

Singapore's Ministry of Manpower Heightens Productivity Levels with Cloud Services

The Ministry of Manpower's (MOM) mission is to achieve a globally competitive workforce and great workplace, for a cohesive society and a secure economic future for all Singaporeans. MOM strives to sustain Singapore's long-term economic competitiveness through enlarging the talent pool, managing the entry, stay and exit of foreign guest workers, and promoting progressive and motivational people-management practices.

To keep abreast of workforce trends and address evolving industry needs, MOM runs a series of dipstick surveys to ensure that emergent issues are quickly highlighted and addressed.

ORGANISATION

Ministry of Manpower

INDUSTRY

Government

CHALLENGE

MOM needed to put in place a series of dipstick surveys to complement existing national surveys to keep pace with industry developments. The organisation needed a solution which would be able to accommodate evolving needs while minimising investment and development costs on survey platforms.

SOLUTION

MOM leveraged on a software-as-a-service survey platform to gather industry intelligence.

BENEFITS OF CLOUD SERVICES

- Increased efficiency
- Scalability
- Speed of scalability
- Secure
- Centralised database
- Cost-effectiveness

Singapore's workforce is consistently ranked among the best in the world. A well-trained and high-quality workforce is one of the key reasons why Singapore continues to be successful in attracting long-term investments. In order to continue attracting, nurturing and managing a high-quality workforce, the Ministry of Manpower (MOM) conducts regular surveys as part of its efforts to understand evolving workforce trends. With the proliferation of home-based and workplace computing, many respondents prefer a simple, "anytime-access" to survey participation.

The Challenges

MOM comprehensively collects data on employment, unemployment and other labour market indicators through national surveys. However, to complement the information gathered from national surveys and other sources, MOM also conducts dipstick surveys, which can provide forward looking, quick sensing of industry developments (e.g. business and hiring expectations) with a short turnaround time.

These dipstick surveys must be based on a platform which is scalable, secure, reliable and yet easy to administer. MOM did not have such capabilities or the in-house expertise and began a search for a solution which could meet its needs.

MOM's Need for a Viable Solution

The team at MOM's Labour Market Analysis Unit (LMAU) began searching for a viable and effective polling module, which would provide the flexibility to scale up or down, according to the needs of each sensing effort. The proposed software application must be easily integrated into existing feedback processes and systems. The survey service also had to be delivered in a secure and resource-efficient hosted environment.

The MOM team looked to Jusfeedback's cloud-based application as a possible solution, testing the service provider's enterprise survey and feedback management application.

Jusfeedback's application uses the software-as-a-service (SaaS) model. And as each sensing effort could have different objectives, the service provider also proposed solutions which provide MOM with the ability to create questionnaires in a fuss-free, short time period, manage the survey invitation list, the process of result collection and generate data, charts for analysis. With this application, such tasks were automated and accomplished with minimum manpower intervention, raising productivity and the level of efficiency significantly.

Benefits

Cost Savings

With the SaaS model, the MOM team chose a usage-based subscription model. This omitted the need for MOM to invest in costly software and IT infrastructure which will be subject to depreciation.

Scalability and Flexibility

Aside from cost savings, the scalability of the cloud-based application gives MOM the flexibility to conduct survey from small sample groups of tens to as many as thousands quickly and efficiently.

Increase in Productivity Level

Another clear benefit was the increased level of productivity. With this cloud-based application, MOM saved significant time on the evaluation, purchase, and maintenance (including updating) of software, managing and awarding projects to IT vendors, or training MOM officers to operate complex systems.



Respondents have ease of access to MOM's online surveys.

Photo Source: www.mom.gov.sg

"The cloud-based survey platform is an effective tool to help MOM gather industry intelligence within a short turnaround timeframe, without costly investments in IT infrastructure and additional manpower," says Mr. Tan Ko We, project leader.

About the National Grid

The National Grid is a national effort that draws together commercial cloud service providers to offer pay-per-use access to compute, storage and software facilities. The three consortia who have been appointed National Cloud Service Providers are Alatum led by Singapore Computer Systems Ltd (now part of SingTel), nGrid led by New Media Express Pte Ltd and PTC System (S) Pte Ltd.

For more information, email ida_grid@ida.gov.sg

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