SKUBBS PTE LTD

IHP Marketplace Platform Migration

From WordPress to one secure, fast platform, with every member, product and order carried over.

PROPOSAL & QUOTATION

Prepared for	**Marc Soriano**, Senior Manager, Product Manager (Systems and Applications) Integrated Health Plans Pte Ltd
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Date	24 November 2026 · valid for 30 days
Fixed price	**S$24,980** excluding GST (S$27,228.20 including 9% GST)

DEAR MARC

Moving the marketplace off WordPress

A proposal for IHP, by the team that built and runs your gamification portal.

Marc, thank you for the update on the optional item from the gamification stage: moving the marketplace backend off WordPress onto the same framework as the gamification portal. We have taken your three requirements as the brief:

- **An estimate quote** for the project. This is a fixed price (Investment page).
- **A timeline**, with the whole current marketplace scope moving across (Scope and timeline page).
- **No re-registration.** Existing members, products and transactions all carry over.

> **In one line:** IHP ends up with one codebase, one admin portal and one member login, a storefront that loads faster, and a much smaller attack surface than a WordPress and plugin stack.

1	0	~10 wks	30 days
platform, login and admin portal	members asked to re-register	to go-live	hypercare after launch

What stays the same for your members

- They sign in with their existing email and password. The old WordPress password is checked on first login and upgraded to a modern hash, so nobody gets a reset email. SSO members keep using SSO.
- Profiles, addresses, points balances, orders and transaction history are all there on day one.
- Old product and page URLs redirect (301) to the new ones, so search ranking and bookmarks are protected.

What changes for IHP

- Marketplace, points, rewards and gamification run natively together. They are no longer a separate site joined by integrations.
- No WordPress core, plugin or theme updates to chase, and no PHP version end-of-life to worry about.
- New features are built once, not twice.

SECURITY

Security, the biggest upgrade

WordPress and WooCommerce sites are among the most attacked on the web, mostly through plugins. The new platform removes that exposure.

Risk today (WordPress / PHP)	What IHP gets on the new platform
Plugin and theme vulnerabilities. Each plugin is third-party code that can be hacked, abandoned or compromised.	No plugin ecosystem. Every feature is our own reviewed code, with a small, known set of dependencies that are scanned for known vulnerabilities.
Late patching. Core, plugin and PHP updates depend on someone remembering.	Managed deployment with automated dependency alerts. There is no server or PHP runtime for IHP to patch.
Weak password storage. Old WordPress hashes are fast to crack if the database leaks.	Passwords are upgraded to a modern, slow password hash on each member's first login. Reset and sign-in links expire and are single-use.
Bots, brute-force and DDoS reach the PHP server directly.	Traffic is filtered at the Cloudflare edge first: web application firewall, bot protection, rate limiting on sign-in and checkout, and DDoS mitigation.
Everyone is an admin. Broad admin roles and shared logins.	Role-based access for members, merchants and IHP staff, enforced in the application. Multi-factor sign-in for administrators, and an audit trail of admin actions.
Payment and personal data exposure.	Card details are handled only by your payment gateway, never stored by the marketplace. All traffic uses TLS, personal data is encrypted at rest, and buyer details are masked in admin views where they are not needed.
Recovery is unclear.	Automated daily backups, and a documented and tested restore. The old site is kept untouched until IHP signs off, so rollback is always possible.

Tested before launch

Security testing against the OWASP Top 10 is part of the UAT phase, and defects found are fixed within scope.

PDPA aware

Personal data is handled under PDPA principles, with a migration reconciliation report so IHP can show nothing was lost or exposed.

An independent third-party penetration test can be added on request and is not included in the fixed price.

SPEED & RELIABILITY

A faster, steadier marketplace

Faster pages mean more completed purchases and fewer support complaints.

Served from the edge

Pages and images are delivered from Cloudflare's global network, close to your members, rather than from a single PHP server.

No heavy page builders

The storefront ships only the code each page needs. WordPress theme and plugin bloat goes away.

Optimised images

Product images are resized and compressed automatically for each device, which matters most on mobile.

Handles campaign spikes

Flash sales and points promotions scale automatically, so there is no server to run out of capacity.

Fast search and filters

Search, categories and merchant pages are built for quick response on the full catalogue.

Monitored

Uptime and error monitoring through hypercare, with performance checks in the test phase.

> **Target:** main storefront pages load in under 2 seconds on a normal connection, checked in the test phase. We will report the measured results against the old site so you have a before-and-after.

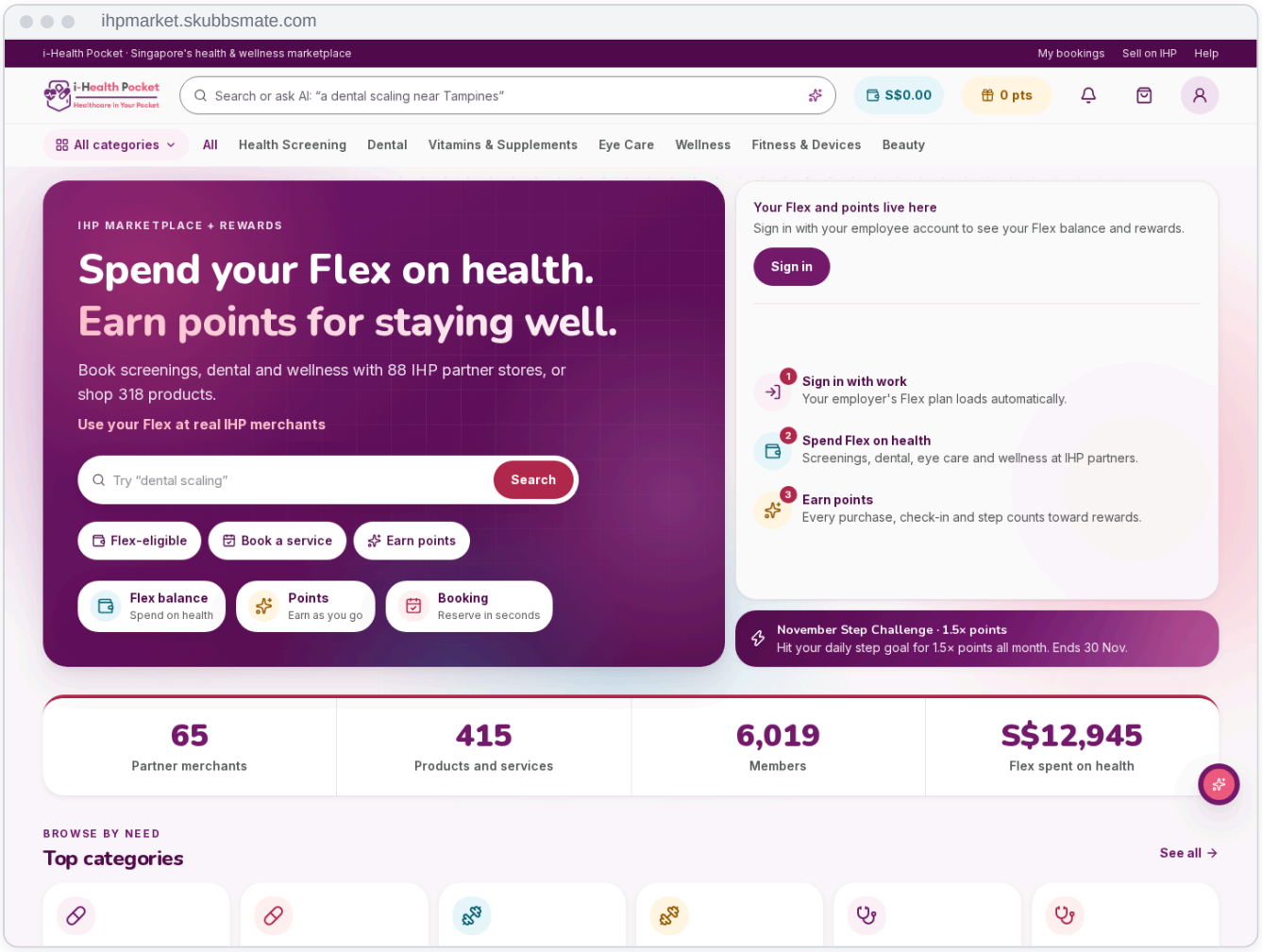
Lower running effort for your team

- One admin portal for marketplace, points and rewards, instead of WordPress admin plus a separate system.
- Fewer integrations to keep in sync, so fewer places for things to silently break.
- No more "update the plugin and hope" maintenance cycles.

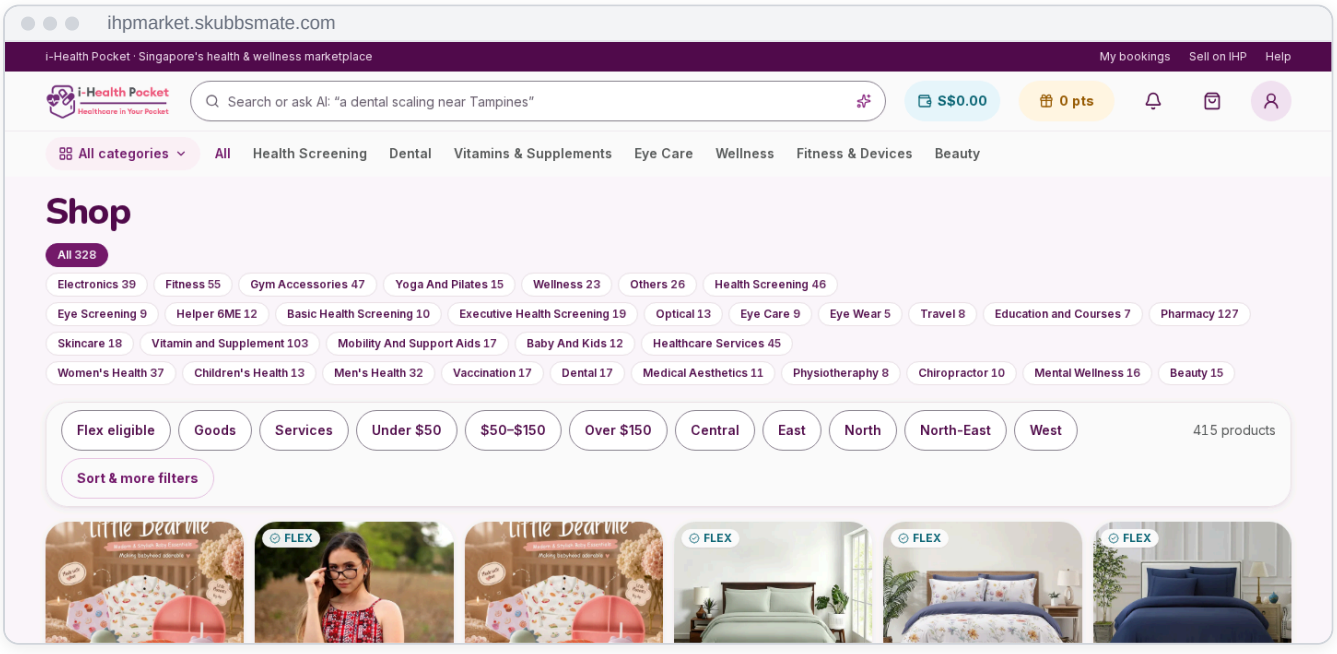
WHAT YOU WILL SEE

The platform in action

Screenshots from the working IHP marketplace demo, built on the same platform your migrated marketplace will use.



Storefront home. Search, categories, partner merchants and live community stats, with points and Flex balance always in the header.

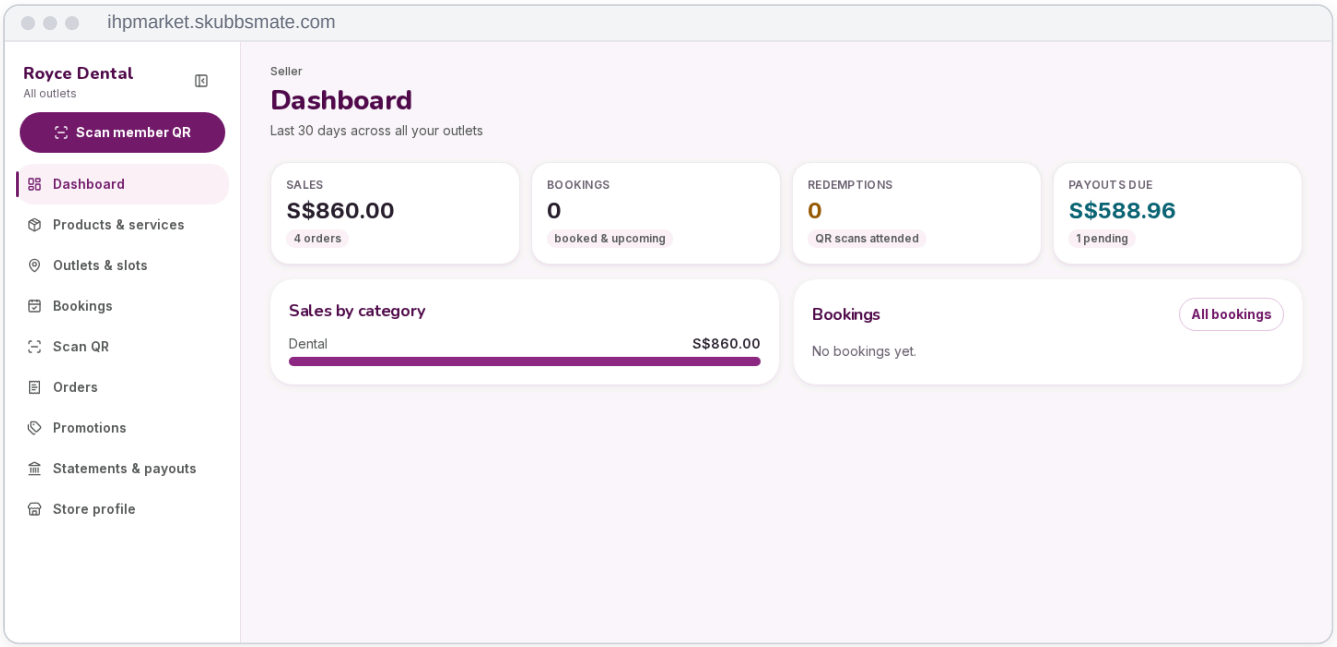


Shop and filters. Browse and filter the full catalogue, with Flex-eligible and on-sale labels.

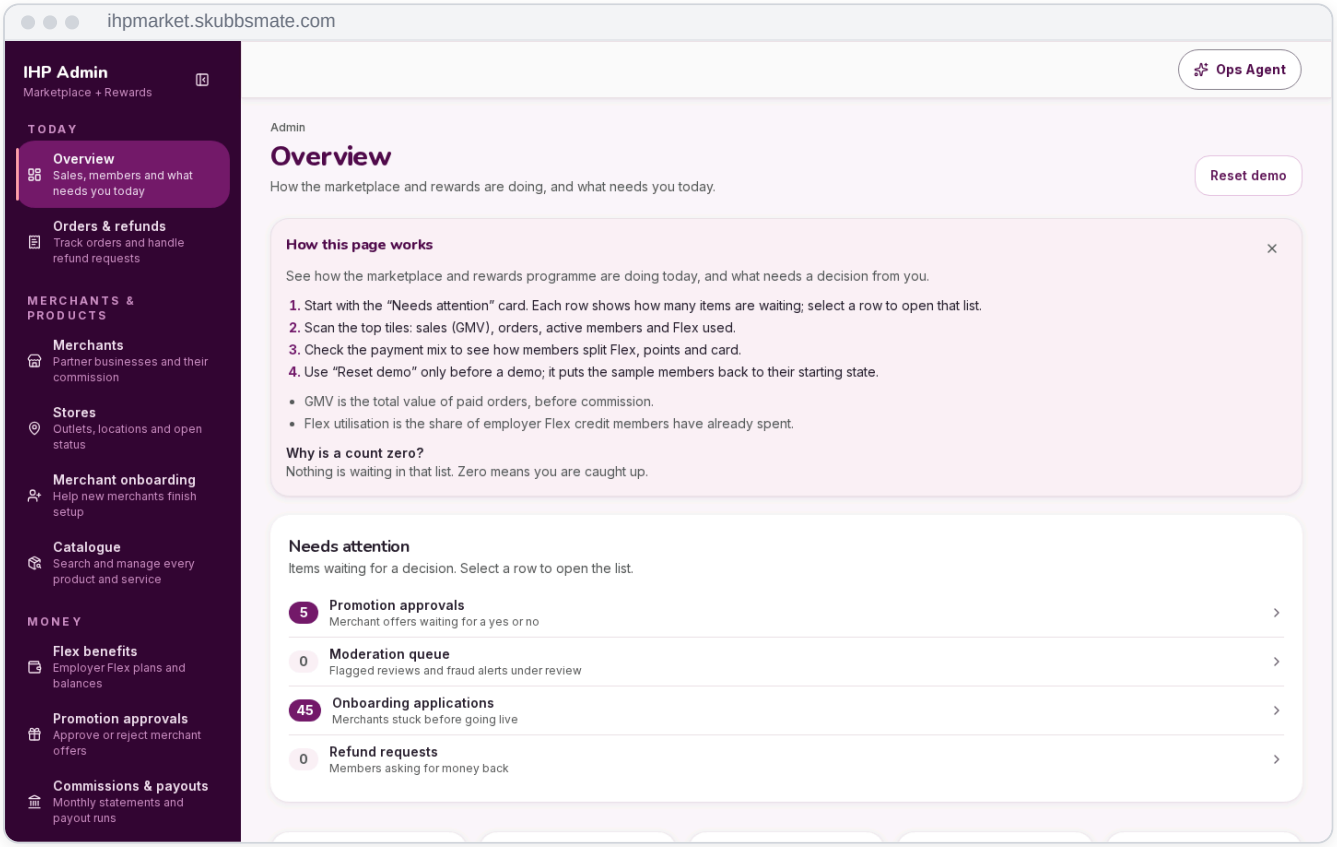
WHAT YOU WILL SEE

Merchants and administrators

Merchants and IHP staff each get their own portal on one login, with access limited to what each role needs.



Merchant portal. Merchants manage their own orders, bookings and products.



IHP admin. Marketplace, finance and gamification in a single admin portal.

Screenshots are from the demo build with sample data. Your branding and live data are applied during the build.

SCOPE & TIMELINE

What we will deliver, and when

Area	What is included
Discovery and migration plan	Audit of the live WordPress and WooCommerce site: features, plugins, data, integrations and URLs. Written scope-parity checklist for IHP to sign off.
Data migration	Members, merchants, products with images and variants, categories, orders, payment records and points balances. Trial runs, reconciliation report and rollback plan.
Marketplace on the new platform	Storefront, search and categories, product pages, cart and checkout, order management, merchant and admin portal, vouchers and promotions, emails and notifications. Current marketplace scope, with IHP's branding.
Integrations	Up to 3 existing integrations (SSO and API), plus the current payment gateway.
Testing and UAT	Functional and security testing, performance checks, and a UAT round with IHP. Defects found are fixed within scope.
Cutover and go-live	Final data sync, short planned downtime window, 301 redirects, and 30 days of hypercare.

Assumptions. IHP provides access to the current site, its database and the integration documentation. Features outside the current marketplace are quoted separately. Maintenance after hypercare follows the existing SLA. All figures assume the data can be exported from WordPress, which the week 1 audit confirms.

Timeline: about 10 weeks from signed agreement and first payment

Weeks	Milestone	What IHP sees
1–2	Audit and plan	Parity checklist, migration plan and integration list for sign-off
2–4	Data migration, trial run 1	Test copy with real members and products, and a reconciliation report
3–7	Marketplace build and integrations	Fortnightly demos on a staging site
7–9	Testing, UAT, trial run 2	IHP tests with real accounts. Fixes and sign-off
10	Cutover and go-live	Final sync, switch, redirects and monitoring
11–14	Hypercare	Fast fixes and daily checks after launch

The old WordPress site stays untouched and available until the new marketplace is signed off.

QUOTATION

Investment

Quotation to	Integrated Health Plans Pte Ltd, attn. Marc Soriano
From	Skubbs Pte Ltd (UEN 201327767Z), GST-registered
Date / validity	24 November 2026 / 30 days

#	Item	S$
1	Discovery, audit and migration plan	2,400
2	Data migration: members, products, orders and points, with reconciliation	6,800
3	Marketplace on the new platform (current scope, storefront, checkout, merchant and admin portal)	8,200
4	Integrations: up to 3 (SSO and API) and payment gateway	3,380
5	Testing, UAT (including security testing) and parallel run	2,300
6	Cutover, redirects, go-live and 30-day hypercare	1,900
	Total (fixed price, excluding GST)	**24,980**
	GST at 9%	2,248.20
	Total including GST	**27,228.20**

All prices are in Singapore dollars. GST is charged at the prevailing rate (currently 9%).

Payment terms (proposed)

Milestone	Share	S$ excl. GST
On signing the agreement	40%	9,992
When UAT starts	40%	9,992
On go-live	20%	4,996

Terms

- Fixed price for the scope and timeline page. Changes outside it are quoted and approved before work starts.
- Source code ownership passes to IHP on full payment.
- The timeline starts when the agreement is signed and the first payment is received.

Next step

Marc, we would be glad to walk you and Fanny through this next week. Once you approve the scope, we start the audit and confirm exact dates.

Zave Huang
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