

Expression of Interest – Provision of Content Operations Management Services

Document Release Date: Tuesday, 21st June 2022

Closing Date for Receipt of EOI: Tuesday, 28th June 2022

1. INTRODUCTION

Safaricom is the leading integrated communication services provider in Kenya and has a steadily growing subscriber base. Safaricom through its subsidiary, Comtec Integration Systems Limited runs a web subscription video on demand Service and is continuously seeking for opportunities to maximize shareholder value.

COMTEC intends to appoint a Content Operations Management firm/expert to offer content operations as a service. Safaricom has enjoyed rapid growth since her inception largely driven by the innovation and delivery of new and sophisticated services riding on telecommunication and data services. In line with the strategy to be the best network for video, the Digital Products and Services department embarked on a strategy last year, to offer short and long form content on web to consumers via a Video portal. The platform, dubbed “Baze” is operational and we believe that in order to deliver a sustainable content business, it’s imperative to have the critical components of content business in place which entails content acquisition, local content aggregation, local pre-licensing production management, product propositioning and ensuring adoption of the digital assets for effective monetization. We are therefore looking for a firm/expert that will run and support our content operations, local content sourcing & aggregation, pre-licensing production management and local content acquisitions.

The successful bidder will be expected to liaise closely with Safaricom’ Digital Products & Services team internally, and external content providers to successfully deliver the content in line with the approved strategy and direction. This document constitutes the formal call for Expression of Interests (EOI) from experienced and reputable firms/experts interested in providing Content Operations Management Services for COMTEC.

2. AIMS AND OBJECTIVES

This Expression of Interest (EOI) document is intended to lead to the identification of experienced and reputable suppliers/experts in the industry with demonstrable capacity and experience to provide Content Operations Management Services for Safaricom PLC.

Safaricom is therefore soliciting from interested companies an Expression of Interest clearly demonstrating the evidence that your company/firm has the necessary technical skillset and experience to provide these services.

3. SCOPE

If awarded the contract, the scope of this engagement shall be the **Provision of Content Operations Management Services for COMTEC.**

Key deliverables under this scope shall be detailed in the Request for Proposals. However, we are looking for a bidder with complete knowledge and experience in developing content operation strategies, and management of the entire lifecycle of content operations from start to finish.

4. NEXT STEPS

For interested bidders please read through Step 1 and Step 2. Note that both are distinct processes to be reviewed by two different teams in Safaricom/COMTEC. ***In the interest of time, you are advised to work on both processes concurrently immediately you receive this EOI.***

Step 1 – Registration for prequalification (due diligence)

On a computer, register your details on our Supplier Portal using the link provided below to commence the process of prequalifying your company. Before filling in the required fields and subsequent attachments, it is important to read our standard policies and requirements, available on our website. You will be required to attach scanned copies of documents listed below.

- Detailed company profile
- Certificate of incorporation/Registration certificate.
- Tax certificate (where applicable).
- Bank details in attached PDF format

The link is as follows;-

<https://www.safaricom.co.ke/about/about-safaricom/suppliers/supplier-tools-support>

Click on “**become a supplier**” then proceed to provide requested information below;-

- Company Registered Name
- Company Registration number
- Tax Registration number (where applicable)
- The company address and Contact Information
- Products and Services offering
- Shareholder(s)and/or Director(s) details
- Trade References (customer references for previous work)

Upon completion and submission of your documentation, we will review your registration and advice on the way forward in a period of up to 2 working days.

Reputable individuals/experts offering a full set of these services can also apply. To apply as an individual, the mandatory documents are as follows;-

- i. ID Copy/Passport Copy
- ii. Individual Tax Compliance
- iii. Curriculum vitae/Professional profile
- iv. Industry Awards/Accreditations/Memberships

- v. References of previous projects
- vi. Citations/Case Studies of related work done

Step 2 – Submission of EOI responses

- Please submit a brief proposal together with your letter of interest indicating your business address, main point of contact and all contact information. Interested bidders should submit their response to this EOI by email addressed to the attention of the Senior Manager Purchasing. The EOI should be emailed to pkiiiru@safaricom.co.ke **on or before Close of Business Tuesday, 28th June 2022.**

NOTE:

- COMTEC and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.
- COMTEC will verify the documents and information and proposals submitted and issue the main RFP (Tender) to all shortlisted bidders subject to a successful prequalification process.
- COMTEC 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.