



**SAFARICOM PLC
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**EXPRESSION OF INTEREST FOR
SUPPLY AND INTEGRATION OF CONTENT MANAGEMENT SYSTEM**

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Last Date for Receipt of Proposals: 13th November 2023

ACCRONYMS

Acronym/Abbreviation	Description
CMS	Content Management System
EOI	Expression of Interest
RFP	Request for Proposal
CAPEX	Capital Expenditure
OPEX	Operational Expenditure
RACI Matrix	Responsible, Accountable, Consulted, and Informed Matrix
API	Application Programming Interface which allow for solution integration with third party applications.
BADI	Business Add-in – Extensible components within the solution that allows for easy configurations based on business requirements and rules.
BCP	Business Continuity Platform
ISO	International Organization for Standardization
KEBS	Kenya Bureau of Standards
PO	Purchase Order

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1.0 Introduction

Safaricom PLC, Kenya's leading integrated communications services provider, is actively seeking strategic partnerships for the Supply, Implementation, and Integration of a Content Management System (CMS). The primary objective of this document is to delineate the essential qualifications and details that Safaricom is seeking from industry experts with expertise in this field. Therefore, it is anticipated that the information provided in this document will serve as a reference point for the collection of responses from prospective partners.

2.0 Scope

The scope of this initiative is to procure and implement an end-to-end Content Management System including any prerequisite activities related to the project delivery.

This include but shall not be limited to:

Streamline integration with other platforms and services.

- Centralize all Safaricom content for efficient management.
- Harness cutting-edge technologies like Big Data, artificial intelligence, and predictive analytics to enhance content delivery in a secure and personalized manner.
- Deliver clearly defined Performance Dashboards.
- Ensure timely notifications, alerts, and exceptions to maintain 24/7 service availability.
- Prioritize cost optimization, particularly in asset management and operational expenses.
- Create a user-friendly system for content management, curation, and editing.
- Implement structured content organization and categorization.
- Implement version control for system changes.
- Enable multi-channel publishing, allowing content distribution across various platforms, including websites, mobile apps, social media, and email newsletters.
- Manage workflow and approval processes for content creation and publishing.
- Provide advanced search filters and metadata support for effective content search and retrieval.
- Establish a media management system, including a media library for organizing images, videos, and other media assets, with automated resizing and optimization for different purposes.
- Support content localization and multi-language capabilities for adapting content to various regions and cultures.
- Incorporate SEO-friendly features to improve content visibility on search engines.
- Enable content scheduling, allowing planned content publication and unpublishing.
- Integrate with analytics and reporting tools for tracking content performance.
- Offer integration options and open APIs for customized development and extensions.
- Implement security and role-based access control.
- Ensure content backup and recovery mechanisms, including disaster recovery.
- Provide user training and comprehensive support resources.
- Address scalability and performance concerns, including system latency and capacity.
- Allow customization of the CMS's appearance to align with brand and design requirements.
- Foster community and user engagement to encourage interaction and participation.

Bidders are expected to share detailed responses showcasing the firm's capacity and experience in offering Content Management System with the capabilities detailed in the EOI document.

3.0 Submission of Enquiries and Responses

All enquiries relating to this EOI and the final responses should be addressed to

Cokumu1@safaricom.co.ke by **3rd of November 2023 12:30 PM EAT**

The deadline for submission of responses is **November 13th, 2023, 5 Pm EAT to**

Cokumu1@safaricom.co.ke

4.0 Requirements for the bidders

Interested firms must provide below information.

Category	Requirement	Criteria
Company Information	Supplier Information	The supplier should provide the following information. <ul style="list-style-type: none">✓ Overall company profile clearly indicating business focus areas.✓ Certificate of incorporation/Registration certificate.✓ Audited Financial statement will be required should you progress to the RFP stage, and you are not in Safaricom Plc supplier database
	Industry Certifications	The supplier shall demonstrate having obtained the following certifications. <ul style="list-style-type: none">✓ ISO 9001 certified✓ Type approval certificate (either according to EN ISO 4064 from 2005 or 2014, or OIML R49 from 2003 or 2013) for each smart water meter model. The supplier should provide additional information about other relevant certifications obtained.
CMS Technical Specifications	Technology needed.	The supplier shall demonstrate that the CMS solution has below capabilities: <ul style="list-style-type: none">✓ System Integration & Deployment capability<ul style="list-style-type: none">i. On Premise / Private Cloudii. Public Cloud solution✓ Mobile phone App (IOS, Android), Web based.✓ Restful APIs✓
	Integrate data from multiple sources	The supplier shall demonstrate that the Content Management System has capability of integrating to any Restful API exposed system.

Category	Requirement	Criteria
	Notifications, Alerts & Exception	The Content Management System should provide timely and proper notifications, alerts and exceptions for monitoring & Support
	Content Management System expected Outcome.	<p>The supplier shall demonstrate that Content Management System can meet the following expected outcomes:</p> <ul style="list-style-type: none"> ✓ Content Access from different devices and channels (Web & App) ✓ Easy discovery and content browsing ✓ Account management, in-app subscription, and content access ✓ Easy partner Onboarding ✓ Easy Content Ingestion, curation, and tagging. ✓ Simple customer UI ✓ Analytics & Support ✓ Easy integration to other systems ✓ Security and BCP ✓ Capacity and Scaling ✓ Notifications, Alerts & Exception ✓ Realtime reports & dashboards. ✓ Ability to track SLAs and KPIs ✓ Well documented processes
Technical documentation	Technical literature	<p>The supplier shall provide the below technical literature:</p> <ul style="list-style-type: none"> ✓ Technical Manuals ✓ Protocol documents ✓ Data Format description document
References	Reference Customers	The supplier shall provide list of clients where the Content Management System in scope of the EOI have been supplied before.

5.0 Instructions to Respondents

- a) The EOI response should not include pricing/commercial proposal.
- b) All responses should be provided in standard file formats i.e. XLSs, DOC(X) and PDF.
- c) The receipt of a response shall not bind Safaricom into any contractual agreements with the bidder. Such arrangements shall only come into place once a tender process has been undertaken and an award issued to successful bidder(s) as evaluated technically and commercially.

- d) Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.
- e) State if you intend to submit this bid as a joint venture/consortium or any other joint format
- f) Organization and staff experience information to be submitted in the format provided in appendix 1 (Information on staff and organization experience)
- g) Share accompanying link to demos/documentation on the necessary technical descriptions.

6.0 Evaluation Process and Follow-On Steps

Once Safaricom PLC receives responses to this EOI on the closure date indicated, an Evaluation Committee will be constituted to evaluate the responses provided by the EOI respondents.

- The Evaluation Committee constituted shall evaluate all the responses to the EOI including all supporting documents, links & documentary evidence. Please NOTE that failure to submit requisite supporting documents or documentary evidence, may lead to rejection of the EOI response.
- The Evaluation Committee may seek additional documents as it deems necessary, at its discretion as part of the evaluation exercise that will be undertaken.
- EOI respondents who meet the minimum requirements may be called for a detailed presentation for further evaluation of their technical capability, product quality, Quality Analysis procedure, etc. as part of the EOI evaluation.
- Only those EOI respondents that meet the minimum requirements indicated in the EOI requirements section will be shortlisted following successful evaluation of their offering/solution proposal. If not contacted one month after submission of your proposal, consider your bid to have failed to meet the minimum threshold to progress to the next stage
- Only shortlisted partners shall be invited for Request for Proposal evaluation.

Below is a summary of activities from when the EOI will be sent out to closure/contracting.

No.	Activity
1.	EOI sent out
2.	EOI responses receipt
3.	EOI responses review and evaluation
4.	Clarifications and further discussions with partners if required
5.	EOI Presentations and Demo if deemed necessary
6.	Tender Process
7.	Evaluation, Award and Contracting

7.0 Note

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

Appendix 1: Information on staff and organization experience

Table 1: List of Key Technical Staff

Name	Current Position	Years of Professional Experience

Table 2: List of Firms Relevant Project Experience

Project Description	Year of Project Delivery	Client	Project Value (USD)