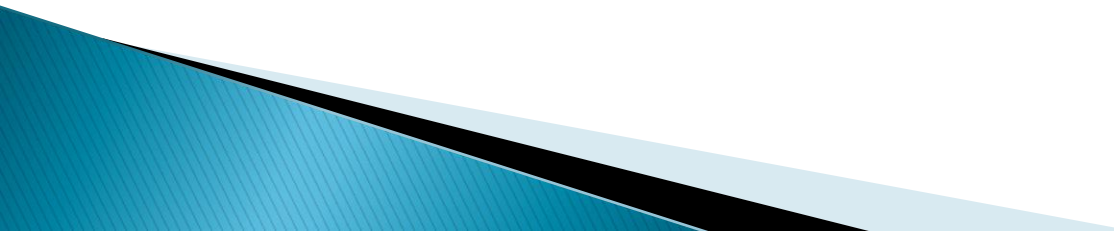


Bulk SMS & Short Code

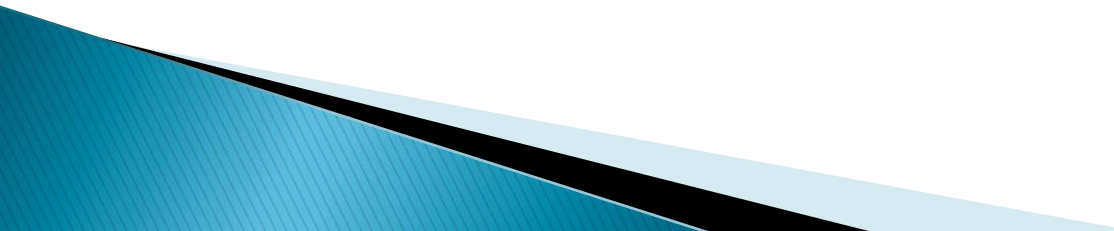
Technical Department



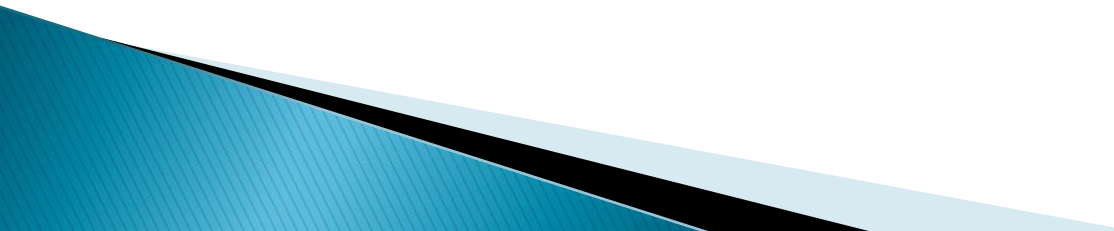
Introduction

- ▶ Setup an SMS API to use Safaricom's SMS Center to send notifications via SMS to customers.
 - ▶ Allow clients to send requests and query their account details i.e product subscriptions and account balances via our short codes through their handsets.
- 

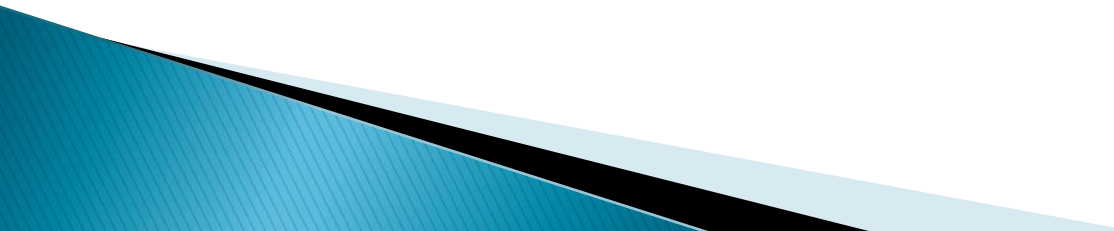
Purpose

- ▶ Send broadcast messages
 - ▶ Send reminders on payments and product subscriptions
 - ▶ Send confirmation messages on MPESA payments
 - ▶ Receive requests from clients via shortcode
- 

SHORT CODES

- ▶ One off setup fee Kshs 50000 Excl VAT & Excise
 - ▶ SMS are sent one way(Client->Frontier)
 - ▶ Client incurs cost of sending SMS
 - ▶ If client is querying SMS charges will be tied to the bulk SMS bundle(Frontier->Client).
 - ▶ Short code will be integrated with our system
- 

Bulk SMS & Integration

- ▶ Integrate system to send bulk sms and notifications
 - ▶ Charges for SMS cost will be tied to the bulk SMS bundles that Frontier will opt for.
 - ▶ Bulk SMS API will be both transactional and promotional.
 - ▶ We will have a link to a portal to manage Bulk SMS in terms of balances and usage history
- 

Bulk SMS Pricing

Lower Band	Upper Band	Price per Bundle + VAT	Price Per SMS + VAT	Validity
0	7000	KES 10000	KES 1.43	45 Days
7001	10000	KES 14000	KES 1.4	45 Days
10001	20000	KES 27000	KES 1.35	45 Days
20001	50000	KES 65000	KES 1.3	45 Days
50001	100000	KES 120000	KES 1.2	45 Days
100001	500000	KES 480000	KES 0.96	45 Days
500001	1000000	KES 720000	KES 0.72	45 Days
1000001	5000000	KES 2200000	KES 0.44	45 Days
5000001	10000000	KES 2500000	KES 0.22	45 Days
>10M		KES 0.12 PER SMS	KES 0.12	45 DAYS

Frontier Costings (Bulks SMS)

Action	No of Clients Targeted	SMS count	SMS Cost
End Month Bill Run	500	500	KES 1.43
Payment Confirmation	500	500	KES 1.43
Payment Reminder	200	200	KES 1.43
Alerts Average 2 per Month	1000	1000	KES 1.43
TOTAL	2200	2200	KES 3,146.00

* On average SMS will cost KES 3,000–4,000 per month