

ASCENTIS RECEIVES IMDA QUALIFICATION AND WINS UOL MALLS CRM CONTRACT



Ascentis was approved by the Infocomm and Media Development Authority of Singapore (IMDA) as one of Productivity Solutions Grant (PSG) vendor earlier this year, and was successfully referred to UOL to launch their first integrated loyalty and engagement system across its three malls.

2 As part of the SMEs Go Digital programme, IMDA approved Ascentis as its pre-qualified vendor to assist SMEs in Singapore build stronger digital capabilities and seize the opportunities for growth in the digital economy. Ascentis' services will be supported under the Productivity Solutions Grant so more local firms can tap on its expertise to address their various business needs.

3 This relationship led to Ascentis' referral to UOL, as UOL had sought IMDA's assistance during the vendor shortlisting stage. After a successful bid via the open tender, Ascentis secured the UOL account.

4 Bryan Tan, CEO of Ascentis, shares, "This is a great distinction of Ascentis' credibility, and we look forward to implementing our award-winning services to develop UOL's CRM programme. This partnership will continue Ascentis' work of helping companies effectively digitise their business, to achieve sustainable growth from the invaluable insights from organised consumer data."

5 More details on the new CRM system will be released upon launch.

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