

# Improving Customer Experience: Upcoming Key Business Registry Developments

ACRA-CSIS-ISCA Corporate Service Providers Outreach 2022

---

Helen Lee, Assistant Director, Registry Systems Unit

Tan Yong Tat, Assistant Director, Information Resource Department

25 Feb 2022

# AGENDA

1. Making Singapore the Best Place for Business
2. Key Business Registry Developments
3. Partnership in Co-Creation



# 1

Making Singapore the Best Place for Business

# Making Singapore the Best Place for Business

- Business environment continues to change rapidly
- Digital technology and other global developments are transforming the business landscapes
- ACRA making strategic shifts to provide a trusted and vibrant business environment in Singapore



# Our Strategic Shifts include

- Making it even easier to start a business and start right
- Improving our registry and data services to better meet businesses' needs and help in their business decision making
- Leveraging technology to facilitate data accuracy and verification
- Reviewing policies on use of the data filed with ACRA



# 2a

## Key Business Registry Developments

New Data Policy and Filing Experience

# Business Registry Developments



# Seamless Filing

via Businesses Natural Systems and APIs

Aug  
2020

**1<sup>st</sup> Seamless Filing Solution for Annual Return**

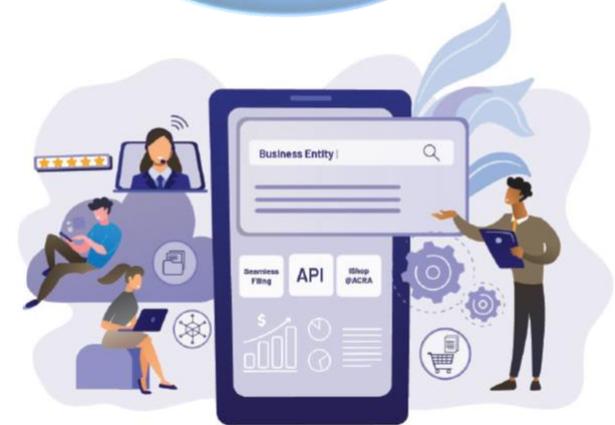
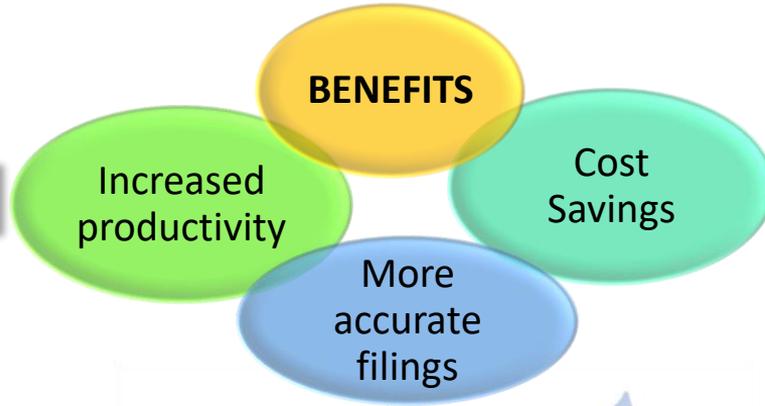
Next  
steps

**More transactions to go seamless**

## Phase 2

### **Introduction of more Transactional APIs:**

- Transfer of shares
- Allotment of shares
- Changes of Entity Information
- Notice of Resolution and more...



# Helping Businesses Start Fast and Right

## Smart Assistance for customers to self-help

### CURRENT

Bulk of customers seek help from ACRA Helpdesk

Limited self-help tools



### FUTURE



Smart Recommendation Engine



Personalisation Engine



Virtual Assistant Integration



### OUTCOME

- Offers seamless assistance within the filing environment
- Offers anticipatory and proactive assistance through the use of smart recommendation engine and improved personalised dashboards
- External Virtual Assistant (VA) powered by AI to offer second level assistance including guiding the user to file the actual transaction within the VA module
- Reduce reliance on ACRA officers to handle enquiries

***“No Need for Service is the Best Service”***

## Launch of ACRA Digital Assistant - Ada

### Meet Ada, ACRA Digital Assistant



- **Chat with Ada for your queries on sole-proprietorships and partnerships**
- **Get advice on purchase of business information products**
- **Renew or cease your business registration via the chat interface easily, seamlessly and securely (*enabled with Corppass authentication*)**

More content and services will be introduced through Ada progressively.

*Ask Ada is currently available on BizFile+, iShop, UEN and ACRA website.*

# Improving Data Accuracy and Filing Experience

## Pre-populating data and verifying data filed

**Obtain data from source**  
(e.g. SSOTs - Single Source Of Truth) to pre-fill information on forms and also update existing records

System enables (a) real-time **verification of data** filed against SSOTs or equivalent and (b) **detection of common errors at point of filing**

# Striking the Right Balance

## Between Corporate Transparency & Personal Data Privacy

### Proposed Legislative Amendments

**Partially mask** the identification numbers of all individuals in ACRA's public registers

Introduce a "**contact address**" as the default address of individuals to be made public, instead of residential address

Introduce a **tiered disclosure framework** to calibrate the disclosure of personal data

## Making ACRA to Business Correspondences 100% Digital

**CURRENT** → Sending hard copy letters to physical addresses

**FUTURE** → Digital

- Mandate and collect email addresses and mobile numbers from position holders and business entities
- Share the email addresses and contact numbers with other government agencies
- Enable **G2B\* correspondences to go 100% digital**
- Deliver to and access by individuals and businesses via virtual mailbox
- Reduce costs and improved efficiency with faster response from government

From Manual



To Digital



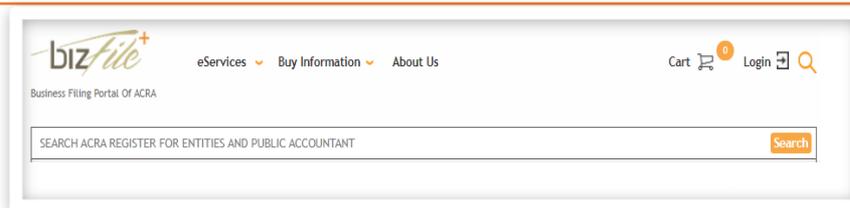
\*Government to Business

# 2b

## Key Business Registry Developments

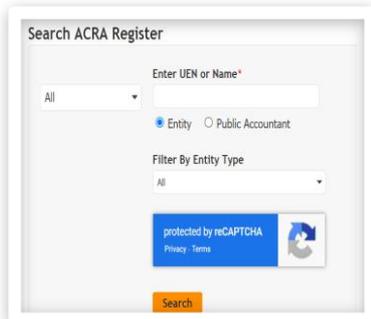
New Data Services – Federated Search

# Current Business Search (5 processes; 2 systems)

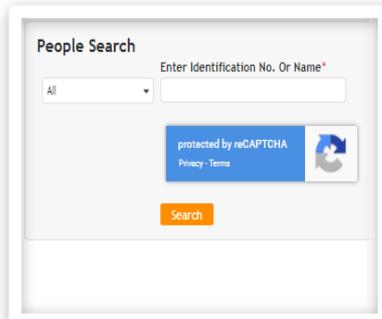


The screenshot shows the top navigation bar of the bizfile+ portal. It includes the logo, navigation links for eServices, Buy Information, and About Us, and utility links for Cart, Login, and a search icon. Below the navigation is a search bar with the placeholder text "SEARCH ACRA REGISTER FOR ENTITIES AND PUBLIC ACCOUNTANT" and a "Search" button.

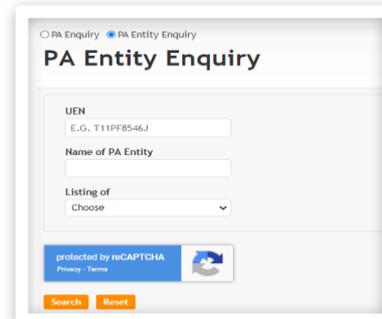
**bizfile.gov.sg**



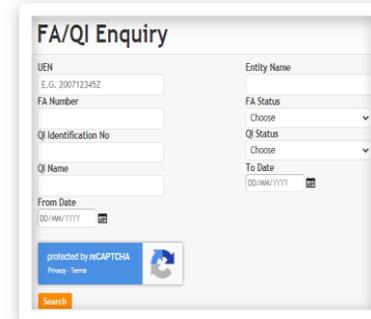
The "Search ACRA Register" form includes a dropdown menu for "All", a text input field for "Enter UEN or Name\*", and radio buttons for "Entity" and "Public Accountant". It also features a "Filter By Entity Type" dropdown and a "Search" button.



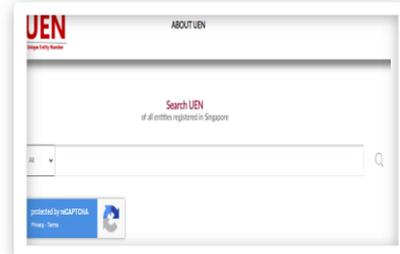
The "People Search" form has a dropdown menu for "All", a text input field for "Enter Identification No. Or Name\*", and a "Search" button.



The "PA Entity Enquiry" form includes a dropdown for "All", a text input for "UEN" (with example "E.G. T11PF85-46J"), a text input for "Name of PA Entity", a dropdown for "Listing of" (with "Choose" selected), and "Search" and "Reset" buttons.



The "FA/QI Enquiry" form contains multiple input fields: "UEN" (with example "E.G. 200712345Z"), "FA Number", "QI Identification No", "QI Name", and "From Date" (with format "DD/MM/YYYY"). It also includes dropdowns for "Entity Name", "FA Status", "QI Status", and "To Date", and a "Search" button.



The "UEN" search form features the "UEN" logo, the text "ABOUT UEN", and a search bar with the placeholder "Search UEN" and "of all entities registered in Singapore". It includes a dropdown menu and a "Search" button.

**uen.gov.sg**

# Aim of Federated Search

Federated Search allows fast search of business entities and people information.

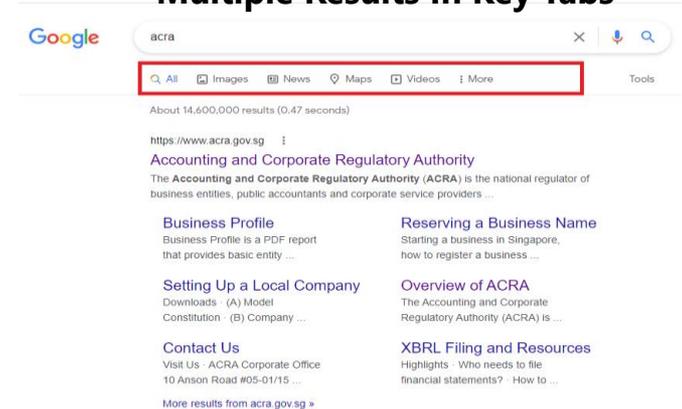
## Key Benefits

- Save you time. One search for multiple results
- Optimized system performance
- Improved business visibility of SMEs with our new industry search function
- Integrated UEN search for non ACRA registered entities e.g. Registry of Societies

### One Federated Search



### Multiple Results In Key Tabs



# Federated Search (1 Process 1 System) - Coming Soon



## Accounting and Corporate Regulatory Authority - BizFile+

### ACRA

[About Us](#)

[News and Events](#)

### Useful Links

[File XBRL Financial Statements](#)

[BizFinx Preparation Tool](#)

[Variable Capital Company](#)

### Help

[SSIC Search](#)

[Glossary](#)

[Report Vulnerability](#)

[Privacy Statement](#)

[Terms of Use](#)

[Sitemap](#)



[Contact Us](#)

[Feedback](#)

©2021 Government of Singapore  
Last Updated on 12 Nov 2021

# Federated Search (1 Process 1 System) - Coming Soon



johnny

ACRA Entities People Industry Reserved Name UEN Other Entities

eServices

Products



Login



Entity Search Results (2)

All Entity Types

All Status

Johnny Ace Services

UEN : [08330888A](#)

Status : Live

Business Profile

Johnny Services Pte Ltd

UEN : [202011111B](#)

Status : Live Company

Business Profile

< 1 >

## Accounting and Corporate Regulatory Authority - BizFile+

### ACRA

About Us

News and Events

### Useful Links

File XBRL Financial Statements

BizFinx Preparation Tool

Variable Capital Company

### Help

SSIC Search

Glossary

Report Vulnerability

Privacy Statement

Terms of Use

Sitemap



Contact Us

Feedback

©2021 Government of Singapore  
Last Updated on 12 Nov 2021

# Federated Search (1 Process 1 System) - Coming Soon

johnny

ACRA Entities **People** Industry Reserved Name UEN Other Entities



## People Search Results (2)

**Johnny Earl**

Identification No.: [XXXXX567T](#) [People Profile](#)

1. No. of Current And Past Position(s) Held:	1	
2. No. of Current Position(s) Held:	1	
3. No. of Past Position(s) Held:	0	

**Johnny Hunter**

Identification No.: [XXXXX946B](#) [People Profile](#)

1. No. of Current And Past Position(s) Held:	1	
2. No. of Current Position(s) Held:	0	
3. No. of Past Position(s) Held:	1	

< 1 >

## Accounting and Corporate Regulatory Authority - BizFile+

### ACRA

About Us  
News and Events

### Useful Links

[File XBRL Financial Statements](#)  
[BizFinx Preparation Tool](#)  
[Variable Capital Company](#)

### Help

[SSIC Search](#)  
[Glossary](#)

[Report Vulnerability](#) [Privacy Statement](#) [Terms of Use](#) [Sitemap](#)



[Contact Us](#) [Feedback](#)

© 2021 Government of Singapore  
Last Updated on 12 Nov 2021

# Federated Search (1 Process 1 System) - Coming Soon



eServices

Products



Login



ACRA Entities  People  Industry  **Reserved Name**  UEN Other Entities

## Reserved Name Search Results (2)

### Johnny Consultancy Services

Transaction No: B123456789

Expires on : 31/12/2021

### Johnny Group Pte. Ltd.

Transaction No: C123456789

Expires on : 01/01/2022

< 1 >

## Accounting and Corporate Regulatory Authority - BizFile<sup>+</sup>

### ACRA

About Us

News and Events

### Useful Links

File XBRL Financial Statements 

BizFinx Preparation Tool 

Variable Capital Company 

### Help

SSIC Search

Glossary



Contact Us

Feedback

Report Vulnerability 

Privacy Statement

Terms of Use

Sitemap

© 2021 Government of Singapore  
Last Updated on 12 Nov 2021

# Federated Search (1 Process 1 System) - Coming Soon



johnny

ACRA Entities People Industry Reserved Name **UEN Other Entities**

eServices

Products



Login



Other Entities Search Results (2)

All Issuance Agencies

All Status

## Johnny Charity Foundation

UEN : S19CC1234A  
Entity Type : Charities  
UEN Status : Registered  
Address : [1 Engku Aman Turn, Singapore 408528](#)  
Previous Registration No.: N.A.  
Issuance Agency : Ministry of Culture, Community and Youth

## Johnny Recreation And Social Club

UEN : S21SS1212B  
Entity Type : Societies  
UEN Status : Registered  
Address : [1 Engku Aman Turn, Singapore 408528](#)  
Previous Registration No.: 1111/1988 (ROS)  
Issuance Agency : [Registry of Societies](#)

< 1 >

## Accounting and Corporate Regulatory Authority - BizFile+

### ACRA

About Us  
News and Events

### Useful Links

File XBRL Financial Statements  
BizFinx Preparation Tool  
Variable Capital Company

### Help

SSIC Search  
Glossary

Report Vulnerability

Privacy Statement

Terms of Use

Sitemap



Contact Us

Feedback

©2021 Government of Singapore  
Last Updated on 12 Nov 2021

# Federated Search (1 Process 1 System) - Coming Soon

A Singapore Government Agency Website



ACRA Entities People Industry Reserved Name UEN Other Entities

eServices

Products



Login



No matching industry. Enter a SSIC Description or 5 Digit SSIC Code In The Above Search Bar.

## Accounting and Corporate Regulatory Authority - BizFile<sup>+</sup>

### ACRA

[About Us](#)

[News and Events](#)

### Useful Links

[File XBRL Financial Statements](#)

[BizFinx Preparation Tool](#)

[Variable Capital Company](#)

### Help

[SSIC Search](#)

[Glossary](#)



[Contact Us](#)

[Feedback](#)

[Report Vulnerability](#)

[Privacy Statement](#)

[Terms of Use](#)

[Sitemap](#)

© 2021 Government of Singapore  
Last Updated on 12 Nov 2021

# Federated Search (1 Process 1 System) - Coming Soon



advertising

ACRA Entities People Industry Reserved Name UEN Other Entities

eServices

Products



Login



Advertising (7310)

Industry Search Results (2) [Find SSIC Code Information](#)

### Creative Team Production

UEN : [08330888A](#)

Status : Live

Business Profile

### Zillion Digital Marketing Pte Ltd

UEN : [202011333B](#)

Status : Live Company

Business Profile

< 1 >

## Accounting and Corporate Regulatory Authority - BizFile+

### ACRA

About Us  
News and Events

### Useful Links

File XBRL Financial Statements  
BizFink Preparation Tool  
Variable Capital Company

### Help

SSIC Search  
Glossary



Contact Us Feedback

Report Vulnerability Privacy Statement Terms of Use Sitemap

© 2021 Government of Singapore  
Last Updated on 12 Nov 2021

# Federated Search (1 Process 1 System) - Coming Soon

Search for Entities, People or Industry...

ACRA Entities People Industry Reserved Name UEN Other Entities

eServices

Products

Login



Industry Search Result (1)

Business Profile

**Zillion Digital Marketing Pte Ltd**  
*Premium Marketing Pte Ltd (f.k.o.)*

UEN : 202011333B  
Status : Live Company  
Address : [1 Engku Aman Turn, Singapore 408528](#)  
Industry : Advertising Research (73200)  
Annual Return : Last filed on 20 Jul 2021 for Financial Year Ending 31 Dec 2020  
Annual General Meeting : Last held on 31 Aug 2021  
Financial Statements Filed : [31 Dec 2020](#) [31 Dec 2019](#) [31 Dec 2018](#)  
Data Protection Officer  
- Name : Mark Lee  
- Contact No. : 88111111  
- Email : abc@adresearch.com

[Back](#)

Accounting and Corporate Regulatory Authority - BizFile+

ACRA

[About Us](#)

[News and Events](#)

Useful Links

[File XBRL Financial Statements](#)

[BizFinx Preparation Tool](#)

[Variable Capital Company](#)

Help

[SSIC Search](#)

[Glossary](#)

[Report Vulnerability](#)

[Privacy Statement](#)

[Terms of Use](#)

[Sitemap](#)



[Contact Us](#)

[Feedback](#)

© 2021 Government of Singapore  
Last Updated on 12 Nov 2021

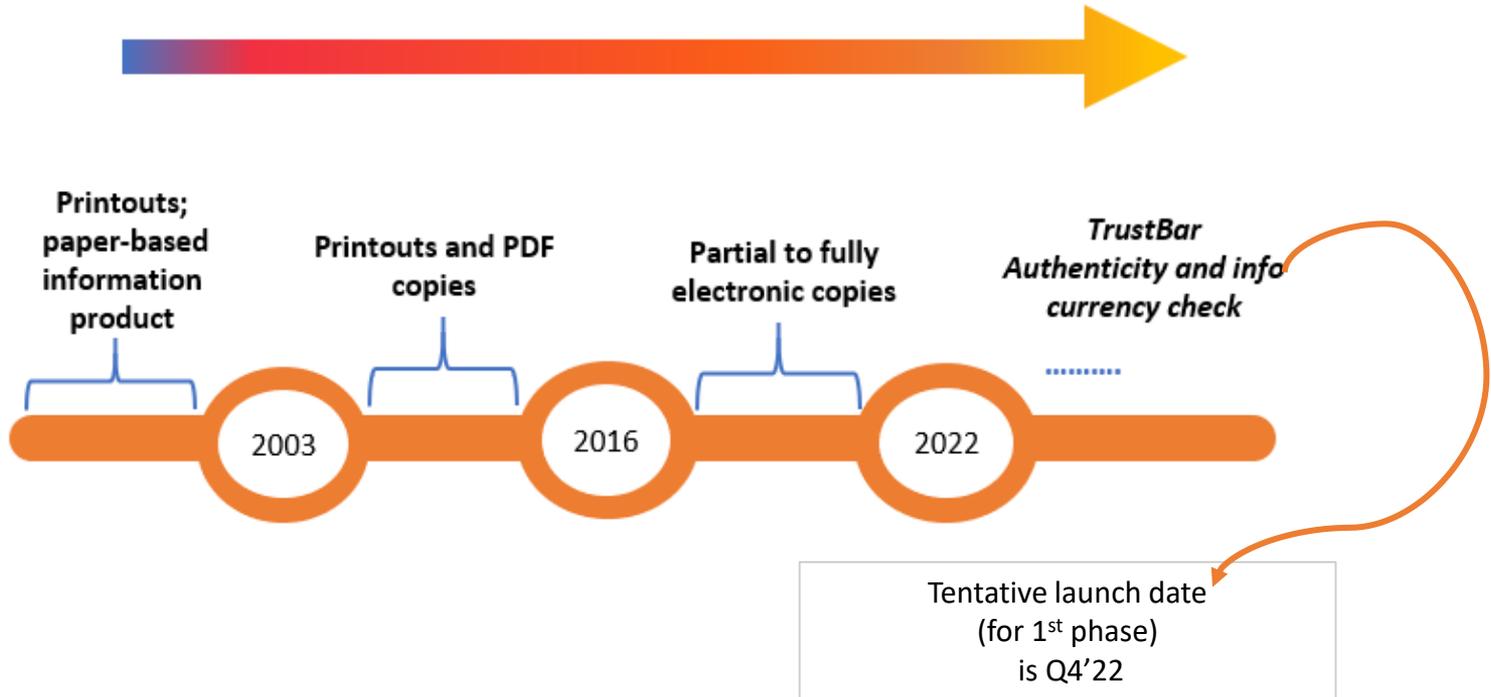
# 2b

## Key Business Registry Developments

New Data Services – TrustBar Service

# TrustBar Service – Coming Soon

## Transformation journey of our Information Services

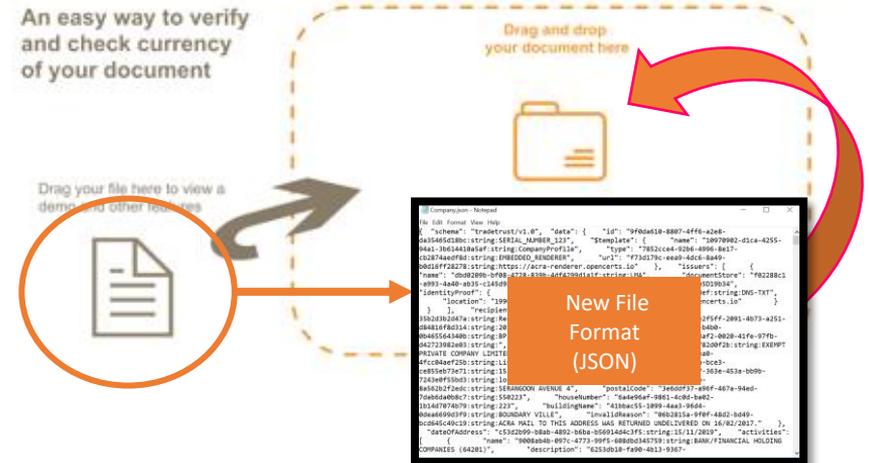


# Aim Of TrustBar Service

Allows users to verify authenticity and check currency of ACRA information products such as Business Profiles and Business Certificates

## Key Benefits

- Reduce business cost and improve work efficiency
- Detect and deter fraudulent submission
- Make informed decision based on currency of information



# TrustBar Service At A Glance

If ACRA's Information Product ...

Is Authentic



Document is issued by ACRA



Verify Another

(This is a sample report only)

ACCOUNTING AND CORPORATE REGULATORY AUTHORITY (ACRA) **bizfile**

**INFORMATION RESOURCES**

WHILE EVERY ENDEAVOR IS MADE TO ENSURE THAT INFORMATION PROVIDED IS UPDATED AND CORRECT, THE AUTHORITY DISCLAIMS ANY LIABILITY FOR ANY DAMAGE OR LOSS THAT MAY BE CAUSED AS A RESULT OF ANY ERROR OR OMISSION.

**Business Profile (Business) of 168 ENTERPRISE (1688888A)** Date: DD/MM/YYYY

**The Following Are The Brief Particulars of :**

Name of Business	168 ENTERPRISE
Former Name(s) if any	9413 ENTERPRISE
Date of Change of Name	10/10/2016
Registration No.	1688888A
Registration Date	08/08/2016
Commencement Date	08/08/2016
Status of Business	Live
Status Date	08/08/2016
Renewal Date	
Expiry Date	08/08/2017
Renewal via GPO	NO
Constitution of Business	Sub-Proprietor
Principal Place of Business	888 ABC ROAD #06-08 ABC BUILDING SINGAPORE (988888)
Date of Change of Address	10/10/2016

**Principal Activities**

Activities (1)	MONEY-CHANGING SERVICES (6490)
Description	FUND TRANSFER SERVICE
Activities (2)	
Description	

**Particulars of Authorized Representative(s)**

Name	ID	Nationality/Citizenship	Address	Address Source	Date of Appointment
NG AH MEI	S788778H	SINGAPORE CITIZEN	78 ANSON ROAD #7B-79 INTERNATIONAL PLAZA SINGAPORE (988888)	OSCARS	08/08/2016

# TrustBar Service At A Glance

If ACRA's Information Product ...

Is Not Authentic



Document is not issued by ACRA

Verify Another

**The document is not issued by ACRA.**  
We are not able to authenticate it.

What should I do?

# TrustBar Service At A Glance

If ACRA's Information Product ...

Has an updated version



Document is issued by ACRA. There is an updated version. You may purchase the latest copy [here](#).



Verify Another

## ACRA Partners

TradeTrust



Notarise

Verify



(This is a sample report only)

ACCOUNTING AND CORPORATE REGULATORY AUTHORITY (ACRA) *bizfile*

INFORMATION RESOURCES

WHILE EVERY ENDEAVOR IS MADE TO ENSURE THAT INFORMATION PROVIDED IS UPDATED AND CORRECT, THE AUTHORITY DISCLAIMS ANY LIABILITY FOR ANY DAMAGE OR LOSS THAT MAY BE CAUSED AS A RESULT OF ANY ERROR OR OMISSION.

Business Profile (Business) of 168 ENTERPRISE (16888888A) Date: DDMMYYYY

The Following Are The Brief Particulars of :

Name of Business	168 ENTERPRISE
Former Name(s) if any	8413 ENTERPRISE
Date of Change of Name	10/10/2016
Registration No.	16888888A
Registration Date	08/08/2016
Commencement Date	08/08/2016
Status of Business	Live
Status Date	08/08/2016
Renewal Date	
Expiry Date	08/08/2017
Renewal via GIRO	NO
Constitution of Business	Sole Proprietor
Principal Place of Business	888 ABC ROAD #05-08 ABC BUILDING SINGAPORE (888888)
Date of Change of Address	10/10/2016

Principal Activities

Activities (I)	MONEY-CHANGING SERVICES (84993)
Description	
Activities (I)	FUND TRANSFER SERVICE
Description	

Particulars of Authorised Representative(s)

Name	ID	Nationality/Citizenship	Address	Address Source	Date of Appointment
NG AH MEI	S1788778H	SINGAPORE CITIZEN	78 ANSON ROAD #19-19 INTERNATIONAL PLAZA SINGAPORE (191919)	OSCAR5	08/08/2016

# 3

## Partnership in Co-Creation

# Partnership in Co-Creation



Thank you

[www.acra.gov.sg](http://www.acra.gov.sg)



[www.facebook.com/SG.ACRA](https://www.facebook.com/SG.ACRA)



[Twitter.com/ACRA\\_SG](https://twitter.com/ACRA_SG)



[www.youtube.com](https://www.youtube.com)  
Search: Acra