provided CISOaaS Consultancy to our first SSA member of NCSS Non-Profitable Organization Cyber Essentials certified

Provided CISOaaS consultancy to the first Town Council Cyber Essentials Mark certification.

Provided CISOaaS consultancy to Capella Hotel Cyber Essentials and Cyber Trust certification.



SG Cyber Safe for Enterprises 2025

SG Cyber Safe Awards for CISO as-a-Service Providers

Achiever Award
Community Ltd



SICW 2025
ACHIEVER AWARD



C8N+FINITY

Service Provider of the year
ASIA



Acronis TRU Security Summit 2025

CYBERSECURITY STANDARDS

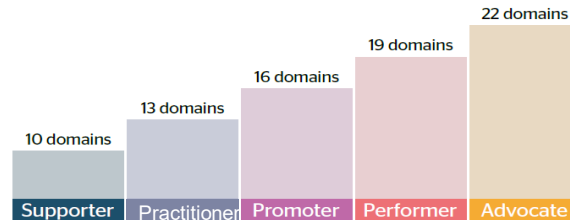
BASELINE APPROACH



RISK-BASED APPROACH



Cybersecurity Preparedness Tiers and Domains



INTERNATIONAL STANDARD





**Security
Assessment**



**Managed Security
Services**



**Cybersecurity
Standards and
Certification**



IMDA Pre-Approved Solution

Eligible for Up to 50% Productivity Solutions Grant (PSG) Support

An initiative of



SMES GO DIGITAL



Take the **CTO** as-a-Service

DIGITAL HEALTH CHECK

to Grow your Business
www.go.gov.sg/CTOaaS

Acronis

**Proud
Acronis
Ambassador**



Alex Chan
Sales Director, C8N+FINITY

**Cyber
Posture**

**Cyber
Hygiene**

**Business
Resiliency**

Acronis

**Proud
Acronis
Ambassador**



Alex Chan
Sales Director, C8N+FINITY



IMDA Pre-Approved Solution
Eligible for Up to 50% Productivity
Solutions Grant (PSG) Support

An Initiative of



EMEL GO DIGITAL



Take the **CTO as-a-Service**

DIGITAL HEALTH CHECK

to Grow your Business
www.go.gov.sg/CTOaaS

Acronis Cyber Protect Cloud

Natively integrated and built for MSPs

Ease of use

Operational efficiency

Integration platform

**Integrated cybersecurity, data protection and management
in one complete security solution**

Detection & Response



EDR / XDR / MDR

SaaS Security



Email and Collaboration App
Security

Backup



Backup

Disaster Recovery



Disaster Recovery

Management



Remote Monitoring and
Management

Automation



Business Process Automation
for MSPs

CONTFINITY'S CISO AS A SERVICE





CYBER WA+CH

- Remote Monitoring & Management
- Managed Security Services – Endpoint Protection
- Managed Security Awareness Training
- Backup as a Service
- DR as a service
- Continuous Visibility of End Point Vulnerabilities
- Patch Management
- Data Protection as a service
- CEM / CTM / DPE standards compliant

Thank You!

**DO LET US KNOW HOW WE CAN ASSIST
BETTER**

Acronis

Q&A session

Acronis

Survey

Acronis Education

Grow your
business with
MSP Academy



Short modules.
Big impact.
Enroll today!

