

EXPRESSION OF INTEREST-PROVISION OF AN END-TO-END CALLER RING BACK TONE (CRBT) PLATFORM

INTRODUCTION

This Expression of interest (EOI) is intended to identify and shortlist reputable firm/s with robust capabilities to provide Safaricom Ethiopia, with a caller ring back tones platform which will allow customers to enjoy their favourite ring back tones services,

We therefore seek to engage suitable partners who can provide innovative and competitive technology-based end to end solutions to facilitate Safaricom Ethiopia's offer these CRBT services.

OBJECTIVES

The expected outcome is a selection of a provider/partner that will:

- Enable Safaricom Ethiopia offer a platform for ring back tone services.
- The platform will allow customers to access CRBT services on a subscription basis.
- The Platform should support various customer access methods and offer a superior customer experience e.g. through IVR, USSD, SMS, App and Web
- The platform should have in built customer consent mechanisms
- Platform should support integration to multiple Internal and external systems e.g. for charging, reports or customer relationship management (CRM) systems.
- Ability to support different languages should be supported in proposed platform. e.g. Amharic, Tigrinya, Oromia, Somali etc.
- The platform should have a partner KYC management module. The module ensures aspects such like partner details and tracking of artists digital rights are maintained and kept up to date.

EOI REQUIREMENTS

Please submit your Expression of Interest providing below:

- At least one suitable client references for the provision of CRBT platform services. The client reference should demonstrate the platform capability to manage over 5Mn customers on CRBT and over 100,000 CRBT tones.
- Preferred commercial model for the provision of the CRBT platform. (No prices should be submitted, only a selection of available models verses preferred model of engagement.
- Provide below necessary regulatory and compliance documentation required to install and provide the CRBT platform in Ethiopia market.
 - Renewed or new Business license and commercial registration
 - Renewed or new VAS (value added services) – If applicable.
 - Tax Certificate
 - Tax clearance certificate (Most recent)
 - Director and shareholder information. (Memorandum and article of Association) - only applicable for corporate bodies
- Filled Statement of Compliance Form.

STATEMENT OF COMPLIANCE

#	Description	Supplier to provide compliance statement (Fully Compliant/ Partially Compliant/ Non-Compliant)
A	Do you offer caller Ring Back Tone (CRBT) platform?	
B	Do you have capability to support multiple languages on your platform? e.g. Amharic, Tigrinya, Oromia, Somali, English etc.	
C	Does your platform support different access channels? (5 responses as below) <ul style="list-style-type: none"> IVR SMS USSD App Web 	

D	Does your platform support near real-time reporting? Detailed reports on artist tone and number of downloads, content partner.	
E	Does your platform have the capability to integrate to multiple adjacent systems for support of the CRBT product in the market? e.g. Billing, Customer support tools etc.	
F	Does your platform support the product features below? (8 responses). <ul style="list-style-type: none"> Try and Buy tones Gifting of tones Copying of tones Sponsored Tones Inbuilt rewards mechanism. Hang-up SMS features Status RBT (e.g. in meetings, at lunch etc.) Ad RBT (Advertisement RBT services) 	
G	Does your platform have a digital rights and copyright management module?	
H	Does your platform have capability to manage and store user consent on i.e. on opt in and opt out of CRBT services?	
K	Do you offer support in the management of your platform for the duration of its deployment locally in Safaricom Ethiopia?	

SUBMISSION OF RESPONSES

Interested suppliers should submit their response to the following email addresses: bids@safaricom.et **no later than Friday, February 18, 2022, 5:00 PM (GMT+3)**

All the details should be zipped and sent on email as guided below.

- All submissions to email must be less than 20MB, and if larger should be shared on a google drive link**
- If the file is below 20MB, you can attach the details in the email response.**

NEXT STEPS

- Firms that show an interest to participate shall be taken through the Safaricom Telecommunication Ethiopia prequalification and only those who provide full documentation and meet our minimum criteria shall proceed to the next phase i.e. RFP process.
- The shortlisted firms will be exposed to the full RFP Catalogue complete with details about the scope of work.

NOTE:

- Only the suppliers who meet our minimum requirements will be considered for further discussions.
- No prices should be provided with this EOI.
- The receipt of a response shall not bind Safaricom to any contractual agreements with the prospective bidder. Such arrangements shall only come in place once a tender process has been completed and an award issued to a successful bidder after technical and commercial evaluation.

NOTE

Safaricom Telecommunications Ethiopia PLC reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all submissions made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than for informing the bidders of the outcome of the process.