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**CALL FOR EXPRESSIONS OF INTEREST: ESTABLISHING STRATEGIC SOFTWARE-AS-A-SERVICE PARTNERSHIPS TO AUGMENT SAFARICOM'S SMB CLOUD SOLUTIONS OFFERINGS IN CUSTOMER RELATIONSHIP MANAGEMENT, ENTERPRISE RESOURCE PLANNING, FINANCIAL MANAGEMENT, AND HUMAN RESOURCES MANAGEMENT.**

**Document Release Date: 13<sup>th</sup> November 2024**

**Last Date for Receipt of Proposals: 13<sup>th</sup> December 2024**

**ACCRONYMS**

EOI	-	Expression of Interest
SLA	-	Service Level Agreement
SAAS	-	Software as a Service
ERP	-	Enterprise Resource Planning
HRM	-	Human Resources Management.
CRM	-	Customer Relationship Management.
OEM	-	Original Equipment Manufacturer.

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## 1.0 INTRODUCTION

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Safaricom, Kenya's leading telecommunications and technology services company, is strategically transforming itself into a world-class technology solutions provider. As part of this transformation, we are building a robust cloud ecosystem to offer Software-as-a-Service (SaaS) applications tailored for the Kenyan market.

Through this Expression of Interest (EOI), Safaricom seeks to establish strategic partnerships with reputable SaaS vendors. Our goal is to accelerate the expansion of our enterprise cloud solutions portfolio by collaborating with qualified partners who can provide industry-leading SaaS products across key domains, including:

1. **Customer Relationship Management (CRM)**
2. **Enterprise Resource Planning (ERP)**
3. **Financial Management**
4. **Human Resources (HR) Management.**

Safaricom PLC invites Expressions of Interest from experienced and reputable partners with advanced SaaS propositions and seamless integration capabilities. These partners will support the delivery of cutting-edge solutions that meet our company's requirements, enabling us to offer innovative and efficient services to our customers in Kenya.

## 2.0 AIMS AND OBJECTIVES

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### Vision

To become Kenya's preeminent SaaS solutions platform, empowering enterprises with vertically integrated, cloud-based business applications.

### Aims and Objectives

- 1) Establish Safaricom as the preferred SaaS solutions provider for SMBs in Kenya.
- 2) Build a comprehensive portfolio of industry-tailored SaaS products across critical business functions.
- 3) Create an end-to-end enterprise cloud ecosystem by bundling SaaS offerings with Safaricom's connectivity, infrastructure, and digital services.
- 4) Augment our product lineup with best-of-breed SaaS solutions across CRM, ERP, Financial Management, and HR Management.
- 5) Offer end-to-end, industry-tailored enterprise solutions by bundling partner SaaS products with our existing services.
- 6) Drive recurring revenue growth by reselling partner SaaS offerings under the Safaricom brand.
- 7) Leverage joint marketing, sales initiatives, and collaborative go-to-market with SaaS partners.
- 8) Deliver seamless, integrated solutions and unparalleled customer experiences.

**Overview**

The company seeks partners with specific qualifications, including proven SaaS experience, financial stability, a customer base, and commitment to collaboration. Interested parties must adhere to detailed submission instructions, with subsequent steps including evaluation, presentations, and potential contracting.

**General Product and Technical Qualifications:**

- Proven, modern, and scalable multi-tenant SaaS architecture.
- Robust APIs and integration capabilities with iPaaS/API management support.
- AI/ML capabilities embedded within the SaaS product for intelligent automation.
- Mobile-responsive UIs and support for omnichannel user experiences.
- 99.9% uptime/availability SLAs and comprehensive security certifications.
- Continuous delivery of updates/upgrades through automated CI/CD pipelines.
- Pricing for these applications to be <KES 500 catering for 10 users.
- Self-service options.
- invoicing currency to be Kenya Shillings (KES)

**Company Qualifications:**

- Minimum 5 years of experience operating and supporting an SMBs SaaS product.
- Financially stable organization with strong growth trends and funding
- Existing customer base with prominent enterprise/corporate/SMBs references
- Established partner ecosystem and marketplace for third-party integrations.
- Dedicated customer success, training, and premium local support teams.
- Published product roadmaps with consistent cadence of new feature releases.
- Compliance with data privacy, security, and regulatory standards. General Data Protection Regulation (GDPR) and Kenya's Data Protection Act.
- SOC 2 Type 2 for security standards.

**Partnership Qualifications:**

- Well-defined partner program with multiple tiers and benefits -if applicable.
- Collaborative co-selling motions and joint go-to-market strategies.
- Commitment to co-marketing activities (events, content, campaigns).
- White labeling/OEM capabilities to provide SaaS under Safaricom's brand.
- Flexible licensing models (user-based, consumption, revenue-share, etc.)
- Deal protection, registration, and equitable incentive programs -if applicable
- Comprehensive training, certification, and enablement resources.
- Dedicated partner managers and executive sponsorship.

### 3.0 DETAILED SCOPE OF WORK

Product/Application	Scope of Work
<b>Customer Relationship Management (CRM)</b>	<ul style="list-style-type: none"> <li>→ Implement a cloud-based CRM solution to manage the entire customer lifecycle.</li> <li>→ Core modules: Sales Force Automation, Marketing Automation, Service &amp; Support</li> <li>→ AI/ML capabilities for lead scoring, next-best-actions, sentiment analysis</li> <li>→ Omnichannel customer engagement across web, mobile, social, messaging etc.</li> <li>→ Integration with ERP, billing systems, and other enterprise applications</li> <li>→ Self-service customer portals and knowledge base</li> <li>→ Reporting, dashboards, and advanced analytics</li> </ul>
<b>Enterprise Resource Planning (ERP) -</b>	<ul style="list-style-type: none"> <li>→ Deploy an integrated, cloud-based ERP suite.</li> <li>→ Core modules: Finance, Procurement, Supply Chain, Inventory, Manufacturing.</li> <li>→ Business process automation and workflow management.</li> <li>→ Advanced reporting, analytics, and data visualization capabilities.</li> <li>→ Compliance with industry standards and regulatory requirements.</li> <li>→ Integration with CRM, HR, and other business systems.</li> <li>→ Self-service portals for employees and partners.</li> </ul>
<b>Financial Management</b>	<ul style="list-style-type: none"> <li>→ Implement cloud-based financial management and accounting software.</li> <li>→ Core capabilities: General Ledger, Accounts Payable/Receivable, Billing, Revenue Recognition.</li> <li>→ Accounting, invoicing, banking integrations.</li> <li>→ Project/Timesheets billing and reporting.</li> <li>→ Asset management and tax compliance.</li> <li>→ Financial reporting, budgeting, forecasting, and planning tools.</li> <li>→ AI/ML for expense management, fraud detection, predictive analytics.</li> <li>→ Integration with ERP, CRM, procurement, and other systems.</li> <li>→ Compliance with accounting standards, tax regulations.</li> </ul>
<b>Human Resources (HR) Management</b>	<ul style="list-style-type: none"> <li>→ Deploy a comprehensive, cloud HR management system.</li> <li>→ Core HR modules: Talent Acquisition, Onboarding, Learning &amp; Development, Performance, Succession.</li> <li>→ Recruitment marketing and applicant tracking.</li> <li>→ Learning management and talent development.</li> <li>→ Time &amp; attendance with scheduling/rostering.</li> <li>→ Vehicle/Fleet management for field workforce.</li> <li>→ Employee and manager self-service portals.</li> <li>→ Workforce analytics, reporting and forecasting.</li> <li>→ Integration with ERP for payroll, benefits, and compensation.</li> <li>→ AI/ML for candidate matching, predictive attrition modeling.</li> <li>→ Compliance with employment laws and data privacy.</li> </ul>

#### 4.0 SUBMISSION OF ENQUIRIES AND RESPONSES

All enquiries relating to this EOI and the final responses should be addressed to; [sgide@Safaricom.co.ke](mailto:sgide@Safaricom.co.ke) ; copy to [jomari@Safaricom.co.ke](mailto:jomari@Safaricom.co.ke) on or before

Requirements relating to this Expression of Interest are accessible via the below link. Kindly review all instructions on this document before proceeding to the requirements.

View [1563-2](#)

##### Important Instructions

- a) All new and participating suppliers for this Eol will be expected to register as new suppliers via the below link to be able to access the Eol.
- b) Note that the responses to this Eol are to be submitted via the Safaricom i-sourcing portal and e-mail responses will not be considered.
- c) For any support on this Eol, kindly send an email to [sgide@Safaricom.co.ke](mailto:sgide@Safaricom.co.ke) copying [jomari@Safaricom.co.ke](mailto:jomari@Safaricom.co.ke)

#### 5.0 EOI REQUIREMENTS FOR THE BIDDERS

Category	Requirement	Criteria
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<b>A. Company Information</b>	Please Share	Overall Company profile indicating the business focus areas. <ul style="list-style-type: none"> <li>• Certificate of Incorporation.</li> <li>• Valid Tax Compliance certificate.</li> <li>• Address of the physical premises and contact details.</li> <li>• Audited Financial accounts for the past 3 years with.</li> <li>• Share name, contact details and position of the person primarily responsible.</li> <li>• A list of branch locations.</li> </ul>
<b>C. Firms Experience</b>	Please Share	<ul style="list-style-type: none"> <li>• A minimum of 5 years of experience in offering SAAS applications to SMBs both locally and internationally.</li> </ul>
<b>D. Overall firms' experience</b>	The partner shall share the firms and key staff experience	<ul style="list-style-type: none"> <li>• Scope of work currently being provided to Safaricom, if any. Also, indicate if you have a working relationship with Vodafone Group.</li> </ul>
<b>E. Local Support</b>	The partner shall share information about local support	<ul style="list-style-type: none"> <li>• Explain in great detail the operations and support of 24x7x365 technical support, Support Levels available. Attach sample SLA.</li> </ul>
<b>F. Project Management</b>	Please Share	<ul style="list-style-type: none"> <li>• Describe in detail the project implementation methodology for the different business requests to ensure quality and delivery is done .</li> <li>• Describe the customer journeys for Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Financial Management, and Human Resources (HR) Management.</li> <li>• Describe in detail the continuous services improvement plan, best practices for successful service adoption.</li> </ul>
<b>G. Registration with relevant regulatory bodies in Kenya</b>	The Partner shall share accreditations if any	If applicable
<b>H. Best practice culture</b>	ISO and other certifications in possession	<ul style="list-style-type: none"> <li>• Indicate any industry best practices adopted by your organization.</li> <li>• Outline any industry best practices and trends that your organization may consider relevant for Safaricom's consideration.</li> <li>• ISO 27001</li> </ul>
<b>I. Staff Experience</b>	Experience of the core team and Valid Certifications. (The team should have relevant certifications)	For each skill sets quoted, indicate any certifications or accreditations held, years of experience, key projects delivered, specific skill sets, any other relevant information.

## 6.0 INSTRUCTIONS TO RESPONDENTS

Below are instructions that responses to this EOI MUST adhere to;



1. Please provide all responses in standard file formats i.e. XLSs, DOC(X) and PDF.
2. Please NOTE that the receipt of a response shall not bind Safaricom into any contractual agreements with the vendor responding to this EOI. 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.
3. Please NOTE that any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.
4. Please indicate if you intend to submit this bid as a joint venture/consortium or any other joint format and state the partner in this case.
5. Please submit your organization and staff experience information in the format provided in appendix 1 (Information on staff and organization experience) of this document.
6. Please share accompanying links to demos/documentation on the necessary technical descriptions of previous work undertaken of a similar nature.

## 7.0 NEXT 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 and 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 will 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 Aims and Objectives section will be shortlisted following successful presentation of their offering/solution proposal.
- Successful potential partner(s) will be notified accordingly.

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

**NOTE:** These durations are tentative and any changes that deviate from the below will be communicated.

No.	Activity	Approximate Duration
1.	EOI sent out	13 <sup>th</sup> November 2024

2.	EOI receipt	1 week
3.	EOI responses review and evaluation	1 week
4.	EOI Presentations and Demo (clarifications and further discussions on partnership)	1 week
9.	Evaluation, Award and Contracting	1 week

**8.0 NOTE**

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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: Please provide a list of your company's Key Technical Staff who will be on this project.**

Name	Current Position	Professional Skills / Certifications	Years of Professional Experience

**Table 2: Please provide a list of your company's Relevant Project experience in the last two (2) years.**

Project Description	Year of Project Delivery	Client	Project Outcome