



TENDER DOCUMENT

ACQUIRING OF SMS SERVICES

NATIONAL INVESTMENT TRUST LIMITED

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1. INTRODUCTION

1.1 National Investment Trust (NIT) is the oldest and largest Mutual Fund Company of Pakistan, with its Head Office located in Karachi and operation spread all over Pakistan through its 23 branches and a customer facilitation center in Karachi.

1.2 Sealed Tenders are invited from reputed and well established firms/companies, registered with Sales / Income Tax Departments for providing Bulk Push SMS, Promotional, Transactional and Pull base SMS service as per specification, quantity and conditions mentioned in this document.

2. SCOPE OF WORK

2.1 NIT for automation of its business process and customer facilitation requires to implement SMS services. NIT needs to acquire through tendering process the services of an established organization already in the market providing SMS services for sending messages, receiving messages, or any other value added service in this regard. A shared and dedicated short code would be required in short term and long term respectively to send and receive the SMS. Bidder is expected to meet high quality of service delivery and especially ensure that there is no delay in receiving and sending of SMS.

3. INFORMATION FOR BIDDERS

Name of Procuring Agency:	National Investment Trust Limited National Bank Building, 6 th Floor, I.I. Chundrigar Road, Karachi. 74000, Pakistan.
Earnest money	Bank draft equal to 2% of the total bid value submitted for, annual maintenance and 1 million SMS bucket, in the name of NIT is to be enclosed at the time of bid submission.
Last date for Bid Submission	March 16, 2015 at 10:30 A.M
Bid Opening Date and Time	March 16, 2015 at 11:00 A.M
Bid Opening Place	National Investment Trust Limited National Bank Building, 6 th Floor, I.I. Chundrigar Road, Karachi. 74000, Pakistan.
Contact Person	Mr. S. T. A. Quadri, VP - Admin
Phone:	021-32412056-9 (Ext : 235)
Direct Phone	021-32425101
E-mail	avpadmin@nit.com.pk
Fax:	021-32422719

4. TERMS AND CONDITIONS

- 4.1.** The bidders should have valid registration of Sales Tax and Income Tax Department.
- 4.2.** Bids should be submitted in Pak Rupees only.
- 4.3.** A Service Level Agreement, which would include all the services / terms and conditions of the services is essentially required to be executed with the selected bidder.
- 4.4.** Firms blacklisted by any Government/Semi Government organization are not eligible to compete.
- 4.5.** NIT reserves the right to accept/reject wholly or partially any tender at any stage of the tender process.
- 4.6.** Validity period of the bids shall be for at least 30 days.
- 4.7.** The decisions of NIT will be binding on all concerned and will not be challengeable at any forum or any court of law.
- 4.8.** Bids are liable to be rejected if; they are not conforming the terms, conditions and specifications stipulated in this Tender.
- 4.9.** During the processing of the bids, NIT having sole discretion, may ask the bidders for clarifications of its bid. However, no change in the price or contents of the bid shall be sought, offered or permitted after bid submission.
- 4.10.** The Draft submitted as Earnest Money shall be refunded to the unsuccessful bidders after the decision for the award of said tender.
- 4.11.** For this tender all updates/changes shall be communicated through email by NIT.
- 4.12.** Development, deployment and testing of all deliverables to be completed (at the earliest) within Two (02) weeks and in no way exceeding Four (04) weeks from the date of issue of Job order.
- 4.13.** Bids submitted via email or fax will not be entertained.
- 4.14.** It is the responsibility of the bidder to properly understand the content of tender and approach NIT in case requiring any clarification.

5. PROCEDURE FOR BID SUBMISSION

- 5.1.** For this tender ‘Single stage- Two envelope procedure’ for open competitive bidding shall be adopted.
- 5.2.** Bid envelope submitted will comprise of a single envelope containing two separate closed / sealed envelopes containing Technical and Financial proposal.
- 5.3.** Technical proposal envelope should be marked as ‘Technical proposal ’ and should include following documents:
 - 5.3.1.** Company profile.
 - 5.3.2.** Valid Income Tax/GST certificate of the bidder.
 - 5.3.3.** Draft document of Service level agreement identifying response time, recovery time and other details required to be specified in such documents. At minimum should include all the salient features of SLA as mentioned in Annexure II.
 - 5.3.4.** Technical Specification, Draft SLA, BOQ and Qualification Criteria (Annexure I, II, III, IV, V) document completely filled, signed and stamped.
 - 5.3.5.** Provide all documents as mentioned in Annexure V Qualification criteria of Tender Document, like List of Customers with contact, etc.
 - 5.3.6.** Any other document mentioned in this tender document.
- 5.4.** Financial proposal should be marked ‘Financial proposal’ and contain bid price filled as per BOQ (Annexure III, IV) for specification given in Annex 1 and Bank draft for earnest money.
- 5.5.** Bidders should mention any other charges/optional charges other than those included in Annexure III & IV in financial bids, deemed necessary to complete and compare final bid amount. (all inclusive including taxes)
- 5.6.** Bank draft for the earnest money to be made in favor of NIT LTD.
- 5.6** In first stage only the ‘Technical proposals’ will be opened in the presence of bidders, representatives that choose to attend.
- 5.7** Technical proposals of the bidders will be evaluated, generally for compliance of ALL the requirements given in the tender document like; documents provided, adherence to Qualification Criteria given in Annexure V, etc.
- 5.8** If any of the requirement mentioned in the tender document is not fully met out by the bidder, that bid will be declared Non Responsive.
- 5.9** As a part of technical evaluation, bidders may be asked to arrange visit to their facility.
- 5.10** On the basis of prequalification evaluation, the financial proposal of only technically responsive bidder (qualified bidder) will be opened in the presence of their representatives that choose to attend.
- 5.11** Financial proposals of bids found technically non-responsive will be returned un-opened.

6. EVALUATION CRITERIA

- 6.1 The bidder submitting the lowest financial bid against 'Bill of Quantity: Annexure III' will be selected.
- 6.2 The prices given for 'Bill of Quantity (Future services): Annexure IV should be as per the market trend/practice.

7. PROJECT COMPLETION & TESTING

- 7.1 The selected bidder after ensuring all terms of specification Annexure I have been completed will hand over the SMS service / system to NIT for initial testing.
- 7.2 For initial testing vendor will provide a SMS bucket having sufficient SMS to use for verification for all features as per Annexure I. Any issue identified during initial testing will be immediately resolved by the selected bidder and same will be again tested by NIT for acceptance.
- 7.3 After completion of initial testing, a full load quality testing will be carried out by sending price alert SMS to all the registered customers for five working days. All the SMS consumed during this testing phase will be deducted from SMS purchased by NIT.

8. DOCUMENTATION AND TRAINING

- 8.1 Will provide necessary manual and training for:
 - 8.1.1 Usage of its application programming interface
 - 8.1.2 As required vide specification (Annexure I)
 - 8.1.3 As required for proper usage of provided system capabilities.

9. PAYMENT TERMS

- 9.1 Payments will be made for SMS bucket on per bucket basis and support with short code rental will be paid in advance on quarterly basis.
- 9.2 All payments shall be made after deduction of taxes or any other head as per SLA.
- 9.3 Payment will be processed after satisfactory one week quality testing on full load. SMSs send during this period will also be billed.
- 9.4 All payments shall be made through cross cheque as per Govt rules.

ANNEXURE 1: TECHNICAL SPECIFICATION FOR SMS SERVICES
(To be filled by bidder)

Attribute	Specification	Compliance (Y/N)	Comments
1. Push Based Service as per specification mentioned	1.1 Flexible Application programming Interface (APIs) to include: - Web service - Http/S - SMTP (Email) - XML		
	1.2 API set to cover all requirements for sending single or bulk SMS from NIT server application		
	1.3 Provide system generated timely response to SMS request, that will include - Delivery date & time - Unique SMS Identification code - Delivery status code - Error Code - Receiver mobile no. - Or any of the information required.		
	1.4 Response to be in form of web service/Http/XML/SMTP		
	1.5 Provision of SMS Request / Response through shared database (preferably MS SQL)		
	1.6 Minimum through put of 500 SMS in single Packet submission through API		
	1.7 Restrict sending of duplicate messages at service provider end		
	1.8 Provide Technical guidance for development of API at customer end for integration.		
	1.9 VPN connectivity to share database securely over the internet.		
2. Pull Based SMS Service as per specification mentioned	2.1 Provide 4 Digit short Codes with prefix for different activities at client end, like: - Customer mobile registration - Customer request for sale representative - Request for account status, Etc.		
	2.2		

	Provide API Coding/interface (web service /HTTP/S, XML) for processing of customer request at client end		
	2.3 Provision of SMS Request / Response through shared database (preferably MS SQL 2005 or Above)		
	2.4 Provision of short code based specific response for 'Sales Inquiry' having reply to sender, alert message/ email to NIT representative and listing of mobile Numbers.		
	2.4 Provide Technical guidance for development of API at customer end for integration.		
	2.5 VPN connectivity to share database securely over the internet.		
	2.6 Provide for complete processing of application (excluding fee/charges) for dedicated short code on behalf of NIT		
3. Web Portal for Interface as per specification mentioned	3.1 Provision of access to web portal to send SMS for any specific/one-time 'content' as per business requirement to customers		
	3.2 Provision (Development) of template for sending of prices of multiple NIT funds to recipient groups.		
	3.3 Facility to create group of recipients		
	3.4 Facility to add /edit mobile Numbers / Recipient name in defined group		
4. Reporting Requirement as per specification mentioned	4.1 Vendor generated reports on usage of SMS service		
	4.2 These reports be accessible from web portal / API DB		
	4.3 Reports to include SMs delivery details, Account usage details. etc		
	4.4 Capability for Network Delivery		
	4.5 Should include delivery status / Error Code		
5. Service availability / Support	5.1 SMS Service availability of 99.5 % uptime		
	5.2 Support availability on basis of 24x7x365		
	5.3 Access to support desk through Telephone/Web portal/Email		

	5.4 Facility for complain ID/Tracking		
	5.5 Ability to send standard SMS message (160 characters) and EMS extended message service (500 characters) to any SMS/ EMS capable mobile phone on all networks		
	5.6 Provide downtime alerts of its Infrastructure devices		
	5.7 Automated solution to provide Number Portability (MNP) support		
	5.8 Service provider will ensure a high quality of service. i) Minimum downtime ii) Minimum SMS delivery time iii) Maximum successful delivery of SMS, etc.		
	5.9 Service provider will ensure delivery of SMS to mobile operators network without any delay		
	5.10 The service provider should have operational connectivity agreements with mobile operators.		
	5.11 The provider (Vender) will have direct connectivity in the telecommunication provider SMSC (short message service center)		
	5.12 After initial testing, final quality testing on full load will be carried out.		
	5.13 Provide test account in development phase of application for testing purpose		
6. Email to SMS Alert	6.1 Email to SMS Service (Convert Email to SMS and send to respective mobile number.)		
	6.2 No Hardware and Software/ API install at NIT premises		
	6.3 Email Should be converted to SMS and delivered instantly (within seconds)		
	6.4 Complete Email and SMS log availability on Web port.		
	6.5 Bigger Payload capability SMS should be delivered if over 160 character.		
	6.6 Downtime alerts send with Brand name “NIT Alert”		
7. Message (SMS) Structure	7.1 SMS sent should be prefixed of Brand name “NIT”		
	7.2 SMS Template for Push service in web portal		

	7.3 SMS messages in Unicode /Urdu		
	7.4 Templates can be modifiable and reusable		
8. Documentation requirement	8.1 Provide Technical user manual \ documentation for integrate web API for push and pull services.		

ANNEXURE II: SALIENT FEATURES OF THE DRAFT SERVICE LEVEL AGREEMENT

1. Vendor shall perform the obligations contained in Agreed signed SLA, in Karachi, as appropriate, at its own cost as to labor, and transport.
2. Vendor has a 24X7 support format. This is 24 hours a day, seven days a week with 30 to 60 minutes response time and resolution time of same day at NIT's location.
3. The target availability objective for the service Provider is 99.5% per month and the same shall exclude unavailability due to scheduled maintenance. Outage shall mean an incident when service is unavailable for at least Thirty (30) continuous minutes in duration. The availability calculations shall be based on following factors:
 - Equal or more than 6 hours and less than 12 hours = 1 day amount deducted
 - Equal or more than 12 hours and less than 18 hours = 3 days amount deducted
 - Equal or more than 18 hours and less than 24 hours = 1 week amount deducted
 - Equal or more than 24 hours = 1 month amount deducted
4. The cost of downtime calculated as above shall be deducted from subsequent monthly due of maintenance support.
5. Service Provider shall submit availability report in terms of percentage with outage downtime as numerator and total period of service as denominator on Quarterly (three monthly) basis, if outage occurs during the quarter under review.
6. Any single interruption of less than 30 Minutes shall not be counted as outage.
7. Service outage shall also not include any service outage or interruption resulting from emergency or general maintenance that lasts for ten (10) minutes or less, the Service Provider will not directly notify the User in advance for such short-duration maintenance. The service Provider will use its best efforts to limit such occurrences. In addition, the Service Provider will undertake short duration, general maintenance during defined maintenance windows.
8. Service Interruptions of any magnitude due to reasons pertaining to nature and / or force majeure circumstance such as flood, rains, natural act of GOD etc. Shall not be considered as outage for availability purpose. etc. Shall not be considered as outage for availability purpose.
9. The agreement can be reviewed and in case of noncompliance with delivery standard or other undertaking it will be discontinued.
10. There should be no delays in sending and receiving of SMS between the operator network and NIT network due to selected bidder infrastructure.
11. Vendor will maintain a DR facility for ensuring a high availability.
12. The vendor will ensure that it filters/ stop transmission of any duplicate messages.

ANNEXURE III: BILL OF QUANTITY FOR SMS SERVICE

(Unit and Total price to be filled by bidder)

S.NO	ITEMS	Unit Price (PKR)	QTY	Total Amount (Unit Price x Qty.) PKR
1.	SMS Charges	(Per SMS)	1 Million	
2.	Monthly Charges (Installation, Maintenance & Support)	(Per Month)	12 Months	
3.	Monthly charges for Shared short code (if any)	(Per Month)	12 Months	
Grand Total (Sum of S.No 1,2,3)				

Note: Prices to be inclusive of all Taxes.

ANNEXURE IV: BILL OF QUANTITY FOR (Future services):

(Unit and Total Price to be filled by bidder)

S.NO	ITEMS	Unit Price (PKR)	QTY	Total Amount (Unit Price x Qty.) PKR
1.	One time Dedicated short code acquisition, activation and setup cost	-	-	
2.	Customer end charges for pull service shared / dedicated	-	-	
3.	Monthly charges for dedicated short code	(Per Month)	12 Months	
4.	SMS Charges	(Per SMS)	1.2 Million	
		(Per SMS)	1.5 Million	

Note: Prices to be inclusive of all Taxes.

ANNEXURE V: QUALIFICATION CRITERIA

Following are qualification criteria required for qualifying a bid as responsive

1. Income Tax Certificate / GST Certificate (Copy to be provided).
2. The Vendor must be a professional and reputed SMS Service Provider having message delivery arrangement with all the leading telecom service providers across the country (documentary proof of Business Agreement/Business Consortium must be submitted).
3. Company must have valid PTA License Certificate for providing the required Service. (License Certificate From PTA should be submitted)
4. Bidder has to guarantee the delivery of the SMS from all major telecom service Providers in the country.
5. Bidder should provide a detailed listing of their network connectivity with different telecom operators including its primary media type and its backups.
6. Provide list of all clients being provided SMS service, along with contact person name and his contact details. Bidder should have at least eight (08) clients to whom it is providing services similar / or higher to that required in this tender, with at least three (03) of them being from financial sector.
7. Confirmation of satisfactory service from the bidder's four (04) or more clients selected randomly by NIT.
8. The yearly value of SMS service being provided should be higher than RS. 5 Million (List to be provided).
9. Provide his consent for agreeing to the terms of SLA draft attached as Annexure II
10. Should provide all documents as mentioned under paragraph 5.3 of this tender document.
11. Completely Filled Bill of Quantity as per quantity given under Annex III & IV.
12. Proof of Company being in operation for at least 3 years in Pakistan in relevant business.
13. Service provider should have Disaster recovery site to resume the business in case of primary side failure with minimum service outage.
14. Technical proposal documents be duly signed and stamped on all pages.
15. Completely filled specification sheet (Annexure I) and compliance of all its content.

** Project listed should be of the same or higher specification than this Tender*