



**SECURITIES AND EXCHANGE COMMISSION OF
PAKISTAN**

T# 26/13-14

Invitation to Bid

The Securities and Exchange Commission of Pakistan (SECP) invites sealed bids from Information Technology & Digital Media companies registered with sales tax department and having national tax number (NTN) based in Pakistan for:

**“IMPLEMENTATION AND DEPLOYMENT OF SMS SHORT CODE SERVICES
INCLUDING MOBILE VALUE ADDED SERVICES (MVAS)”**

The relevant details plus terms and conditions may be obtained from the undersigned personally or by visiting the SECP website: www.secp.gov.pk/Procurement.asp

Pre Bid Meeting: In order to obtain full understanding of the Scope of Work, a meeting of the bidders is scheduled on June 11, 2014 at 1500 Hrs at SECP Office. Those who wish to attend/ participate should inform the undersigned.

Clarification if any on the technical requirement may also be obtained by sending an email to ubaidullah.khalid@secp.gov.pk till June 11, 2014 (before pre-bid meeting). The clarifications issued in respect of all queries (through email and during pre-bid meeting) will be uploaded on SECP Website by June 12, 2014.

Sealed bid with 5% earnest of the maximum total quoted cost of the required services, must reach the undersigned through courier or may be dropped in the tender box on the ground floor of the NICL Building. The tenders must be received on June 20, 2014, by 1500 Hrs and will be opened on the same day at 1530 Hrs

M. Ubaidullah Khalid – Assistant Director (Admin)
4th Floor, NICL Building, 63 Jinnah Avenue, Islamabad
Tel: 9207091-4 Ext 107

Terms and Conditions for Bids and Bidders

1. **Tender Identification Number: TENDER # 26/13-14**
2. Bids are invited for “**IMPLEMENTATION AND DEPLOYMENT OF SMS SHORT CODE SERVICES INCLUDING MOBILE VALUE ADDED SERVICES (MVAS)**” through **SINGLE STAGE ONE ENVELOP METHOD**
3. **The Procurement Agency is:**

Securities and Exchange Commission of Pakistan
4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area,
Islamabad.
4. Relevant details plus terms and conditions of the tender may be obtained from the undersigned personally or by visiting the SECP website: www.secp.gov.pk/Procurement.asp
5. **Pre Bid Meeting:** In order to obtain full understanding of the Scope of Work, a meeting of the bidders is scheduled on June 11, 2014 at 1500 Hrs at SECP Office. Those who wish to attend/ participate should inform the undersigned.
6. Clarification if any on the technical requirement may also be obtained by sending an email to ubaidullah.khalid@secp.gov.pk till June 11, 2014 (before pre-bid meeting).
7. The clarifications issued in respect of all queries (through email and during pre-bid meeting) will be uploaded on SECP Website by June 12, 2014.
8. Bidders can quote two separate bids as **OPTION-1** and **OPTION-2** for providing SMS short code services including Mobile Value Added Services (MVAS) solution as provided in the scope of work;

OPTION-1 - In-House Model: A complete turnkey solution will be quoted by the bidder for in-house deployment including technical specifications, hardware, software, security, licensing and regulatory approvals, and connectivity with mobile operators, etc.

OPTION-2 - Outsourced Model: A comprehensive one year service solution will be quoted by the bidder offering services based on its own infrastructure including technical specifications, security, and connectivity with mobile operators, regulatory approvals, etc.
9. One bidder can quote both or either of the solutions i.e. In-House model or Outsourced Model. **However, earnest money against each option shall be submitted separately. Any bid without earnest money will not be entertained.**
10. The SECP is not bound to accept the lowest bid and reserves the right to accept full or partial supplies offered and bidders should supply the same at the rates finalized.
11. The bid validity period shall be at least 60 days.
12. The amount of the bid and earnest money shall be in Pak rupees. The bids should be accompanied by earnest money (refundable) for an amount equal to 5% of the total quoted price (inclusive GST, if applicable) in shape of either pay order, demand draft valid for not less than 6 months in favor of **Securities and Exchange Commission of**

Pakistan, 4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad. The tenders not accompanied by earnest money or with less amount of earnest money will not be entertained.

13. If the bid is withdrawn before the expiry of its validity or the supply/services are not made/provided within due date, the earnest money will be forfeited in favor of the SECP, Islamabad.
14. It is of utmost importance that bids should be submitted very carefully and the instructions set forth above, scrupulously complied with, failing which the offer will be ignored.
15. The language of the bid is English and alternative bids shall not be considered.
16. Amendments or alterations/cutting etc., in the bids must be attested in full by the person who has signed the bids
17. The prices quoted shall correspond to 100% of the requirements specified. The prices quoted by the bidder shall not be adjustable. Changes or revisions in rates after the opening of the bids will not be entertained and may disqualify the original offer.
18. The rates must be quoted strictly in accordance with our documents and Annex(s). In the event of non-acceptance of offer no intimation will be given to the individual bidder.
19. Discounts (if any) offered by the bidder shall be part of the bid.
20. The interested bidders must have regular place of business, telephone numbers and email address and must provide proof of their existence in the particular business, for not less than 2 years and proof of company as legal entity.
21. The proof of company's existence as a legal entity and an affidavit that the company is not blacklisted by any organization must be presented with the bid.
22. A copy of authorized agency/partnership/dealership/distributorship certificate from their principals is to be submitted with the bid, in case of any such claim.
23. The bidders do not have the option of submitting their bids electronically. Telegraphic and conditional bids will not be accepted. Unsealed bids will not be entertained.
24. Detail of applicable taxes and whether included or not in the quoted price and breakup of quoted price shall be clearly mentioned.
25. In case applicable taxes have neither been included in the quoted price nor mentioned whether quoted amount is inclusive or exclusive of such taxes, then quoted amount will be considered inclusive of all taxes and selected service provider will have to provide the required services, if selected and declared as best evaluated bidder.
26. The place of destination is: **Securities and Exchange Commission of Pakistan, 4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad.**
27. The envelopes shall bear the following additional identification marks:

Bid for: “IMPLEMENTATION AND DEPLOYMENT OF SMS SHORT CODE SERVICES INCLUDING MOBILE VALUE ADDED SERVICES (MVAS)”

Clearly mention the option quoted:

- (i). In-House Model
 - (ii). Outsourced Model
- OR (Both)**

Firm Name: XYZ Firm

Attention: Assistant Director, Admin, 4th Floor
NICL Building, 63 Jinnah Avenue
Blue Area, Islamabad

28. The deadline for the submission of bids is:

Date: June 20, 2014

Time: 1500 Hrs

29. The bid opening shall take place at:

Securities and Exchange Commission of Pakistan

4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area,
Islamabad

Date: June 20, 2014

Time: 1530 Hrs

30. A statement “**Not to be opened before 1530 Hrs on June 20, 2014**” shall be clearly mentioned on the top of the sealed bid.

31. The bids received after the due date and time will not be entertained. SECP reserves the right to reject and cancel all received bids at any time of the bidding process.

32. The earnest money of successful bidder will be retained and that of other bidders will be returned.

33. Successful bidder will be required to sign a non-discourse agreement in respect of the confidentiality of data and information of any sort available to the company during performance of services.

34. Successful bidder for Option 1, in house model will have to sign an after sale maintenance agreement with the Commission initially for the period of 01 year and extendable to any period mutually agreed.

35. Successful bidder for Option 2, outsourced model will have to sign an agreement with the Commission to provide uninterrupted SMS/MVAS service for the period of 01 year, extendable to any period mutually agreed.

36. Performance Guarantee equal to 10% of Purchase Order / contract value, in the shape of demand draft or pay order in favor of SECP will be required by the successful supplier/firm. Performance Guarantee will remain valid up to completion of the warranty / contract period. Moreover, on deposit of Performance Guarantee with SECP, earnest money of the successful bidder will be returned.

37. If the successful bidder fails to maintain the specifications (quality/quantity) of the equipment/supplies then their performance guarantee will be forfeited in favor of the Commission and contract/purchase order may be terminated.
38. In case successful bidder fails to supply/install and activate required equipment/services in given time, then a penalty of 1% of the performance guarantee per week will be imposed.
39. The prospective bidders should have proven track record of deployment of SMS & MVAS of similar nature and magnitude. Preference would be given to bidders having experience of developing softwares for financial services including insurance or capital market.
40. The offered technology should be scalable, properly deployed at SECP with all requisites.
41. The Bidder should be a Company registered with the Commission & PTA for providing the required services.
42. The bidder's data center should be connected with all mobile network operators. The bidder have to submit the (Throughput Per Second) TPS certificate / Authorization of mobile network operator.
43. The Bidder should be a profit making Company in the last Financial Year.(2012-2013)
44. The Bidder should not be currently blacklisted by any Government / Government agency/ Bank / institution in Pakistan or abroad. The bidder should provide declaration to this effect on their company's letterhead.
45. The bidder should have provided SMS gateway services to a minimum of five reputed organizations preferably Financial Institutions. The bidder should provide details of average volume of SMS traffic generated for last six months.
46. The bidder must have its own Data Centre located in Pakistan for providing SMS gateway services.
47. The bidder preferably have Disaster Recovery site in Pakistan for providing SMS gateway services.
48. Bidder should have a 24 X7 support office to provide support. E-messaging gateway and other required applications that are preferably hosted in a Level III or Tier III datacenter. The Backup / redundant gateway preferably hosted in a physically different Level III datacenter other than the main one.
49. Bidder should be able to provide PUSH & PULL SMS services on a short code.
50. Bidder must have a robust client side deployable application (middleware) that can be integrated with different SECP's applications (Past details of integration with various applications in at least five Organizations has to be provided)
51. Bidder should be able to provide a robust campaign manager to integrate interactive mobile awareness campaigns on short code.

52. Bidder should be able to provide a comprehensive reporting portal to facilitate verification by SECP’s officials in case of queries regarding particular alert/sms on a particular date.
53. The SECP reserves the right to relax any condition of the bidding document as per its requirement. Moreover, SECP reserves the right to amend/change/revise the Scope of Work, if deemed necessary. The successful bidder shall have to provide the services accordingly.
54. The right to accept, reject and cancel any offer without assigning any reason is hereby reserved. The SECP’s decision will be final and binding in all matters relating to this tender.
55. The bidder shall furnish relevant documents supporting the above eligibility / qualification criteria along with the bid. SECP reserves the right to verify / evaluate the claims made by the bidder independently.

Documents Checklist	Yes/No
Certificate of incorporation - SECP	
Registration certificate from PTA	
Certificate of NTN	
Audited copies of financial statements – 2012-13	
TPS certificate / Authorization of mobile network operator	
Bidder's profile	
Earnest money Option 1	
Earnest money Option 2	
Proof of executing 5 similar projects	
Affidavit	

Note:

- **The attachment details are as under**

1. Scope of Work	Annex “A”
2. Evaluation Criteria	Annex “B”
3. Bid Submission Form	Annex “C”
- **If the above terms and conditions are acceptable then bids must be submitted well in time and according to the requirements.**

SCOPE OF WORK**IMPLEMENTATION AND DEPLOYMENT OF SMS SHORT CODE SERVICES INCLUDING MOBILE VALUE ADDED SERVICES (MVAS)****Background**

Investor Education Plan approved by the Commission envisaged use of digital services consisting of web portal, social media and SMS messaging as one of the mediums for providing awareness regarding the financial market, rights and obligations of the investors.

The objective of seeking SMS services is to disseminate information and create interest in the target market on:

- i. Investor profiling (on different parameters like age, profession, city etc)
- ii. Education/Quotes (Saving and Investment)
- iii. Guiding them to Investor Education web Portal
- iv. Information on entities licensed by SECP
- v. Investor & Event Alerts
- vi. Investor surveys

Focus will be made on creating awareness of unique SECP web portal address, from where the users will be required to register for getting wealth of information on investor education. The target segments will be approached on regular basis through SMS/ text messages with respect to creating awareness of SECP Investor Education Portal and its relevant contents along with activities being undertaken within the program.

SECP desires to provide SMS facility for Investor Education services with 24*7*365 availability. SECP may opt for any of the following two approaches for launching the SMS & MVAS service:

OPTION-1 - In-House Model: A complete turnkey solution will be provided by the bidder for in-house deployment including technical specifications, hardware, software, security, licensing and regulatory approvals, and connectivity with mobile operators, etc. Successful bidder will have to provide after sale maintenance/service to SECP initially for the period of 01 year and extendable to any period mutually agreed.

OPTION-2 - Outsourced Model: A comprehensive one year service solution will be provided by the bidder offering services based on its own infrastructure including technical specifications, security, and connectivity with mobile operators, regulatory approvals, etc. Successful bidder will have to provide uninterrupted SMS/MVAS service to SECP for the period of 01 year, extendable to any period mutually agreed.

Broad Features

Both options (in-house and outsource model) offered to SECP must adhere to the broad features listed below:

(A) The messaging Platform must offer following five (5) categories of SMS services:

1. Broadcast: This category of service must allow SECP to send informational or promotional messages to all the customers.
2. Schedule: This category of service must allow SECP to send the message to its customers on a pre-defined schedule basis.
3. Events: This category of services must allow SMS to be automatically sent to the customers when a certain event happens.
4. Interactive Services: This category of service provides interactivity to the customer, who can through SMS make an enquiry and get the answers in real time.
5. Poll/ Surveys: The poll and survey can be initiated by SECP through SMS

(B) The messaging Platform provided by the bidder must be capable of sending local, national and international messages, which should include following quality features:

1. Reliability and timeliness:
 - *The messaging Platform must support transmission of large scale messages to multiple users in multiple mobile networks.*
 - *The messaging Platform must support acknowledgement base mobile messaging with guaranteed message delivery information.*
 - *The messaging Platform must give commitment to service levels with guaranteed delivery times*
2. Secured & trusted environment:
 - *The equipment's at the bidders end must be a part of a network operator secured infrastructure and must offer trusted message environment*
3. Uniform application access:
 - *Whatever mobile network used across the world, a message should originate from only a single uniform access number.*
4. Best-in class application platform:
 - *Seamless integration with any system so as to enable a smooth and secure flow of information to the mobile channel*

Scope of work & specification of services

(A) Features common to Option 1 & Option 2:

Following is the list of common features with respect of scope of work and specification of services in case of both options (in-house and outsource model):

1. Obtain registration/ license from Pakistan Telecommunication Authority in respect of getting dedicated Short code for Short Service Messaging (SMS). The messaging platform must adhere to all guidelines, regulatory framework prescribed by PTA regarding SMS short code and value added services.
2. SMS Gateway should be able to integrate with our database and SECP's core softwares. All types of Delivery reports are mandatory in order to get accurate status.
3. The system should be capable of the below mentioned functionality:

- i. Accessible from any mobile phone in Pakistan
 - ii. User Registration for Investor Education Events for a specific city.
 - iii. Send & Receive Content Based Information
 - iv. Send Alert Messages
 - v. Content Services – Company Verification – License Verification – Broker/Branch verification (*Development of SMS 'PUSH & PULL' application and content management application along with the database design & maintenance.*)
 - vi. Conduct polls & Comments.
 - vii. Subscription-based services where mobile users will be obtaining the service for fixed or continuous duration
 - viii. One-off purchase or pay per use services.
 - ix. Sends automated response SMS to an incoming SMS.
 - x. Supports 'PUSH' as well as 'PULL' messages.
 - xi. Mobile applications for android/ ios platforms for Content based SMS service/mobile value added service.
 - xii. Immediate response to any incoming SMS.
 - xiii. Customizable request and reply messages
 - xiv. Comprehensive logging of incoming as well as outgoing messages.
 - xv. Highly flexible data reading and matching engine.
 - xvi. Seamless integration with SECP's back end system
 - xvii. The messaging platform must support web based interface to see the reports. Following criteria may be used to generate the report :
 - a) Specific Time period Report
 - b) Mobile No wise report
 - c) Summary report (Count for the time period)
 - d) Detailed report
 - e) User registration data-wise reports (City, Age, Profession etc)
4. Length of SMS will be preferably more than 160 characters in a single text message
 5. On time delivery of messages must be ensured
 6. Bidder's quoted solution should preferably capable of processing 100 messages per second.
 7. Solution shall support minimum 500,000 messages per month.
 8. Sent/Received messages must follow the standard message format used in normal mobile phones
 9. All applicable cost for either option i.e. (i). In-House Model, (ii). Outsourced Model including but not limited to Hardware, Software, Licensing, etc
 10. Encryption of messages must be provided as an option.
 11. There shall be no charge for incoming messages to SECP.
 12. Standard charges should be applied to customers and no unusual charges shall be applicable to customers
 13. There must be no spam messages from the system.
 14. In case of both options, following details be provided:
 - System Architecture
 - Infrastructure Model
 - Third Party Hardware and Software Requirements
 - Project Plan and Approach (Definition, Implementation, Timeline, Team, Maintenance & Support)
 - Responsibilities (SECP)
 - Per SMS Push/Pull Charges

(B) Required features with respect of scope of work and specification of services in case of Option 1 (In house model)

- 1) Direct connectivity along with agreements with all mobile network operators.
- 2) Supply of requisite hardware

(C) Required features with respect of scope of work and specification of services in case of Option 2 (outsourced model)

- 1) Seamless integration with SECP database and applications.
- 2) Maintain connectivity with SECP and all mobile network operators.
- 3) Direct connectivity along with agreements with all mobile network operators.
- 4) Supply of requisite hard ware

Evaluation Criteria:

Technical Evaluation	60%
Financial Evaluation	40%
Total	100%

Technical EVALUATION CRITERIA	Total Marks	Marks Obtained
Marks for technical evaluation =	60	0
Marks towards final Technical Evaluation =	60	0
Solution Capacity	30	0
Offered solution meet requisite features & specifications	20	
Any added benefit(s) offered along with the solution with no additional cost	10	
Vendor Capacity	30	
Throughput per second (TPS) Capacity of bidder allocated by mobile operators	5	
Project Manager / Key executive	5	
Bidder maintains a Disaster Recovery Site and Provision of backup gateway located at physical different site	5	
Bidder holds an International Certification	5	
Experience of developing similar solutions for Financial industry	5	
24 X 7 Call center support	5	
Total Points	60	

Marks for Financial Evaluation	40
Option 1 Project Offered Price	30
Option 2 Project Offered Price	30
SMS Charges (Pull)	10
SMS Charges (Push)	10

Note: Financial Evaluation of both options will be carried out separately for each.

Bid Submission Form**Bids are Required for two possibilities:**

1. **OPTION-1:** In-house deployment of the whole system, ensure its connectivity with all mobile network operators.
2. **OPTION-2:** Outsource the entire required services to successful bidder.

(Note: Interested bidder can also quote for any Single Option)

1. **Name of Interested Company** : _____
2. **NTN#** : _____
(Please attach Copy of NTN Certificate)
3. **GST#** : _____
(Please attach Copy of GST Certificate)
4. **Offered Price Opt 1** : **Rs.** _____

(In words) _____
5. **Offered Price Opt 2** : **Rs.** _____

(In words) _____
6. **Value of Earnest Money 1** **Rs.** _____
(5% of the offered prices in 5 & 6)
(In words) _____
7. **Value of Earnest Money 2** **Rs.** _____
(5% of the offered prices in 5 & 6)
(In words) _____
8. **Contact Number** : _____
9. **Postal Address** : _____

10. **Email Address** : _____

S. No.	Quoted for	Total Amount (Rs.)
1	Option 1	Indicating both Solution & Hardware components
2	Option 2	Indicating both Solution & Hardware components
3	Per SMS Charges (Pull)	
4	Per SMS Charges (Push) (Per 50, 000 SMS Bundle)	1. Irrespective of minimum usage:
		2. For 0-50,000 Messages:
		3. For 50,001 – 100,000 Messages:
		4. For 100,001 – 150,000 Messages:
		5. For 150,001 – 200,000 Messages:
		6. For So on and so forth

Note: Taxes included must be mentioned and breakup of the quoted proposal quote must be attached

Declaration: I certify that, to the best of my knowledge and belief, all of the information on and attached is true, correct, complete and made in good faith. I understand that false or fraudulent information on or attached to this form may be grounds for not entertaining my bid, or for cancellation after bid acceptance, and may be punishable by fine or imprisonment according to law of Pakistan. I understand that any information I voluntarily provide on or attached to this bid may be investigated.

Name : _____

Signature & Official : _____

Stamp

Date : _____