

# **Request for Proposal on**

## **Mobile Advertisement Solution**



## 1. Background information

Ethio telecom with a strategic aspiration of being a preferred operator has been working at its full-scale towards the provisioning of competitive value adding telecom solutions and satisfying customers' expectations. To realize its vision, our company designed the BRIDGE strategy and has been working hard to build the best customer experience, reputable brand, deliver innovative products and services, achieve operational and technical excellence, and ultimately ensure financial growth.

Currently Ethio telecom mobile subscriber base has reached 60.8M customers. The total number of devices on the network reached 75.1M (42.3% of smartphone devices and 92% of them are Android OS). It is offering a wide range of services including voice, internet, messaging along with different value-added services solely and in partnership with various service providers. Moreover, to support the digital transformation happening around the world and in our country, to address customers' needs for fast and reliable internet, Ethio telecom has recently expanded 4G LTE advanced network around the country in major 136 cities.

In line with its continuous effort to build the best service for mobile customers, Ethio telecom is planning to launch a mobile advertisement in partnership with solution providers. The solution aimed at creating a Mobile advertising solution by which interested companies can make advertisement on mobile customers through different channels like SMS, USSD, OBD, Web and mobile apps in return of various incentives

Hence, Ethio telecom wants to invite potential top Mobile Advertising platform to submit their technical and commercial proposals. The main objective of the RFP is to call upon prospective who are interested to work with Ethio telecom on a revenue-sharing basis based on the contractual agreement set.

## 2. Project Objectives

The main objective of the RFP is to select a competent Mobile Advertisement Service solution that is capable to:

- Introduce new advertising medium for companies.
- Introducing Mobile advertising service helping our customers to enjoy free Voice Call, SMS, Data paid by sponsoring companies.
- Enhance our customer experience in provisioning a diversity of advertisement.
- Create loyalty and retention of esteemed customers.

## 3. Scope of Work

The scope of this Request for Proposal (RFP) includes:

- Providing end-to-end Mobile advertisement solutions.
- Deliver reliable end-to-end solutions with deep technical expertise and support.
- Avail a single point for service, create easy and secure access for customers see advertisement on mobile in quality in both online and offline mode with a varied option of non-Subscription fee and service fee in a way that is compatible with every device, Operating System, and Web Browser.
- From the user's point of view, these platforms offer better quality mobile advertisement, the latest updates, and amazing customization options including the creation of new mobile advertisement types. Companies can make advertisement on mobile customers through different channels like SMS, USSD, OBD, Web and mobile apps in return of various incentives.
- Install required system solutions for the Mobile advertisement solution implementation and integrate them with Ethio telecom infrastructure.
- Submit product information and strategy on the potential areas mentioned below. The list is not intended to be exhaustive, and partners are encouraged to share additional areas that can be monetized:
  1. Platform can be supporting all types of mobile advertisement solution
  2. End-to-end App and Web-based solution across all supportive devices, Operating Systems, and web browsers.
  3. Key features of Mobile advertisements solution
  4. Web and app integration

5. Social Media Integration
6. Live to stream across different devices.
7. Updates and notifications
8. Subscriptions (third party payment system integration)
9. Free Trial
10. User Management

### **Targeted mobile advertisement channels**

- Voice
- SMS
- USSD

### **Internet based**

- Audio/Video Ads
- Pop Ups
- In-App Ads
- Mobile web display
- In-game ads
- On Search engines

### **Specific Mobile Advertisement solution scope**

- SAT Push Ads
- Internet based Mobile ads
  - Ads on ethio telecom mobile internet (WAP)/app
  - Ads on other companies' mobile internet (WAP)/app
- Partners could submit their Mobile Advisement plan that can address some or all the areas above. The areas will not be restricted to the above ones and additional areas can be included depending on market potential and segment maturity.
- Partners are expected to deliver the solution, operate, and provide in-life management support in collaboration with Ethio telecom.
- All proposals satisfying the requirements of this Request for Proposals will be evaluated to select a competitive Mobile advertisement solution that fulfills Ethio telecom's requirement.
- This Request for Proposals, however, does not commit Ethio telecom to award a contract, to pay any costs incurred in the preparation of a proposal.

- Ethio telecom reserves the right to accept or reject any or all proposals received because of this request, to negotiate with all qualified partners, or to cancel this Request for Proposals if it is in the best interests of Ethio telecom to do so

#### **4. Project Requirements**

- Preliminary requirements

Interested Mobile advertisement solution providers shall fulfill and provide the following engagement requirements when submitting their response proposal:

- Renewed or new trade license and commercial registration.
- Renewed or new VAS (Value Added Service) license or commitment to engage international or local business entity/ partners
- Partner shall provide the required advertisement license from Ethiopian Broadcast Authority
- Agreement to work with a minimum of a three-year contract.
- Commit to engaging international and local business entities/ partners /content providers/ for service delivery.
- Partner shall provide at least two recent operator/customer references endorsing the successful implementation of the Mobile advertisement solution.
- Partner shall be required to allow Ethio telecom to have a site visit with the reference customer, if necessary.

##### **4.1 Required Company Experience**

The Mobile advertisement solution provider shall have:

- Proven knowledge in the Mobile advertisement solution deployment and implementation experience with Mobile operators.
- Ability to integrate Mobile advertisement provider's system with telecom infrastructure.
- General understanding and experience of content advertisement with the best incentivization options to content publishers.

- Proven ability to build, deploy and support differentiated system solutions that are aligned with customer needs and local market demands.
- Professional staff with required Mobile Advertisement solution domain knowledge, ability to plan, manage and execute Mobile advertisement solution implementation.
- Capability to develop an actionable roadmap that will give clear guidelines on how to implement, support, and utilize mobile advertisement in Ethiopia by taking existing assets into consideration and the market gap.

## 4.2 Integration Requirements

Potential Mobile advertising platform providers shall comply with the following general requirements:

Domain	Detail Requirement Description	Compliance (FC/PC/NC)	Remarks
API	Shall integrate with operator core network and business solution like NGBSS.		
API	Shall able to integrate with operator security solution		
API	Shall able to integrate with operator's Financial and Revenue Assurance solutions		
API	Shall integrate through DMZ of ethio telecom.		
ESB and Microservices	Shall provide the following interface but not limited to web service, predefined protocol, JDBC, ODBC, FTP/SFTP, SSL, SOAP, REST and other and, in case the operator wishes to develop its own self-care module the solution shall provide APIs to allow this development.		
API	Shall integrate operator payment Gateway.		
ESB and Micro services	Shall be adaptive and customizable to future integrations and design improvements.		

API	Shall adopt enterprise integration platform and interface contract design via the integration framework.		
ESB and Micro services	Shall be adaptive to future experience and site design improvements protocol for integration, file exchange and others.		
ESB and Micro services	Shall ensure maximum system performance and quality while implementing/enabling security mechanism at the expected level without compromising system performance.		

### 4.3 Security Requirements

Detail Requirement Description	Fully Comply	Remarks
<b>General Security requirements</b>		
The solution shall ensure Confidentiality, Integrity and Availability for the information that passes through and stored. The solution provider should describe the detail.		
The solution shall comply with the regulatory, security and legal requirements of the company and the country, it shall consider the privacy of Ethio telecom customers. In addition, the solution shall be implemented in Ethio Telecom Data centers		
The solution should provide mechanisms to allow its components recover from a failure or discontinuity without risk of compromising security.		
The vendor should commit to fix any security vulnerability identified in the system whether it is owned by it or third party without any precondition. If exploitation of known vulnerability happened and cause damage to Ethio telecom business, the vendor will compensate the damage.		
The solution shall support single sign-on, multi-factor authentication, federate identity across applications and client-side certificate authentication across the solution platform		
<b>Identity and Access Management Requirements</b>		
The solution shall support role-based access control (RBAC) and users and groups grant authority based on their role on the proposed service.		
Unauthorized administrator should not be able to retrieve any password in clear text and should not be able to decrypt the encrypted/hashed password. The password encryption/ hashing mechanism detail should be described.		

The solution should provide audit capabilities with user accountability for all significant events. It should not be possible to disable the audit log of actions taken by any administrator.		
<b>Data and database Security Requirements</b>		
The solution should provide confidentiality, integrity, and availability to data in transit, data in use, Data in the process of storage. The solution provider should describe how their solution could achieve these data privacy and security in detail		
The solution should be able to store sensitive data with secure and strong cryptographic algorithm. How the solution could achieve this requirement shall be described.		
Latest version of database and database management software shall be implemented; all patches shall be implemented immediately, and system performance shall not be impacted		
The solution shall incorporate data security features including but not limited secured data access permission, data storage, data transmission, and data reporting.		
The solution should confirm and prove customers as well as organizations digital privacy.		
<b>Host and end point Security Requirements</b>		
The solution should work in alignment with existing endpoint security without compromising performance whenever applicable		
The solution should support Operating system, applications, and Database Security hardening. The detail mechanism should be explained.		
The proposed solution's operating system installed on each device should be well-known, latest version, matured (not a beta version) and must also be easy for patch update.		
All systems and application should consider that Ethio Telecom security application agents like, antivirus, DLP, database activity monitoring, application control, and others could be installed on them.		
<b>Log Management, Reporting and Monitoring requirements</b>		
The solution shall generate all kind of logs like user activity log, operational logs, run logs, audit logs, security logs, interface log, and but not limited to these.		
The proposed system should detect the absence of log generation, modification, and deletion of the log that has security implications.		
Audit logs should be available for online review and fetching as per the company's log retention policy.		



<b>System Management Security requirements</b>		
Hardware console or management interface should be protected with a password and the default password must be changed and encrypted at deployment time.		
Management interface of any device must be strictly secured and shall be accessed using secured protocols, such as, SSHv2, HTTPS.		
The solution shall support latest version Secure Sockets Layer (SSL) encryption and decryption processing, SSL authentication, HTTP data compression and TCP session management.		
A secure session like an IPSec tunnel, SSH session (SSHv2), HTTPS transport layer security (TLS1.2/TLS1.3) with approved cryptography should be used for secure access management whenever applicable. The detail should be explained.		
<b>Security Systems Integration requirements</b>		
The solution shall integrate with the current AD, Open LDAP to allow importing existing users and groups, when it is necessary.		
The solution should be capable of offering an open protocol/interface for the communication with Ethio telecom security systems such as SOC, IAM, FMS, endpoint security, firewalls, SIEM, log collectors, IAM, and Cyber Ark PAM etc.		
The solution shall integrate with 3rd party event collection and monitoring, with Log Insight & realize operation		
<b>Application layer security</b>		
The solution shall have configurable User access management including but not limited to configurable password policy, role and right management, group management, admin account management, account storage on the database and on file.		
To secure communications between the client and the backend server there should be a certificate check on the client-side to be ensured/approves by the organization		
Session expiration/timeout should be implemented to high-risk and for low-risk applications separately.		
Provide least privilege to application users (all users should only have access to what they absolutely need and no more than that.)		
<b>High Availability and Backup Requirements</b>		

The solution shall incorporate component and functional resilience and eliminate any single points of failure (both from SW, HW and service point of view).		
All the solution elements should support software HA independent of the infrastructure layer, which is in Active/Standby redundancy or load balancing, no single failure point, no stable service is lost in software module swapping		
The solution shall support high and reliable storage of data which is realized by using multiple data and redundant means to ensure the reliability of user data is 99.95%.		
The solution shall guarantee 100% service restore in case of failure.		
The system should backup all the data, system state and configuration, databases, OS and enterprise applications and shall be carried according to the company's backup policy.		
The solution shall provide on-demand and schedule backup service automatically as required. In addition, it shall support automatic recovery, but if a fault situation is corrected based on automatic recovery, the fault log shall be updated with the module, reason and action taken by the system.		

## 5. Confidentiality and Public Disclosure

- Partners shall treat all information obtained from Ethio telecom which is not generally available to the public as confidential and/or proprietary to Ethio telecom.
- Partners shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person.
- If required, Ethio telecom as a government/public corporation is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required by laws.
- Ethio telecom will keep the confidentiality of the documents and will not expose competitive information to a third party.

## 6. Proposal administration

- Proposal submission

Please use the RFP template provided on this document for your side responses.

All proposals must be submitted in hardcopy to Ethio Telecom, Marketing Division (Tewodros round about In front of Churchill Hotel at Eyor Tower, 8th floor, Room no. 807) and electronically via [rfp.marketing@ethiotelecom.et](mailto:rfp.marketing@ethiotelecom.et) till May 12, 2022.

Moreover, they shall comply with the following requirements during the preparation of the Proposal:

- The Proposal and all associated correspondence shall be written in English. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing on the Proposal.
- Proposals received by facsimile shall be treated as defective, invalid, and rejected. Only detailed complete proposals in the form indicated above received before the closing time and date of the proposals shall be taken as valid.
- Partners are not permitted to modify, substitute, or withdraw Proposals after their submission.
- Modifications to proposals already submitted will be allowed if submitted in writing before the time fixed in the Request for Proposals.
- The partner shall prepare the technical proposal in hard copy along with a soft copy and seal it on a separate cover. Similarly, Commercial Proposal in hard copy along with a soft copy and sealed in a separate cover.

Proposals and any other related documents prepared in response to this RFP will not be considered unless they are filed to the correct address within the period.

Timeline:

Action	Tentative Schedule
RFP posted	April 4,2022
Submission deadline	Extended to May 12, 2022

- Proposal Review and Discussion.

Ethio telecom will go to discussion with one or more applicants regarding business model, engagement approach, price, the scope of services, or any other term of their proposals, and such other contractual terms, at any time before execution of a final contract.

### **RFP Template**

The proposals submitted in response to this RFP must include a cover letter signed by the person who authorized a proposal on behalf of the company.

The proposal should also include:

- A cover letter that summarizes the response, includes areas to which response is made, and indicates if supporting documentation is included in your response.
- The RFP shall be prepared shall address the following parts but not limited to:
  - A. General Information
  - Parent company:
    - Business Name, address, telephone number, website,
    - A primary contact, including name, job title, address, telephone, and email address.
  - Local representative
    - Authorization letter
    - Agent information
    - Business license and taxpayer identification number (Local)

## B. Company Profile

- Qualified partners should submit a company profile and experience showing but not limited to the below (as applicable)
  - The prospective authorized Mobile advertisement business experience is supported by a brief company profile.

They shall present business experience supported by a brief company profile including but not limited to:

- A description of business background, including, country of origin, the primary mission of the business, business experience, and any other information relevant to this RFP.
- Successful years of experience in providing Mobile advertisement solutions and telecom related services
  - Staff resources
  - The qualification of the management
  - The business experience of the management and the staff preferably in Telecom related services
  - Provide at least two references for the successful role carried out for the Mobile advertisement solution
- Relevant partners' experience working with operators in the African market is desirable.
- Mobile advertisement solution portfolio:
  - ❖ Partners platform, equipment, and other relevant hardware and software components.
  - ❖ Service access channels: How users access services: via internet/web / mobile client or USSD, SMS, and others if any.
  - ❖ Product offers/Service type
  - ❖ High-level service/ solution architecture describing components and key integration points.

## C. Project Understanding

Provide a brief narrative statement that confirms the partner's understanding of the project, and agreement to provide required products and services as a

Mobile advertisement solution necessary to achieve the objectives of the project. Describe how your strategy and business experience will benefit the project.

Demonstrating a clear understanding of Ethio telecom technical and operational requirements

- Brief baseline assessment of Ethio telecom Digital and VAS market size, roadblocks, regulations, ecosystem, etc
- Digital and VAS roadmap and strategy for business, government, and the critical mass
- Revenue projection by category for three years
- Classification of Digital and VAS
- Assessment of current gaps in Ethio telecom related to the delivery of digital and VAS offers with benchmark and gap

#### D. Engagement scope

Provide a proposed scope of work, including a proposal and project milestones, following the “Scope of Work,” of this RFP. Please make sure to include a statement regarding how you engage a diverse range of partner’s/content providers & stakeholders from the market at large.

Potential partners should describe in detail:

- Proposal scope, objective, and how the solution will be realized.
- Product and Services to be delivered, with different business or technical environments,
- Technical and integration details
- Technology, solution, and related issues

#### E. Statement of Financial Capacity

- General statement of the financial condition
- most recent audited financial statements
- Disclosure of any bankruptcy filings over the past five years

#### F. An engaging local business entity

- Availability of local business entities that can actively be engaged.
- Readiness and capability in delivering the required services

- List of professionals for project implementation
- Proof of capability/ certification/ relevant experience

#### G. Proposal Commercial proposal

##### A. Business/ financial strategy

- Present strategic roadmap for project implementation, priority areas, and a detailed look at specific recommended projects with costs projections.
- Proposed revenue share model and modality for the engagement.
- Identify opportunities for quick wins and solutions that produce rapid returns on investment for the earlier stages of implementation
- Detailed cost information for each option/alternative.
- The cost proposal must identify, by separate item, task, and activity required for each deliverable.
- Propose Go to market strategy and Co-marketing approaches

#### H. Delivery time

- Propose the shortest and most feasible delivery time for the solution.

#### I. Technical proposal

- Please provide your responses to the technical compliance statement described
- Provide additional technical requirements and platform capabilities you are offering to avail during the project

#### H. Additional information

- Case studies, solution brief /demos
- Benefits to Ethio telecom, partners, and customer's/ end users
- Resource and integration requirements
- Preconditions, challenges, or areas of concern
- Any additional information on applications, solution delivery, marketing support, business models, etc.