

Application Form

GS1 weCONNECT Community Solution

Company Name* _____

Address* _____

Country* _____ Postal Code* _____

Company Registered Number (UEN)* _____

Contact Person Name* _____ Designation* _____

Office Telephone* _____ Mobile Number* _____

Email Address* _____ Fax Number _____

(Note: "*" mandatory fields)

Please tick relevant boxes

Are you a GS1 Member?*

- Yes (Please provide either of the following)
Global Company Prefix: _____ OR
Global Location Number: _____
- No
- Planning to register
- Registration is in progress

For ESG SME Funding, please complete and provide the following:

- SME Declaration Form for ESG Funding
- Latest company ACRA profile (within 6 months validity from application date)

I would like to take up the following services:

- Content Creation (weCREATE)
- Content Management (weXCHANGE)

Content Creation (weCREATE)

Please indicate below your company's content creation needs**

Category	Description	No. of SKUs**	GS1 Member	Non-Member
productBC Package per SKU	1. Image Capture – 4 images (Add'l image at S\$5 each)		S\$45	S\$55
	2. Product Data Capture			
Stand Alone Services per SKU				
Image Capture	3 images (Add'l image at S\$5 each)		S\$25	S\$30
Mobile Hero Image	1 image (Add'l image at S\$5 each)		S\$10	S\$10
Product Data Capture	per SKU		S\$20	S\$25
SEO-Enhanced Copywriting (incl. of 2 revisions)	Up to 100 words		from S\$40	from S\$50

Content Management (weXCHANGE)

Digital Content Management Platform	Description	Cost
Digital Content Management Platform	Monthly Fixed Connectivity Fee of S\$80	S\$960/year
	Variable SKUs Fee	Select Tier from Table below

Please select relevant tier below to indicate your company's content management needs

Select Tier	No. of SKUs	Price per Month	Price per SKU
<input type="radio"/>	Up to 10	SGD 5	SGD 0.50
<input type="radio"/>	Up to 20	SGD 10	SGD 0.50
<input type="radio"/>	Up to 30	SGD 15	SGD 0.50
<input type="radio"/>	Up to 40	SGD 20	SGD 0.50
<input type="radio"/>	Up to 50	SGD 25	SGD 0.50
<input type="radio"/>	Up to 60	SGD 30	SGD 0.50
<input type="radio"/>	Up to 70	SGD 35	SGD 0.50
<input type="radio"/>	Up to 100	SGD 50	SGD 0.50
<input type="radio"/>	Up to 150	SGD 75	SGD 0.50
<input type="radio"/>	Up to 200	SGD 100	SGD 0.50
<input type="radio"/>	Up to 300	SGD 150	SGD 0.50
<input type="radio"/>	Above 300	POA	POA

This project is supported by Info-communications Media Development Authority (IMDA) and Enterprise Singapore (ESG) under the Local Enterprise and Association Development Programme (LEAD). Companies meeting the SME eligibility requirements will receive up to 70% grant. (Please refer to GS1 weCONNECT SME Declaration Form for details)

ACKNOWLEDGEMENT

We understand and fully agree to the terms and conditions under **ANNEX B** of the application form. We confirm that the information provided in this form is true, complete and accurate.

Signature above printed name & Company Stamp

Date

FOR OFFICIAL USE

Date of Submission: _____

Total Cost: _____

Remarks and Computation

Verified by: _____

Approved by: _____

Mr Liew Wai Leong
CEO, GS1 Singapore

ANNEX A: Background Information

About Us

GS1 **weCONNECT**, an initiative launched by GS1 Singapore, a not-for-profit global standards organisation, delivers an integrated Digital Product Content Creation (**weCREATE** by The DNA Hub) and Management Solution (**weXCHANGE** by Syndy). Together with Syndy, our technology partner, we provide One-Stop services from creating quality digital product content, to seamless content management that simplifies the exchange of **Trusted Product Data** between brands/suppliers and retailers/marketplaces.

This project is supported by Info-communications Media Development Authority (IMDA), Enterprise Singapore (ESG) and Singapore Manufacturing Federation (SMF).

Product Content Creation Services (weCREATE)

The DNA Hub enables creation of digital content from product image capture, product data capture, SEO-Enhanced Copywriting to mobile hero images all under one roof. Retailers and brand owners no longer need to source services separately from different service providers to get their product content digitised. The DNA Hub understands the requirements of marketplaces and work with retailers and brands to create product content align to their requirements.

Content Management Platform (weXCHANGE)

Syndy's technology exists to radically improve the way companies store, manage and distribute product content. Through one unified platform experience, Syndy enables brands to instantly create retailer-specific templates, send templates by email directly to retailers or establish real-time API connections, track content delivery and downloads as well as easily store, manage and update product content and digital assets for internal use, powered by direct integrations with internal and external data sources. Syndy's unique approach is inspired by first-hand accounts of the challenges and opportunities of working with product content as well as through strong collaborations with some of the world's most innovative companies in retail since starting the company in 2010.

Background to GS1 weCONNECT Community Solution

By 2020, E-commerce will represent a \$4 trillion global market opportunity (Source: Statista). Companies that are successful online understand one thing; online consumers do not buy products but content. However, the industry lacks a sustainable solution to address the following challenges:

Retailers' challenges

- Facing problem with collecting quality product images & content from suppliers
- Having to invest in creating digital content which are costly to upkeep
- Slowing down their speed of expanding product categories online store
- Costly to manage in-house capabilities for creating digital content
- Costly to build and manage in-house supplier portal to manage digital content exchange with suppliers
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Suppliers' challenges

- Traditional businesses facing difficulty in digitising their product content for ecommerce (Knowledge & capability in content creation and managing it)
- Inconsistency in providing quality product images and content to retailers
- Facing issue where different retailers are using their own method, system and templates in collecting content. This adds to the complexity for brands to manage their content

As an industry transformation project, the GS1 **weCONNECT** Community Solution is initiated to help brands / suppliers to effectively and efficiently create, manage and retailers to source for Trusted Digital Content. This enhances collaboration and helps drive business efficiencies and growth.

ANNEX B: Scope and Terms & Conditions of Services

1. weCREATE Capabilities and Services

The DNA Hub's weCREATE services offer digital content creation of products for both online & offline usage. The services include the following:

- productBC, a starter pack combo of product image capture (up to 4 images) and product data/attribute capture.
- Stand-alone Product image capture & Mobile Hero image creation (3000px by 3000px at 300dpi)
- Stand-alone Product data/attributes capture (digitalizing all information listed on the product)
- Stand-alone SEO-enhanced copywriting (up to 100 words)

An extensive FAQ has been created with answers to common questions regarding the use of weCREATE. This is available on <https://www.thednahub.com.sg/faq>.

For the terms of services, please refer to the link below:

<https://www.thednahub.com.sg/tos>

2. weXCHANGE Platform Capabilities and Services

From a functional point of view, Syndy's weXCHANGE offers an in-house technical solution (Software-as-a-Service) with the following capabilities;

- Importing of product data
- Management of product data and assets (PIM/DAM)
- Syndication/distribution of product data
- Retailer compatibility / coverage (e.g. template creation) for all retailers
- Syndicate services / maintenance of templates

Besides technical capabilities like content storage, management and distribution solution, weXCHANGE offers services including 1) imports and data services 2) reporting 3) custom platform development.

3. What Suppliers get when they join the GS1 weCONNECT Community Solution?

Suppliers based in Singapore can join the GS1 weCONNECT Community Solution to gain full access to weXCHANGE (powered by Syndy). Upon receiving access, suppliers can use all product content management capabilities and share content to the top local retailers and marketplaces which can include the following:

- Fairprice
- Redmart
- Lazada
- Guardian
- Qoo10
- Dairy Farm Group
- Watsons
- Shopee
- Amazon
- 99SME
- Sheng Siong
- Others

The above retailers and marketplaces can be connected by template export, which means through weXCHANGE, the supplier can create retailer-specific exports of their content and send this to the retailer by email.

For Suppliers, **weXCHANGE** will perform the following services:

- Setup of the Admin user account (by Syndy)
- First time import of product range with basic content: GTIN/Product Code, product name, short description, brand & manufacturer name + 1x profile image (front), or alternatively, the full import of DNA Hub import sheet + all images.

FAQ

An extensive FAQ has been created with answers to common questions regarding the use of **weXCHANGE**. This is available on www.syndy.com.

4. Additional Services

Suppliers can use the full-service solution by Syndy which includes:

- Creation of supplier-specific (internal) Templates and Exports
- Bulk content and/or digital assets imports
- Reporting
- Custom platform development

To request additional Services, please reach out to support@syndy.com

Suppliers are recommended to work with local service providers to establish direct integrations between Syndy and existing supplier systems, like ERP, PIM, DAM, MDM etc. For integrations, Syndy offers an open PUSH and PULL API for third-party data connections. For more information please reach out to Syndy at support@syndy.com

5. Client Dependencies

The success of the collaboration in **weXCHANGE** depends on the Supplier performing the following tasks:

- Share templates of all retailers, or inputs on questions about retailer templates
- Provide the right content and digital assets to be imported, if not created by The DNA Hub
- Communicate new retailer requirements

6. Account Setup

Within 2 business days after successful processing of application, Syndy will ensure Account creation setup for one (1) Admin user and full platform access. Syndy will then work with the Admin user to 1) import Basic product data and 2) invite colleagues.

7. Commencement Date

This Agreement shall have effect from the Commencement Date, which is aligned to the billing date and shall continue in full force and effect for a minimum period of one (1) year from the Commencement Date.

8. Termination

During the last 60 days of the one year contract period, the Supplier may decide to stop the contract at no additional costs by serving notice in writing to weCONNECT@gs1.org.sg. All relevant content and access will then be removed from **weXCHANGE** upon the full one year completion. Without notice, the contract will be auto-renewed for another full year and billing will be sent to the supplier for payment.

weXCHANGE usage fee (Platform fixed connectivity and variable SKU charges) will be invoiced upon signing of this application form and are non-refundable.

9. Billing and Payment

All fees and charges are quoted inclusive of goods and services tax.

GS1 Singapore will render an invoice for the Annual Fixed Connectivity Fee and variable SKU Charges to the Supplier at the start of each calendar year

Supplier will make full payment within 30 days from receipt of the invoice without any set-off, counterclaim, deduction or withholding.

10. Service Availability

Syndy uses best efforts to provide availability of the **weXCHANGE** Platform during twenty-four hours per day, seven (7) days per week (the **Service Availability**) EXCEPT during times of Service Maintenance as set forth in this paragraph. For the purpose of this SOW, **Service Maintenance** means Syndy (or its service partners) maintaining of the Platform. Service Maintenance includes, without limitation, database index rebuilding, hardware upgrades, software upgrades, and network upgrades, as applicable.

Parties recognize that Service Availability is a goal, and Syndy endeavours and works towards achieving such a goal. Syndy commits itself to the response times and support hours outlined in Support section below. The following exceptions will apply when determining the Service Availability:

- All scheduled Service Maintenance windows (scheduled, mandatory and emergency). Depending on the severity of the interruption caused to normal business operations by the scheduled Service Maintenance, such maintenance windows are announced up to a minimum of 2 days in advance.
- All internet connectivity and infrastructure issues/failures not attributed to facilities or equipment owned, leased, purchased or otherwise operated by Syndy that causes the unavailability.
- All application related failures attributed to specific applications operated by Supplier that are not maintained and operated by Syndy that negatively impact Syndy's ability to provide service.
- Network or service availability issues related to malicious behaviour perpetrated by Supplier, or their employees, customers, clients that access the server by any means that negatively impacts the availability of the service. (e.g. spamming, probing, spoofing)
- Network or service availability issues related to denial of service attacks, mail bombing and other flooding techniques.
- Other unforeseeable circumstances that are outside of Syndy's control, including without limitation force majeure.

In providing **weXCHANGE** Platform Access, Syndy uses Microsoft Azure. Parties acknowledge that the relevant Microsoft SLAs ([click here](#)), will also apply to the Platform Access.

11. Support

For technical enquiries, email support will be provided by Syndy within 24 hours via support@syndy.com.

For other non-technical enquiries will be responded by The DNA Hub during business hours. (contact@thednahub.com.sg)

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