

EXPRESSION OF INTEREST FOR PROVISION OF VALUE-ADDED SERVICES MANAGEMENT AND CONTENT AGGREGATION

INTRODUCTION

This Expression of interest (EOI) is intended to identify and shortlist partners who will collaborate with Safaricom Ethiopia in bringing our vision to life. The identified partners will manage engagements on content aggregation on behalf of Safaricom and will ensure all products have the best customer journeys.

We therefore seek to partner with reputable organizations with a good track record in content service management. The aggregators should have capabilities to manage their own inhouse content as well as content catalogues from third party content providers.

OBJECTIVES

The expected outcome will be the selection of partners who will:

- i. Enable Safaricom Ethiopia offer VAS products and services to Safaricom customers.
- ii. Provide a channel for third-party content providers to promote their products and services to Safaricom customers.
- iii. The aggregators should have a platform that manages the respective content catalogues and should have the ability to ingest third-party content onto the platform and onto the overall content catalogue.
- iv. The aggregators should be able to offer content through different channels e.g. IVR, SMS, USSD, Digital (via app/web)
- v. The aggregators should be able to source for both local (Ethiopian) and international content with a bias on local content. The provider should also demonstrate proof of authorization to carry the content on behalf of the content owners.
- vi. Can render content in different Ethiopian languages e.g. Amharic, Tigrinya, Oromia, Somali etc.
- vii. Can technically integrate to available Safaricom platforms to manage the customer lifecycle on value added products and services while maintaining exceptional customer experiences

EOI REQUIREMENTS

Please submit your Expression of Interest providing the below:

- Current list of clients' companies where you are offering a catalogue of content services; In a predominantly prepaid telco with more than 5Mn customers.
- Provide below necessary regulatory and compliance documentation required to install and support services for content aggregation in the Ethiopia market
 - Renewed or new Business license and commercial registration
 - Renewed or new VAS (value added services) license
 - Tax Certificate
 - Tax clearance certificate (Most recent)
 - Director and shareholder information. (Memorandum and article of Association) – only applicable for corporate bodies
- Choice of selection of Aggregator Category; only two (2) choices per applicant.

AGGREGATOR CATEGORY

#	Description							
1	MUSIC PRODUCTS AND SERVICES <ul style="list-style-type: none"> • Manage the Safaricom music brand and catalogue. • Manage the CRBT (caller Ring back Tone) Services • Aggregate music content from Third-party content providers 	<table border="1"> <tr> <td>No of transactions monthly.</td> <td></td> </tr> <tr> <td>No of Tones aggregated</td> <td></td> </tr> <tr> <td>No of content partners aggregated.</td> <td></td> </tr> </table>	No of transactions monthly.		No of Tones aggregated		No of content partners aggregated.	
No of transactions monthly.								
No of Tones aggregated								
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2	GAMING PRODUCTS AND SERVICES <ul style="list-style-type: none"> • Manage Safaricom Gaming brand of products. • Ingest content to gaming platform and render in a uniform format. 	<table border="1"> <tr> <td>No of transactions monthly.</td> <td></td> </tr> <tr> <td>No of games on catalogue</td> <td></td> </tr> <tr> <td>No of content partners aggregated.</td> <td></td> </tr> </table>	No of transactions monthly.		No of games on catalogue		No of content partners aggregated.	
No of transactions monthly.								
No of games on catalogue								
No of content partners aggregated.								
3	BULK SMS AND MESSAGING SERVICES <ul style="list-style-type: none"> • Manage all third-party messaging on behalf of Safaricom. • Either local or international SMS services • Manage provision of bulk SMS units to the different entities. • Develop chatbots and messaging applications. 	<table border="1"> <tr> <td>No of SMS transactions Monthly.</td> <td></td> </tr> <tr> <td>No of bots developed</td> <td></td> </tr> <tr> <td>No of messaging partners connected.</td> <td></td> </tr> </table>	No of SMS transactions Monthly.		No of bots developed		No of messaging partners connected.	
No of SMS transactions Monthly.								
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No of messaging partners connected.								

4	INFOTAINMENT PRODUCTS AND SERVICES <ul style="list-style-type: none"> Support SMS and USSD, IVR infotainment services. e.g. Breaking news alert services, sports news services, Inspirational or religious quotes services. Manage SMS Promo's 	<table border="1"> <tr> <td>No sessions monthly.</td> <td></td> </tr> <tr> <td>• SMS sessions</td> <td></td> </tr> <tr> <td>• IVR sessions</td> <td></td> </tr> <tr> <td>• USSD sessions</td> <td></td> </tr> </table>	No sessions monthly.		• SMS sessions		• IVR sessions		• USSD sessions		
No sessions monthly.											
• SMS sessions											
• IVR sessions											
• USSD sessions											
5	SUPPLEMENTARY SUPPORT SERVICES (EDUCATION, HEALTH, BANKS, GOVT) <ul style="list-style-type: none"> Support government initiatives e.g. Release of education results. Manage strategic partnerships on new content areas and any added scope. 	<table border="1"> <tr> <td>No transactions monthly.</td> <td></td> </tr> <tr> <td>No of content partners aggregated.</td> <td></td> </tr> </table>	No transactions monthly.		No of content partners aggregated.						
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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.