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EXPRESSION OF INTEREST: SEEKING SAAS PARTNERS TO ENHANCE SAFARICOM'S SMB CLOUD SOLUTIONS IN CRM, ERP, FINANCIAL MANAGEMENT, HR, STOCK MANAGEMENT, SOCIAL MEDIA, CALL CENTER SERVICES AND OTHER RELEVANT ADDITIONAL USE CASE.

Document Release Date:25th Nov 2024

Last Date for Receipt of Proposals:13th December 2024

1

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.

CI/CD   -   Continuous integration, Continuous Delivery.

KRA   -   Kenya Revenue Authority.

Table of Contents

1.0 INTRODUCTION

Safaricom, Kenya's leading telecommunications and technology services provider, is evolving into a top-tier technology solutions company. We are developing a comprehensive cloud ecosystem to offer Software-as-a-Service (SaaS) applications specifically designed for the Kenyan market.

Safaricom aims to establish strategic alliances with established SaaS providers offering **Market-Ready Solutions** through this Expression of Interest (EOI). We intend to broaden our enterprise cloud offerings by partnering with companies that provide cutting-edge SaaS products in critical domains including:

1. **Customer Relationship Management (CRM).**
2. **Enterprise Resource Planning (ERP).**
3. **Financial Management.**
4. **Human Resources (HR) Management.**
5. **Stock Management.**
6. **Communication / Call Center.**
7. **All-in-One social media Tool.**
8. **Please feel free to include any relevant use cases not mentioned above.**

Safaricom PLC invites EOIs from experienced partners with advanced SaaS offerings and seamless integration capabilities. These partners will help us deliver innovative solutions that meet our company's requirements and enable us to provide top-tier services to our customers in Kenya. **The partnership model will be based on a revenue-share arrangement to be agreed upon.**

2.0 AIMS AND OBJECTIVES

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, Management, Stock Management, Communication / Call Center, and All-in-One social media Tool.

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

Safaricom seeks partners with specific qualifications and a commitment to collaboration. Interested parties must adhere to detailed submission instructions, with subsequent steps including evaluation, presentations and proof of concept, 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.
→ 99.5% uptime/availability SLAs and comprehensive security certifications.
→ Continuous delivery of updates/upgrades through automated CI/CD pipelines.
→ Self-service options.
→ invoicing currency to be Kenya Shillings (KES).

3.0 DETAILED SCOPE OF WORK

Please specify your area(s) of strength.

Domain	Scope of Work	Feature Set	Tick your area of expertise
Customer Relationship Management (CRM)	Implement a cloud-based CRM solution to manage the entire customer lifecycle. Ensure integration with ERP, billing systems, and other enterprise applications. Provide self-service customer portals and knowledge base.	Sales Force Automation, Marketing Automation, Service & Support, AI/ML for lead scoring, next-best-actions, sentiment analysis, Omnichannel engagement (web, mobile, social, messaging), Reporting, dashboards, advanced analytics.	
Enterprise Resource Planning (ERP)	Deploy an integrated, cloud-based ERP suite. Ensure compliance with industry standards and regulatory requirements. Provide self-service portals for employees and partners.	Finance, Procurement, Supply Chain, Inventory, Manufacturing modules, Business process automation and workflow management, Advanced reporting, analytics, data visualization, Integration with CRM, HR, other business systems	
Financial Management	Implement cloud-based financial management and accounting software. Ensure compliance with accounting standards and tax regulations. KRA accreditation, Integrate with ERP, CRM, procurement, and other systems.	General Ledger, Accounts Payable/Receivable, Billing, Revenue Recognition, Invoicing, banking integrations, Project/Timesheets billing, reporting, Asset management, tax compliance, Financial reporting, budgeting, forecasting, planning, AI/ML for expense management, fraud detection, predictive analytics, Till Reconciliation.	
Human Resources (HR) Management	Deploy a comprehensive, cloud HR management system. Ensure compliance with employment laws and data privacy. Integrate with ERP for payroll, benefits, and compensation.	Talent Acquisition, Onboarding, Learning & Development, Performance, Succession, Recruitment marketing, applicant tracking, Learning management, talent development, Time & attendance, scheduling/rostering, Employee and manager self-service portals, Workforce analytics, reporting, forecasting, AI/ML for candidate matching, predictive attrition modeling	
Stock Management	Implement a cloud-based stock management system. Ensure integration with ERP and supply chain management systems. Provide mobile access for real-time stock updates.	Inventory tracking, stock level optimization, demand forecasting, Automated reordering, stock alerts, Detailed reporting, analytics on stock performance, Support for multiple warehouses, locations, Barcode, RFID support for accurate stock control	
Call Center Services	Implement a comprehensive, cloud-based call center solution. Provide real-time monitoring and analytics for call center performance. Ensure seamless integration with CRM for enhanced customer interaction.	Inbound and outbound call management, IVR, call routing, Omnichannel support (voice, email, chat, social media), AI/ML for predictive dialing, call analysis, sentiment tracking, Self-service options, automated responses, knowledge base, Workforce management for agent scheduling, performance tracking	

All-in-One social media Tool.	Implement a cloud-based social media management tool similar to Hootsuite. Provide real-time performance tracking, analytics, and reporting. Ensure compliance with data privacy regulations.	Multi-platform social media scheduling, publishing, content management, Integration with CRM for enhanced customer interaction, tracking, Social listening, sentiment analysis for brand monitoring, AI/ML for content recommendations, audience targeting, automated responses, Collaboration tools for team-based social media management, Content calendar, workflow management, Mobile app for managing social media on-the-go, Customizable dashboards, reporting for measuring KPIs.	
Other relevant Use cases.	Fill as applicable	Fill as applicable	

5.0 Evaluation Criteria

Submissions will be evaluated based on the following criteria:

Evaluation Criteria	Fully Compliant/Partially Compliant/Not Compliant	Supporting Documentation
Product and Technical Qualifications		
Is your application deployed on the cloud and can be accessed via a browser. (Do not require an agent to be deployed locally). Kindly provide a link.		
Does your application have API (RESTful API) and integration capabilities? E.g MPESA,		
Does your applications have AI/ML capabilities (For automation etc)		
Does your applications have Mobile-responsive UIs		
Uptime/availability 99.5% (<3 days of downtime in a year)		
Security (Data encryption, access control, backup, and disaster recovery)		
Company Qualifications		
Overall, Company profile indicating the business focus areas.		
Demonstrated expertise in the specific domain if any (CVs of technical personnel, Professional Certifications, Company and individual awards, organogram).		
Expound on your customer support and training.		
Provide copies of compliance certifications if any (ISO, Data protection etc.)		
Partnership Qualifications		
Do you agree to negotiations on a revenue share model?		
Do you agree to a co-marketing commitment. (Joint to market activities, branding etc).		

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 ; copy to jomari@Safaricom.co.ke

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 1563-2,1

Important Instructions

a)   All new and participating suppliers for this EoI will be expected to register as new suppliers via the below link to be able to access the EoI.

b)   Note that the responses to this EoI are to be submitted via the Safaricom i-sourcing portal and e-mail responses will not be considered.

c)   For any support on this EoI, kindly send an email to sgide@Safaricom.co.ke copying jomari@Safaricom.co.ke

5.0 EOI REQUIREMENTS FOR THE BIDDERS

6.0 INSTRUCTIONS TO RESPONDENTS

Below are instructions that responses to this EOI MUST adhered 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.

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	25th Nov 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

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.