



**EXPRESSION OF INTEREST CEDA EOI 002/2021-2022 FOR THE PROVISION OF BULK
AND PERSONALISED SHORT MESSAGE SERVICE (SMS) AND SECURED BULK AND
PERSONALISED EMAIL SERVICES**

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1. BACKGROUND

The Citizen Entrepreneurial Development Agency (CEDA) invites proposals from 100% Citizen Owned suitably qualified and experienced companies/partnerships/joint ventures/-consortiums registered and operating in Botswana to submit a quotation for the provision of Bulk and Personalised Short Message Service (SMS) and secured Bulk and Personalised Email.

2. COMPLIANCE REQUIREMENTS

- 2.1.** Expression of Interest submissions should be accompanied by the following compliance documentation;
- 2.1.1.** Certificate of Incorporation and / or Registration of Business Extract issued by Companies and Intellectual Property Authority (CIPA).
- 2.1.2.** Company Extract issued by Companies and Intellectual Property Authority (CIPA).
- 2.1.3.** Certified copy of identity document(s) for shareholders of companies and individuals. In the event a company is a shareholder (shareholder Company), a certificate of incorporation accompanied by register of shareholder as well as identity documents of shareholders the company.
- 2.1.4.** Valid Tax Clearance Certificate issued by the Botswana Unified Revenue Service or tax pin with certificate number.
- 2.1.5.** Form of response (Appendix A).
- 2.2.** In the event the submitting/responding company is in a partnership/joint venture/consortium. All the Compliance requirements of this EOI must be submitted pertaining the other companies.

N.B Failure to submit compliance documents after request will lead to disqualification.

3. TERMS OF REFERENCE (TOR)

- 3.1** .The objective is to provide the functional requirements and specification for a SMS gateway that will facilitate efficient communication between the Agency, its staff, clients and general public.
- 3.2.** .The second objective is to provide functional requirements and specification for an Email gateway will facilitate efficient outgoing Emails such as statements to customers. In order to deliver on the above objectives, the assignment will consist of the following tasks but not limited to:
 - 3.2.3** The system to have the ability to distribute bulk SMS messages across all the Botswana mobile phone networks (Orange, Mascom and Be Mobile).
 - 3.2.4** The system to have the capability of scheduling of SMS messages, generation of reports (successful, pending and SMS's not sent, etc.)
 - 3.2.5** The system to have secure file transfer process of information from CEDA to the service provider's platform.
 - 3.2.6** The platform should allow for bi-directional integration via the CEDA Enterprise Resource Planning (ERP) system - SAP.
 - 3.2.7** The service provider to propose the maximum number of SMS messages that can be sent out to clients in the shortest possible time.
 - 3.2.8** The system should provide personalised SMS service to customers notifying them on instalment due dates as well as the capability to send out automated birthday messages to CEDA customers and any other personalised messages.
 - 3.2.9** The system should provide personalised SMS service that sends automated birthday messages to CEDA employees.
 - 3.2.10.** The system to have capability of multiple users i.e. users to have log in ID's.
The service provider must be capable of delivering emails within 30 seconds of sending. (CEDA
 - 3.2.11.** has approximately 20,000 customers. Email communication other than statements (campaigns) may be sent from time to time).
 - 3.2.12.** The System should provide automated email feedback capability e.g. sending out questionnaires' after customer applications has been captured on SAP by Customer Advisors.
 - 3.2.13.** The service provider should have capabilities to send email in PDF format from SAP to customer emails addresses and mobile phone numbers.
The service provider must provide return management capabilities; in case any of the emails fails to reach the recipient the system must be able to determine why the email was not delivered to allow for updates to be made.
 - 3.2.14.** A clear outline of severity levels and response times is to be provided. The systems is to have 99% uptime or better.
 - 3.2.15.** Provision of training to Agency's main users (10) and the appointed internal system administrators.
 - 3.2.16.** The system should cater for both deployment options i.e. on cloud and on premises.

- 3.2.16.** The service provider will ensure that the system is secure, maintain the confidentiality and privacy of all data and information belonging to the Agency on their servers against any threats or hazards of integrity.
- 3.2.17.** The service provider should adhere to and comply with all applicable laws such as the Data Protection Act of 2018
- 3.2.18.** Provide information on where the system will be hosted, that is, CEDA data centre or on cloud [suppliers data centre] and requirements for both.

4. Expected Outputs/Deliverables

- 4.1** The main outputs and deliverables will be:
 - 4.1.2.** Fully functional Bulk and personalised SMS service system
 - 4.1.3.** Fully functional Bulk and personalised Email service system
 - 4.1.4.** The users of the system to be trained to enable them to utilise the system in an effective and efficient manner.
 - 4.1.5.** The system should provide reports to help management make timely decisions.

5. SELECTION CRITERIA

5.1. The submissions will be evaluated for completeness and compliance with the requirements of this Expression of Interest. The selection/prequalification will be made based on the following

5.1. A technical evaluation will be conducted based on the following criteria:

Table 1: Technical Evaluation Criteria

Item #	Evaluation Criteria	Weight
1	A detailed company profile clearly indicating experience in years and capability of the company in conducting the service. Company also should indicate clearly for the Agency with references Bulk SMS and Bulk Email provided. BULK AND PERSONALISED SMS Years of experience of the company in providing Bulk SMS services. Clearly outline the experience in years with reference letters – 5 Marks i. 5 years and above – 5 marks ii. 4 years - 4 marks iii. 3 years - 3 marks iv. 2 years – 2 marks v. 1 year – 1 mark vi. No experience – 0 marks	20
	BULK AND PERSONALISED EMAIL Years of experience of the company in providing Bulk Email Services. Clearly outline the experience in years with reference letters – 5 Marks i. 5 years and above – 5 marks ii. 4 years - 4 marks iii. 3 years - 3 marks iv. 2 years – 2 mark v. 1 year – 1 mark vi. No experience – 0 marks BULK AND PERSONALISED SMS Bidders must provide reference letters from organizations where they have provided Bulk SMS Services – 5 marks i. 5 or more references of similar assignments – 5 marks ii. 4 references of similar assignments – 4 marks iii. 3 references of similar assignments – 3 marks iv. 2 references of similar assignments – 2 marks v. 1 references of similar assignments – 1 mark vi. No references of similar assignments provided - 0 marks	

Item #	Evaluation Criteria	Weight
	BULK AND PERSONALISED EMAIL Bidders must provide reference letters from organizations where they have provided Bulk Email Services – 5 marks i. 5 or more references of similar assignments – 5 marks ii. 4 references of similar assignments – 4 marks iii. 3 references of similar assignments – 3 marks iv. 2 references of similar assignments – 2 marks v. 1 references of similar assignments – 1 marks vii. No references of similar assignments provided - 0 marks	
2	Methodology Demonstrate capability and capacity to carry out the required service as per point 3, 4 and 5 of this EOI. i. Ability to distribute bulk SMS messages across all the Botswana mobile phone networks (Orange, Mascom and Be Mobile) – 5 Marks ii. Capability of scheduling of SMS messages, generation of reports (successful, pending and SMS's not sent, etc.) – 5 marks iii. Secure file transfer process of information from CEDA to the service provider's platform – 5 marks iv. Capability of multiple users i.e. users to have log in ID's – 3 marks v. The platform should allow for bi-directional integration via the CEDA Enterprise Resource Planning (ERP) system - SAP 5 marks vi. The system should provide personalised SMS service to customers notifying them on instalment due dates as well as the capability to send out automated birthday messages to CEDA customers and any other personalised messages, further the system should provide personalised SMS service that sends automated birthday messages to CEDA employees - 3 marks vii. The System should provide automated email feedback capability e.g. sending out questionnaires' after customer applications has been captured on SAP by Customer Advisors - 3 marks viii. The service provider must be capable of delivering emails within 30 seconds of sending. [CEDA has approximately 20,000 customers. Statements are sent once a quarter. Email communication other than statements (campaigns) may be sent from time to time] – 5 marks ix. Capabilities to send email in PDF format from SAP to customer emails addresses and mobile phone numbers via WhatsApp– 5 marks x. Return management capabilities; in case any of the emails fails to reach the recipient the system must be able to determine why the email was not delivered to allow for updates to be made – 3 marks xi. A clear outline of severity levels and response times is to be provided. The systems is to have 99% uptime or better – 5 marks xii. Provision of training to Agency's main users (10) inclusive of the appointed internal system administrators – 5 marks xiii. The service provider will ensure that the system is secure, maintain the confidentiality and privacy of all data and information belonging to the Agency on their servers against any threats or hazards of integrity – 5 marks	65

Item #	Evaluation Criteria	Weight
	xiv. The service provider should adhere to and comply with all applicable laws such as the Data Protection Act of 2018 – 5 marks xv. Provide information on where the system will be hosted, that is, CEDA data centre or on cloud (suppliers data centre) and requirements for both - 3 marks	
3	After Sale Support of the service i. More than 1 year for after sales support = 10 Marks ii. 6 - 12 months for after sales support = 5 Marks iii. No after sales support = 0 Marks	15
	Total	100

NOTE: FAILURE TO ACHIEVE A MINIMUM SCORE OF 70 IN STAGE 2 SHALL DISQUALIFY THE PROPOSAL FROM BEING CONSIDERED FOR PRE-QUALIFICATION.

6. This EOI seeks to solicit proposals for provision of services. Therefore, CEDA reserves the right to engage or not to engage service providers for the said service.

7. SUBMISSION OF PROPOSALS

Proposals must be submitted in three (3) copies (including compliance documents); one (1) original and two (2) copies, and the proposal must be clearly marked **“EXPRESSION OF INTEREST CEDA EOI 002/2021-2022 FOR THE PROVISION OF BULK AND PERSONALISED SHORT MESSAGE SERVICE (SMS) AND SECURED BULK AND PERSONALISED EMAIL SERVICES”**

7.1. Proposal documents should be deposited in the expression of interest box provided at CEDA Head Office, Reception Area Ground floor, addressed and hand delivered to:

**The Secretary - Management Tender Committee
 Citizen Entrepreneurial Development Agency
 Four Thirty Square, Plot 54350, Philip Matante Road
 CEDA House, CBD.
 Gaborone, Botswana**

7.2. Late, facsimile and electronic submissions will not be accepted.

7.3. All enquiries should be directed to tenderenquiries@ceda.co.bw on or before close of business **21st October 2021**.

7.4. Closing date for proposal submission must be no later than **15:00hrs on 28th October 2021** (as per CEDA timepiece displayed at the Reception Area).

APPENDIX A

FORM OF RESPONSE

Below is the format of response for this EOI that must be adhered to by all the bidders. **Failure to follow this format will render the bid disqualified.**

Company Name	
Location of Headquarters and address:	
If bidder is partnering with another Company to provide solution, details of partner should be indicated here (Attach documents)	
What type of support will there be after implementation? Local, Regional, Telephonic	
Reference Sites and References: (Projects completed that are of similar nature to the requirements of this EOI) A brief description of the nature of the project is required.	
PRIMARY POINT OF CONTACT FOR THIS EOI RESPONSE: Include name, address, email, phone, fax & cellular information in contact details	

Company Stamp:

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