

Expression of Interest - Digital Marketplace Platform Solution

Safaricom PLC is a leading telco Enterprise Business partner and distributor of Digital and SaaS solutions, recognized for its extensive market reach, robust infrastructure, and innovative capabilities in the EA region. To enhance digital transformation offerings and better serve evolving Small and Medium Enterprise customer needs, Safaricom seeks a sophisticated Digital Marketplace to centralize and streamline access to SaaS products, enabling efficient onboarding, billing, and subscription management for businesses. By having this platform in place, Safaricom aims to simplify access and accelerate SaaS adoption. With our strong partnerships, industry-standard alignment, and customer-centric approach, Safaricom is well-positioned to drive marketplace success and scalability in the region.

Part 1: Organization Brief and Scope

1. Company Background and Experience
 - a) Describe your company's history, services, and areas of expertise, particularly in digital marketplaces and sale of SaaS products, and how many years your company has been in the business of developing and supporting digital marketplaces
 - b) Outline your experience with organizations of similar industry and scale to Safaricom PLC and provide references from at least three comparable customers globally. Include customer testimonials and case studies demonstrating solution impact.
 - c) Outline your experience in the sale of Telco/GSM products that are hosted on the digital marketplace that can be configured on the platform and accessed by customers
 - d) Share what percentage of your business is focused on marketplace platforms, SaaS products, and related digital transformation solutions
2. Industry Suitability and Customer Testimonials
 - a) Describe any industry-specific capabilities and flavors that make the solution suitable for our requirements as a Telco
 - b) Provide a list of notable customers in the EMEA region, particularly those in similar industries or of similar scale. Include case studies or testimonials showing the solution's impact on their business operations, digital transformation, scalability, and customer experience. Include analyst reports (e.g., Gartner, Forrester) that validate your platform's positioning in the market.

Part 2: Functional Requirements

This section evaluates the platform's ability to meet key business needs for onboarding, billing, subscription management, and analytics.

1. Onboarding Capabilities

Describe how your platform supports partner and customer onboarding, with features like self on-boarding, documentation uploads, compliance validation, and approval workflows.
2. Catalog and Discoverability

Outline the discoverability features, including search, categorization, open API support, and integration with recommendation systems. List any recommendation systems you have integrated with, and/or any use case with AI capability that aids discoverability of products
3. Billing and Financial Management



**EXPRESSION OF INTEREST- PROVISION OF SAFETY
AND HEALTH MANAGEMENT SYSTEM VETTING,
SAFETY AND HEALTH INSPECTIONS, AUDITS,
TRAINING AND SUPERVISION SERVICES**

Document Release Date: 27th November 2024

Last Date for Receipt of Proposals: 18th December 2024 at 5:00 PM (Kenyan Time)

1. INTRODUCTION

Safaricom PLC is a leading telecommunications company offering a comprehensive range of integrated telecommunication services, including mobile and fixed Voice, SMS, Data, Internet, and Mobile money (M-PESA) to over 30 million subscribers. Safaricom currently holds a market share of 69% and commands the widest mobile network coverage enabling it to maintain its position as the region's mobile market leader. Our efforts are geared towards positively impacting the lives of those in the communities around us and thus we strive to change the present to improve the future.

As an employer of choice, Safaricom recognizes the right to protecting and promoting the health, safety, and Wellbeing of all through ensuring that this is provided as a right at work and a value integrated in operations. Safaricom therefore strives to provide a safe workplace, safe systems of work and safe operations implemented through a robust safety, health, and wellbeing management system to ensure that no one gets hurt.

This document constitutes the formal Request for Expressions of Interest (EOI) for provision of **Safety and Health Management System Vetting, Safety and Health Inspections, Audits, Training and Supervision Services**.

2. AIMS AND OBJECTIVES

This Expression of Interest (EOI) document is intended to lead to the identification of suppliers that can demonstrate capacity and experience in **Safety and Health Management System Vetting, Safety and Health Inspections, Audits, Training and Supervision Services** in a manner that enables Safaricom meets its ambitions.

Safaricom is therefore soliciting Expressions of Interest from interested companies that clearly demonstrate the following:

1. Legal requirements. The company must be a Limited Company registered and licensed by relevant regulatory bodies as well as holding all required commercial licenses and insurance covers (provide copies of the valid certificates and licenses), including, but not limited to:
 - Provide evidence of compliance to Tax compliance
 - Compliance to DOSHS, NHIF, NSSF and WIBA requirements for workplaces
 - Business permit provided by the county government.
 - Approval by DOSHS and NITA as training institution
 - Licensed by NEMA as a Firm of Experts or Lead Auditors and Key personnel who are DOSHS Approved OSH Advisors

- Proof of valid Professional indemnity cover
2. The profile of the company detailing the years of experience as an outstanding health and safety consultant offering provision of health and safety management system vetting conforming to ISO 45001, projects on site supervision, trainings and inspections & audit services accompanied by comprehensive findings and corrective actions tracking to closure as per defined timelines.
 3. Detailed organogram showing key personnel and attached testimonials including: -
 - a) **ISO 45001 Lead Auditors.** All auditors shall have a minimum of an undergraduate in health and safety or a related discipline (Engineering, Environment, Sciences) and NEBOSH International Diploma qualifications. They must demonstrate experience in conducting audits including contractor and subcontractor vetting.
 - b) Supervisory staff.
 - **Safety Associates.** Qualifications to include a diploma in any discipline that may be related to health and safety and NEBOSH IGC qualifications with a minimum of 2 years' experience in the health, Safety, and environment field. Skills should include knowledge of contractor management and good interpersonal skills to allow for mentoring and motivation communication.
 - **Safety Lead.** Qualifications to include a bachelor's degree in any discipline that may be related to health and safety and NEBOSH IDP qualifications. Experience of a minimum of 5 years in corporate health, Safety, and environment management. Skills should include knowledge of contractor management and good interpersonal skills to allow for mentoring and motivation communication.
 - c) All electrical inspections shall be undertaken by an **Electrical Engineer** with a minimum of a bachelor's degree in electrical engineering and registered with EPRA (C1 and T3). The engineer shall also be registered by the Engineers Board of Kenya (EBK). The Electrical Engineer shall ensure comprehensive electrical hazard audits.
 4. Technical Capacity to meet service requirements.
 - a) Capacity to conduct EMF measurements, possession of an EMF measurement tool/ spectrum analyser sharing letters of agreement if leased as well as evidence of a qualified and experienced EMF measurement expert

- b) Capacity to undertaken air quality measurements, possession of gas analysers including letters of agreement if leased.
- c) Capacity to undertaken noise level measurements, possession of noise meters including letters of agreement if leased.
- d) Capacity to undertake electrical safety audits and measurements, including possession of electrical thermal imaging equipment, voltmeters, and others.
- e) Capacity to undertake audits of illumination and vibration levels, possession of Lux meter, vibration meters
- f) Capacity to undertake alcohol testing including possession of alco-blows
- g) Provide evidence of access to tools and equipment for monitoring and evaluation purposes other than the above

5. Current list of clients where similar services has been carried out, providing evidence of service provision covering the geographical footprint of Kenya. The vendor should Provide recommendation letters of at least 5 clients from the clients and contacts. (NOT MORE THAN 5YEARS)

Name of Corporate Client	No. Years' Service been Provided	Scope of Services Provided

6. Provide statements on audit methodologies, sample reports (samples of health and safety audits that have been undertaken with accompanying scoring),
7. Provide project methodology covering all contract scopes and evidence of supervisory service provision including reports, checklists, inspections reports, permits to work, journey management, training records, meeting minutes, and all other documents to demonstrate full competency in all the requested services provision.
8. Demonstrate good command of the local and international regulations on health and safety

9. Vendor's compliance to occupational health and safety requirements including company Health and safety policy and ensuring that the highest standards of safety and health are observed in their execution of work for Safaricom.
10. Proof of company having an established online system allowing for live auditing which the client shall have access to. A well-established online system for maintaining the database of required elements (vetting, etc.)
11. Provide certification to deliver internationally recognized trainings and evidence of delivery of the said trainings
12. The principal place of business and outlets/offices clearly indicating the exact locations submitting supporting documents for office ownership or lease and county licenses.
13. Financial capability – submit 2 years audited account.
14. Provide details of how you intend to support the customer in relation to the aspects listed –
 - a. Speed of responsiveness,
 - b. Complaint Resolution Analysis
 - c. Service Recovery Effectiveness
 - d. Service Quality Audits
 - e. Proof of a system that allows the customer to share feedback instantly? If yes describe your feedback mechanism and if it allows integration with the client's internal system. Share sample reports.

3. SCOPE OF SERVICES

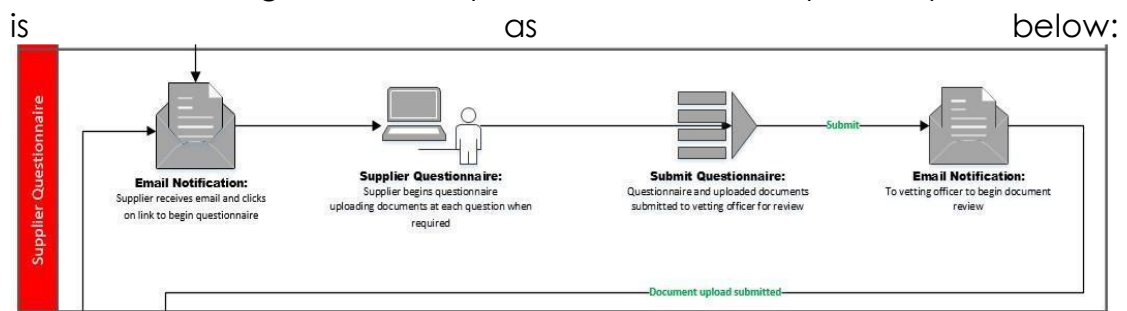
Requirement for Safety and Health Management System Vetting, Safety and Health Inspections, Audits, Training and Supervision Services including vetting of conformance to ISO 45001 standards, Safaricom and partner (Vodacom/ Vodafone) requirements and safety and health best practice.

Contractor and Subcontractor Vetting

- a) The vendor shall undertake desktop reviews of submitted contractors' and sub-contractors' scope of works and associated risks for purposes of categorizing the scope of work into high, medium, and low risk as defined in Safaricom's OSH in Supply Chain Management Standard and related procedures.
- b) Vendor ISO 45001 Lead Auditors shall undertake comprehensive vetting of contractors and subcontractor OSH management system, compliance to OSH related legal requirements, standards, policies,

procedures, practices, resources, tools, and equipment to determine their capacity and competence to deliver work safely for Safaricom including through desktop and onsite verifications and shall make recommendations to Safaricom based on a pre-approved rating system. The vetting shall include, but is not limited to, a review of contractors' and subcontractors' OSH performance, ability to deliver against Safaricom's requirements and ability to meet the local OSH-related legislative requirements.

- c) The vetting questionnaire shall be agreed upon with Safaricom and it is expected that it will take one man-day to review each contractor's or subcontractor's submitted documentation.
- d) The vendor shall provide an online platform through which the desktop vetting shall be conducted and provide Safaricom access to the database. A diagrammatic representation of the expected process flow is



- e) Vendor to communicate and facilitate or conduct training and awareness to ensure compliance to Safaricom and Vodacom/ Vodafone SHW standards, local legislation and on any other training as required or when requested by Safaricom.
- f) Vendor to undertake safety and health related due diligence of acquisitions and divestures, as and when required.
- g) Vendor to provide ad hoc legal compliance opinion, undertake client protocol corporate standards audits, measurement of standards of performance against sustainability, food safety audits against industry norms and standards, or other requested related audits.
- h) Vendor to undertake, on an annual basis, a review of main contractor performance and confirm their continued capability to deliver products/ services safely.

Robust Risk Management

Safaricom requires the minimization of safety and health risks to as low a level as is reasonably possible through the application of the Hierarchy of Controls across all its operations. This requirement calls for the vendor to assess on Safaricom's behalf the robustness of risk management across its operations; monitor and evaluate application and effectiveness of controls, especially in high-risk work activities including occupational road risk, and track to closure the improvements required to enable Safaricom achieve its 'zero harm, no one gets hurt' mission. To that end, the vendor shall:

a) Ensure at qualification, re-qualification, contracting, incident occurrence, and work modification stages that contractors and subcontractors provide an OSH plan (Risk Treatment Plan) that covers the full scope of activities to be undertaken, control measures that will be considered for the project or contract in question and must take into account Safaricom's and partner market requirements, local environment, working practices and regulations, amongst others. The plan must be submitted during RFx submission and assessed prior to contract award, amendment, extension, occurrence of incident, or at renewal. The OSH plan/ Risk Treatment Plan must contain the following;

- Scope of works that is to be undertaken
- Key contacts and responsibilities for health, safety, and wellbeing delivery, including, the qualifications and experience of those with specific responsibility for health, safety, environment, and wellbeing.
- Risk assessments, method statements, and safe systems of work that detail how the tasks will be completed safely. These must be specific to the project/ contract and take into account the different environments that will be encountered.
- Details of any relevant accreditations e.g., ISO 45001 or associated programmes.
- Training matrix detailing what health, safety and wellbeing training will be delivered to employees and subcontractors.
- Details of PPE selection, EN Standard, maintenance and record keeping processes.
- Details of the monitoring, auditing, inspection, certification, and reporting processes that you have in place to ensure that the required standards are achieved.
- Details of incident reporting and investigation procedures.
- Details of change management, governance and assurance and emergency response plan
- Details on how subcontractors will be selected and managed, including communication of client requirements.
- Details on how local legislation and standards as well as Safaricom Policy and Standards will be adhered to

The level of detail that will be available during the negotiation phases (pre-contracting phases) will vary however the basic structure and key information must be in place. The full plan must be completed and be agreed with Safaricom prior to contract commencement or any physical activity beginning

Supervisory Services

The supervisory model adopted is part of the vendor scope to reinforce the assurance of compliance to Safaricom's and partner market (Vodacom/Vodafone) requirements, statutory obligations and international best practices including as defined in ISO standards. The vendor shall provide Safaricom competent safety personnel to undertake third party oversight as follows.

- i. Regional Safety Associates totaling seven to be based across Safaricom Kenya's geographical footprint, as follows;
 - Nairobi-1
 - Mountain-1
 - Coast-1
 - Rift-2
 - Greater western-2
 - ii. Overall SHW Lead shall be based in Safaricom's HQ.
- a) The vendor's supervisory staff will be required to ensure Contractors' and Subcontractors' Health, Safety & Environmental (HSE) personnel conduct Site inspections on a daily, monthly, and quarterly basis. They shall assess the comprehensiveness and adequacy of the inspections and make recommendations for improvement to the Contractor and Subcontractor HSE personnel and Safaricom. Reports of the same shall be submitted to Safaricom's project and SHW teams. The Vendor's supervisory staff will be expected to follow up on actions arising and track to ensure their closure.
 - b) The vendor's supervisory staff will ensure Contractor and Subcontractor HSE personnel implement Project OSH plans as approved. The vendor's supervisory staff are authorized to liaise with the Safaricom Project and SHW Team and stop any unsafe work or condition that poses serious and imminent danger to safety, health, and wellbeing and where there are deviations from the approved OSH plan/ Risk Treatment Plan until all anomalies are rectified to satisfaction. They will also ensure that all Stop Work Orders are logged in Uzima.
 - c) The vendor's supervisory staff are to facilitate, attend and ensure effective contractor/subcontractor pre-mobilization meetings, periodic safety meetings, and other meetings that are held in the interest of health and safety.
 - d) The vendor's supervisory staff are to ensure contractor and subcontractor personnel are competent for their assigned tasks, fit for work, and conduct their work in the appropriate manner.
 - e) The vendor's supervisory staff are to ensure that contractors and subcontractors maintain safety files that contain all requisite

documentation and that they are all maintained in an up-to-date manner.

- f) The vendor's supervisory staff are to assess and validate contractors and subcontractors daily toolbox talks, permits to work entries, journey management entries, PPE inspections, plant, tools and equipment inspections, vehicle inspections, workplace inspections, construction work inspections, storage and housekeeping practices inspections in Safaricom operations that are under their jurisdiction and to ensure that all Safaricom requirements are fully met prior to work commencement daily including submission of these in the Uzima App.
- g) They will also ensure and report on compliance of Contractor and Sub-contractor personnel to conducting periodic/weekly inspections and assessments, senior management tours, training and induction sessions for new employees, suppliers and visitors to sites of operations.
- h) They shall review Uzima app entries within their assigned regions and ensure that they fully meet Safaricom requirements and shall require closure of nonconformities prior to approval. This includes giving final approval for permits to work to be employed in undertaking high-risk work. This is a pre-requisite before any work commencement. They can also cancel Permits including general work permit, Excavation, work at height, hot work permits, confined space permit, Electrical Isolation permits.
- i) In addition, that statutory, task specific specialized training sessions for high-risk jobs and general safety awareness sessions are undertaken. The vendor's supervisory staff shall also conduct or facilitate any training sessions that are deemed necessary for safe work.
- j) The vendor's Supervisory staff shall also implement a Behavior Change program, observing and assessing the behaviors of high-risk workers to determine those that need to be rectified or reinforced and providing feedback in a constructive manner while fostering psychological safety and a positive safety culture at the worksite. Reports on the same shall be sent to relevant Safaricom teams.
- k) They shall ensure that Contractor and Subcontractor HSE personnel have conducted incident investigations to identify root causes for near misses, accidents and dangerous occurrences and that these are documented in accordance with Safaricom standards.
- l) The vendor's supervisory staff shall prepare and submit weekly and monthly reports on progress status of investigation reports, inspections, senior management tours, Absolute Rules violations, unsafe acts and conditions, qualitative data of accident and ill health (including, Fatal Injuries, Lost Time Injuries, Incidents, Near Misses and Dangerous Occurrences, Lost days, First Aid Cases, Sickness Absences and ill-health data. The vendor's supervisory staff shall compute and provide trend analysis reports for Accident Rates, Accident Incidence Rate and Frequency Rate, Fatal Accident Incidence and Frequency Rate, Lost

Time Injury Incidence and Frequency Rate, Accident Severity Rate, Ill-Health Prevalence Rate, amongst others) and other documents as requested

- m) The vendor's supervisory staff are to map all tiers of contracting within each of the contracts and projects under their jurisdiction and bring to Safaricom's SHW team attention any tier 2, 3 or other tiers of contracting that may be existent within a contract or project and has not been approved for vetting and approval.
- n) The vendor's supervisory staff are to work with integrity and adhere to Safaricom's code of conduct.
- o) The vendor's supervisory staff are to prepare a plan to ensure that all sites under their jurisdiction undergo an independent workplace inspections and audits on environment, health and safety on quarterly basis
- p) They are to also ensure that Contractor and subcontractor Health, Safety & Environmental personnel undertake, document and submit for their approval risk treatment plans, pre-job planning and job hazard analysis/ safety surveys and dynamic risk assessments throughout the lifecycle of a project.
- q) They shall also ensure that all works are adequately supervised by a competent resource.
- r) The vendor's supervisory staff shall monitor compliance to local OSH related legislation; they shall ensure OSH committee meetings are held on a quarterly basis by Contractor and subcontractor Health, Safety & Environmental personnel, Workplaces are registered, WIBA insurance policies are available, adequate and maintained up-to-date statutory audits and risk assessments are undertake, inspection of lifting equipment and pressurized vessels, inspection of fire equipment, vehicle inspections, fire drills, statutory trainings, surveys amongst others are undertaken and report on status of the same. Should there be a gap, the vendor's supervisory staff is always expected to take the appropriate action to ensure full compliance.
- s) They shall ensure that all Safaricom OSH requirements are cascaded in contract to all other involved parties.
- t) Coordinate all emergencies at worksites in collaboration with Safaricom, Contractor and Subcontractor HSE personnel. The vendor's supervisory staff shall be expected to inspect and audit the emergency arrangements (first aid, fire equipment and emergency arrangements such as exits) for adequacy and appropriateness, perform fire drills in collaboration with Safaricom's Security and SHW teams and ensure that there is always an appropriate number of first aiders and fire marshals at the site.
- u) They shall maintain field presence at sites of operations within their jurisdiction and ensures that at no time is the site not attended to while high-risk work is in progress.

- v) Conduct Inspections daily outlining unsafe conditions and unsafe acts observed accompanied by a corrective and a prevention action plan.

Operations and Reporting

- a) The vendor shall provide a comprehensive plan demonstrating on how all Safaricom sites of operations shall be inspected in each calendar year.
- b) Incentivizing performance - The vendor shall implement a mechanism for incentivizing OSH performance and compliance through a contractor and subcontractor reward and recognition program, recognizing both quarterly and annual performance of contractors and subcontractors.
- c) The vendor shall provide weekly, monthly, and quarterly updates on findings from vetting, contractor and subcontractor supervisory work, independent workplace inspections, trainings and other all other relevant ad hoc reports as and when requested by Safaricom SHW team. This shall also include health and safety performance reports for all main contractors outlining performance against Safaricom's H&S plan requirements, non-conformances and opportunities for improvement and lead quarterly review meetings with the main contractors and Safaricom.
- d) Vetting – the vendor shall provide final audit and vetting reports submitted to Safaricom within a maximum of 3 working days on completion of both desktop and onsite vetting procedures.
- e) Incident investigation – The vendor shall ensure that personnel assigned to Safaricom operations have incident investigation training and capacity to ensure that response to incident scenes is undertaken within an hour of the incident occurring. A flash report shall be submitted within 4 hours of a major or fatal incident. In-depth investigations using approved templates shall also be undertaken to determine root cause and must be submitted to Safaricom within 15 days of an incident detailing direct and root causes and recommendations. Well prepared PowerPoint presentations providing context of the incident, timeline of events, evidence, incident root cause analysis and recommendations must also be prepared for purposes of close out meeting reviews within 21 days of the incident and for sharing of lessons from incidents.
- f) The vendor shall take all necessary measures to ensure that works are executed with utmost confidentiality. All information collected should be handled with confidentiality and only released to authorised parties with Safaricom's permission.
- g) The vendor shall be flexible enough to respond to requests for clarifications at any time during the contract.

3.4 Responsibilities for the Vendor.

The vendor shall provide the following.

Personal protective equipment to its staff, working tools, Vehicles with telematics and AI enabled cameras, Medical Insurance, WIBA insurance and all Emergency Response arrangements.

3.4 Responsibilities of Safaricom PLC

Safaricom shall

1. Facilitate access to its facilities where inspections and audits will be required
2. Review and evaluate outsourced company effectiveness

SUBMISSION OF RESPONSES

Interested suppliers should submit their response to this via the portal. Any questions regarding the EOI should be emailed to LWanjiru@safaricom.co.ke and copied to ewere@safaricom.co.ke on or before **18th December 2024 at 5:00 PM (Kenyan Time)**

NEXT STEPS

- Review of submitted Expressions of Interests
- Prequalification of shortlisted suppliers
- Issuing of tender to prequalified suppliers.

NOTE:

- Only the suppliers who meet our minimum requirements will be considered for further discussions.
- Safaricom 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 the purpose of informing the bidders of the outcome of the process.
- Safaricom 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.

Similar Requirements relating to this EOI are accessible via the below link. Kindly review all instructions on this document before proceeding to submit.

[Negotiations - Oracle Fusion Cloud Applications \(oraclecloud.com\)](#)

Important Instructions on Enquiries and submission of Responses

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

<https://egjd.fa.us6.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuld=300000002465003>

b) All registered suppliers who would like to participate in this EOI can access the EOI through below link.

[Negotiations - Oracle Fusion Cloud Applications \(oraclecloud.com\)](#)

c) Note that the responses to this EOI are to be submitted via the Safaricom i-sourcing portal. **e-mail responses may not be considered.**

d) Once logged in, all interested suppliers can access the EOI by following below steps:

Supplier Portal>>Negotiations>>View Negotiations>>*Invitation Received (pick number XXX)>> Search.

d) The EOI response **should not** include pricing/commercial proposal.

- e) Companies in the SIG categories are encouraged to apply.
- e) All responses should be provided in standard file formats i.e., XLSs, DOC(X) and PDF.
- f) Any link submitted together with the documentation should lead to an MS OneDrive folder and not Google Drive or WeTransfer. Submissions with links to platforms other than MS OneDrive will not be accessible on our end and will not be considered.
- g) Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.

Describe billing and invoicing capabilities for various payment methods, revenue sharing, financial reporting, reconciliation and dispute resolution. Confirm that the platform can handle configurations for subscription-based, one-time, and usage-based pricing models.

4. Subscription and Licensing Management

Describe your platform's subscription and licensing management features, including renewals, upgrades/downgrades, and customer-managed billing.

5. Data Analytics and AI Capabilities.

Describe the platform's capabilities for data ingestion and export, and how it leverages AI/ML for insights and automation, for predictive analytics and insights. Provide documentation on AI/ML implementations and data integration capabilities.

6. Support and Issue Management

Describe self-service support options for partners and customers, escalation channels (e.g., chatbot), a centralized issue-tracking capability that customers and partners can use to report and resolve issues efficiently, as well as integrations to ticketing and frontline solutions. Include SLAs and supporting documentation on escalation paths and customer support practices.

7. Product Roadmap, Technology Strategy and Future Readiness

Provide a 3-year product roadmap, showcasing how the platform incorporates emerging technologies to keep the platform cutting-edge, such as AI/ML, to enhance capabilities. Include supporting documentation on your roadmap and technology strategy.

8. Mobility by design

Confirm whether it the platform is an intuitive, zero-training solution that runs seamlessly on mobile platforms and leading browsers. Support for regional customization and multi-language options.

9. Customizable Branding

Full support for Safaricom branding, including logos, colors, themes, and domains.

Consistent and scalable branding across web and mobile platforms (ie.) must extend to all interfaces, including customer portals, vendor dashboards, and notifications.

10. Technical Branding Support

Comprehensive guidance and support for white-label setup, integration, and maintenance. APIs and tools for seamless branding updates and troubleshooting.

Part 3: Non-Functional Requirements

This section assesses the platform's architecture, compliance, security, scalability, modularity, and operational resilience.

1. Technology and Architecture

Confirm if the solution is cloud-native and containerized. Provide supporting documentation on relevant technologies and modular design.

2. Modularity and Extensibility

Describe the modularity and extensibility of the platform, designed to accommodate business changes with minimal or no code changes.

3. API and Integration Standards

Confirm the solution's Open API-based approach and share current API documentation, including any compliance with TM Forum standards and practices.

4. Scalability, Availability, and Reliability

Describe the scalability options for high user and transaction volumes, as well as high availability features, including predictive maintenance capabilities. Include SLA documentation on uptime and performance.

5. Deployment and Agile Readiness

Confirm the platform's support for agile deployment, fast iteration, and incremental improvements. Describe standard tools (e.g., IntelliJ, Android Studio, Swift/XCode) and deployment methodologies. Include examples of agile deployment in similar organizations.

6. Security and Compliance

Describe your platform's approach to data security, PII encryption, and compliance with GDPR and other data privacy laws. Detail access control at all granularity levels, and provide security certification and compliance documentation.

7. Business Continuity and Disaster Recovery (BCP/DR)

Outline BCP and DR capabilities, data redundancy, and recovery timelines. Provide documentation of protocols and past performance evidence.

8. Platform Training and Support

Describe your training options, client support channels, SLAs, and maintenance schedules. Include documentation on product maintenance, patches, and support services.

9. User Experience and Accessibility

Confirm if the platform is intuitive with zero-training required, optimized for mobility on leading browsers and mobile devices. Describe any accessible design features and provide UI/UX documentation.

10. Configuration and Extensibility

Confirm that the platform supports extensive configuration with minimal impact on core code. Describe your approach to updates and changes for business adaptability.

11. Standard Collaboration Tools

Describe integration with tools like JIRA, Confluence, GIT, and IDEs (IntelliJ, Visual Studio Code, etc.). Provide documentation on tool integration and version control processes.

12. Use of Open-Source Technologies

Describe any open-source technologies leveraged in the platform, including the benefits to customers and evidence of long-term support.



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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

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.

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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 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 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 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.

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	25 th 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.

We trust this opportunity may interest you hence looking forward to receiving your submission as requested in the EOI document. If interested, kindly use the below link to register your organization before responding to the EOI. Note that this only applies to new suppliers and existing vendors do not have to register.

https://egjd.fa.us6.oraclecloud.com/supplierPortal/faces/FndOverview?_afndGlobalItemNodeId=itemNode_supplier_portal_supplier_portal

Once registered, the EOI can be accessed via the below link. Please note all communications relating the EOI will be done through the messaging tool in the portal. The Single point of Contact for the EOI is Charles and will respond to all the queries and clarifications.

<https://www.safaricom.co.ke/about/join-safaricom/our-suppliers/tenders>

Notes:

- All responses will be through the portal, email submission will not be evaluated
- If you don't hear from us two months post the EOI closure, it means your submission did not meet our minimum threshold and wasn't progressed to the RFP stage
- Commercials are not needed in this stage

All enquiries relating to this EOI, and the final responses should be addressed to; Cokumu1@Safaricom.co.ke; copy to bids@Safaricom.co.ke on or before 18th December 2024 5:00PM EAT