

# AUTONEX PTE LTD

MANAGED WEB PRESENCE

## Service Package

Complete website build, hosting, security, and automation for Singapore SMEs.

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Version 1.1 | August 2026 | All prices in SGD | PSG-eligible  
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"Automate smarter. Transform faster."

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### SECTION 1

## The Problem With SME Websites Today

Most Singapore SMEs run websites managed by external vendors with no monitoring, no security hardening, and no automation layer. When something goes wrong — a DDoS attack, an OOM crash, a registration system failure — the business has no visibility and no recourse until revenue is already impacted.

### Common failure points:

- No CDN or DDoS protection — origin server exposed directly to the internet
- Shared hosting with no memory headroom — one traffic spike kills the site
- No incident alerting — downtime discovered by customers, not the vendor
- Manual processes — bookings, enquiries, and follow-ups handled by staff
- No AI layer — competitors automating what SMEs still do manually

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### SECTION 2

## What Autonex Offers

Autonex delivers Managed Web Presence — a complete, accountable service that builds your site, protects it, keeps it running, and automates the workflows around it. This is not a one-time deliverable. It is an ongoing managed relationship.

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### SECTION 3

# Service Tiers

| PRESENCE                                                                                                                                                                                                                                                                                                                                                                                                                   | MANAGED                                                                                                                                                                                                                                                                                                                                                                                                                                        | SMART                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Starter brochure site</i>                                                                                                                                                                                                                                                                                                                                                                                               | <i>Full business + security</i>                                                                                                                                                                                                                                                                                                                                                                                                                | <i>AI-powered + automated</i>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>\$2,500 – \$4,500</b>                                                                                                                                                                                                                                                                                                                                                                                                   | <b>\$4,500 – \$8,000</b>                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>\$8,000 – \$15,000</b>                                                                                                                                                                                                                                                                                                                                                                                                        |
| one-time build fee                                                                                                                                                                                                                                                                                                                                                                                                         | one-time build fee                                                                                                                                                                                                                                                                                                                                                                                                                             | one-time build fee                                                                                                                                                                                                                                                                                                                                                                                                               |
| + \$180 – \$350 / month                                                                                                                                                                                                                                                                                                                                                                                                    | + \$600 – \$900 / month                                                                                                                                                                                                                                                                                                                                                                                                                        | + \$1,000 – \$1,500 / month                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"><li>✓ Up to 5 pages</li><li>✓ Mobile responsive</li><li>✓ Cloudflare proxy + SSL</li><li>✓ Security monitoring</li><li>✓ Monthly backup</li><li>✓ Uptime monitoring + report</li><li>✓ Content updates (1 hr/mo)</li><li>✓ On-page SEO (meta tags, H1)</li><li>- Booking / payment system</li><li>- DDoS / WAF protection</li><li>- Incident response SLA</li><li>- AI chatbot</li></ul> | <ul style="list-style-type: none"><li>✓ Up to 10 pages</li><li>✓ Mobile responsive</li><li>✓ Cloudflare proxy + SSL</li><li>✓ Full security monitoring</li><li>✓ Monthly backup</li><li>✓ Uptime monitoring + report</li><li>✓ Content updates (2 hr/mo)</li><li>✓ On-page SEO + Google Search Console</li><li>✓ Booking + payment system</li><li>✓ DDoS / WAF protection</li><li>✓ 48 hr incident response SLA</li><li>- AI chatbot</li></ul> | <ul style="list-style-type: none"><li>✓ Up to 15 pages</li><li>✓ Everything in Managed</li><li>✓ AI chatbot (Claude API)</li><li>✓ Make.com automations</li><li>✓ Email follow-up sequences</li><li>✓ Lead-to-CRM pipeline</li><li>✓ Technical SEO + schema markup</li><li>✓ Monthly keyword rank report</li><li>✓ Content updates (3 hr/mo)</li><li>✓ 24 hr incident response SLA</li><li>✓ Quarterly strategy review</li></ul> |

All prices in SGD. Build fee is one-time. Retainer is monthly. Packages customised on request.

## Full Feature Comparison

| Feature                    | Presence | Managed  | Smart    |
|----------------------------|----------|----------|----------|
| Pages / sections           | Up to 5  | Up to 10 | Up to 15 |
| Mobile responsive          | Yes      | Yes      | Yes      |
| Cloudflare proxy + SSL     | Yes      | Yes      | Yes      |
| Monthly backup             | Yes      | Yes      | Yes      |
| Uptime monitoring + report | Yes      | Yes      | Yes      |
| Content updates/month      | 1 hr     | 2 hr     | 3 hr     |
| Security monitoring        | Basic    | Full     | Full     |
| Booking / registration     | —        | Yes      | Yes      |

|                           |   |       |       |
|---------------------------|---|-------|-------|
| Payment integration       | — | Yes   | Yes   |
| DDoS / WAF protection     | — | Yes   | Yes   |
| AI chatbot                | — | —     | Yes   |
| Make.com automations      | — | —     | Yes   |
| Email follow-up seqs      | — | —     | Yes   |
| Lead-to-CRM pipeline      | — | —     | Yes   |
| Incident response SLA     | — | 48 hr | 24 hr |
| Quarterly strategy review | — | —     | Yes   |

#### SECTION 4

## What Is Included

### Every Tier Includes

- ✓ Domain + hosting management (Cloudflare / Hostinger)
- ✓ SSL certificate + Cloudflare proxy from day one
- ✓ Mobile-responsive build
- ✓ Monthly backup and uptime monitoring
- ✓ Monthly report + basic content updates (1–3 hr depending on tier)
- ✓ Contact form with spam protection
- ✓ Google Analytics setup
- ✓ Handover documentation

### SMART Tier Adds

- ✓ AI chatbot trained on client content (Claude API)
- ✓ Make.com booking and enquiry automation
- ✓ Automated email + WhatsApp follow-up sequences
- ✓ Lead capture to CRM pipeline integration
- ✓ Monthly AI-generated content or SEO updates
- ✓ Quarterly business review + optimisation roadmap

#### SECTION 5

## Technology Stack

Every Autonex site is built on proven, SME-appropriate infrastructure:

**Cloudflare** — DNS, proxy, WAF, DDoS protection, SSL

**Hostinger / Cloudflare Pages** — Reliable, cost-effective hosting

**WordPress + Elementor or static HTML** — Maintainable, portable CMS

**Make.com** — Visual automation for bookings, follow-ups, and lead routing

**Resend + MailerLite** — Transactional and marketing email

**Claude API** — AI chatbot and content automation layer

#### SECTION 6

# Why Autonex vs. a Generic Web Agency

| Area          | Generic Agency                          | Autonex Managed Web Presence               |
|---------------|-----------------------------------------|--------------------------------------------|
| Engagement    | Build and hand off — you're on your own | Build, host, monitor, and manage — ongoing |
| Security      | No layer — origin exposed to internet   | Cloudflare proxy, WAF, DDoS from day one   |
| Support       | Reactive — chase vendor on weekends     | Proactive monitoring + incident SLA        |
| Workflows     | Manual — staff handle everything        | Make.com automations across touchpoints    |
| AI capability | None                                    | AI chatbot + content automation (SMART)    |
| Resilience    | Single point of failure                 | Infrastructure resilience built in         |

## SECTION 7

### Real-World Context

#### LIVE INCIDENT — August 2026, Singapore

In August 2026, a Singapore SME training company's booking site was taken offline by a flood attack on the registration form URL. The result: memory exhaustion on a shared server, no DDoS mitigation, no monitoring alerts, and a hosting vendor unreachable on a weekend. The registration page remained down for the entire business day.

#### HOW AUTONEX PREVENTS THIS

An Autonex-managed setup prevents this. Cloudflare proxy absorbs the flood before it reaches the origin server. Rate limiting blocks the attack vector. Monitoring alerts fire within minutes. **Zero downtime.**

*Client anonymised. Incident: August 2026.*

## SECTION 8

### Next Steps

- ✓ 30-minute discovery call — we assess your current site and recommend the right tier
- ✓ No lock-in — monthly retainer cancellable with 30 days notice
- ✓ PSG-eligible — Autonex is mapped to the SME digitalisation grant pathway (up to 50% co-funding)

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