

GOVERNMENT OF ANDHRA PRADESH

REVENUE (DM) DEPARTMENT

NAME OF WORK: REQUEST FOR PROPOSAL FOR MASS MESSAGING ALERTING SYSTEM

FOR

ANDHRA PRADESH STATE DISASTER MANAGEMENT AUTHORITY

Release Date of RFP	07-06-2017
EARNEST MONEY DEPOSIT	5 Lakhs
LAST DATE OF SUBMISSION	22-06-2017

ADDRESS FOR COMMUNICATION AND SUBMISSION OF BIDS	To, Managing Director (MD), Ph: 08645-246600, Mail Id: commr_relief_rev@ap.gov.in, Genius JR Towers, D.No: 21/2B, Opposite to Kunchanpalli Subway, NH-5, Kunchanpalli, Tadepalli Mandal, Guntur District- 522501.
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ANDHRA PRADESH STATE DISASTER MANAGEMENT AUTHORITY

**Genius JR Towers,
D.No: 21/2B, Opposite to Kunchanpalli Subway, NH-5, Kunchanpalli, Tadepalli Mandal,
Guntur District- 522501.**

June 2017

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1. INVITATION FOR RFP

Andhra Pradesh State Disaster Management Authority invites Request for Proposal from short listed solution providers to Implement Mass Messaging Short Text & Voice message Gateway Services for State wide early warning dissemination to all the Villages, Mandals and Districts of Andhra Pradesh for a period of 1 Year in pilot implementation

2. INSTRUCTIONS / GUIDELINES

The Tender offer should be submitted in a sealed cover superscribed as “Offer for Enterprise Messaging Solution” containing 4 sealed envelopes as follow:

Cover 1 Super scribed as “**Offer for Mass Messaging Solution – (Earnest Money Deposit) EMD /BG**” - Should contain payment confirmation details for remitting EMD to APSDMA towards EMD amount. Refer Section “Checklist for submission” for details.

Cover 2 Super scribed as “**Offer for Mass Messaging Solution – Eligibility Criteria**”- Should contain your Eligibility Bid - your response along with Deviation from eligibility criteria and Supporting Documents apart from other documents specified in checklist for submission.

Cover 3 Superscribed as “**Offer for Mass Messaging Solution - Commercial Bid**”-should Contain your Commercial quote - Refer “Commercial bid submission format” for details.

Cover 4 Superscribed as “**Offer for Mass Messaging Solution - Technical Bid**”-Should contain Technical bid comprising your response along with Deviation from technical Specifications and Supporting Documents apart from other documents specified in checklist for submission.

The Tender Offer as indicated above should be addressed to

The Managing Director, Andhra Pradesh State Disaster Management Authority, Genius JR Towers,D.No: 21/2B, Opposite to Kunchanpalli Subway, NH-5, Kunchanpalli, Tadepalli Mandal, Guntur District- 522501 on or before 21/06/2017 by 5:00 PM.

If the last date for submission of tenders happens to be a holiday due to some unforeseen circumstances, then the tender can be submitted on the next working day before 4.30 P.M.

Cover would be opened those who complied with eligibility criteria would be opened in the presence of the Vendors who are present at the office of the Managing Director, APSDMA. In case, the date happens to be a holiday, then these covers would be opened on a subsequent date, which would be advised.

The commercial bids of technically qualified Vendors would be opened by the Committee constituted by the APSDMA in the presence of Vendors who are present. In case, the date happens to be a holiday, then these covers would be opened on a subsequent date, which would be advised in the notice based at the office address indicated.

3. EARNEST MONEY DEPOSIT (E.M.D)

The intending Vendors should pay an Earnest Money Deposit of Rs.5,00,000/- (Rupees Five Lakhs Only)

EMD should be in the favor of Managing Director, APSDMA, from a scheduled nationalized bank valid for 30 days.

- EMD can be paid as crossed Demand draft with following details:
- Beneficiary Name: Executive Director, SDMA, A.P.
- IFSC Code:
- Account No:
- Bank Details:

The EMD will not carry any interest. Unsuccessful bidders EMD will be discharged, returned after award of contract to the successful bidder.

4. FORFEITURE OF EARNEST MONEY DEPOSIT

- If a successful Vendor does not submit the agreement duly signed, within 10 days from the date of receipt of LOA (Letter of Acceptance) the EMD will be forfeited.
- The EMD will be forfeited if -
 - ✓ The Vendor withdraws his tender after acceptance;
 - ✓ The Vendor withdraws his tender before the expiry of the validity period of the tender
 - ✓ The Vendor violates any of the provisions of the terms and conditions of this tender specification.

5. REJECTION OF TENDERS

The tender is liable to be rejected:

- If it is not in conformity with the instructions mentioned herein.
- If it is not accompanied by the requisite EMD.
- If it is not properly signed by the Vendor.
- If it is not received in sealed cover(s)

6. ELIGIBILITY CRITERIA FOR QUALIFICATION

S.No	Particulars	Supporting Documents	Compliance (Y/N)
1	The Vendor should be registered as a company in India as per Company Act 1956.	The attested copies of Certificate of Incorporation and Certificate of Commencement of Business issued by the Registrar of Companies is to be Submitted.	
2	The bidding company should have experience in providing gateway services for last three years	A copy of proof to be submitted in regard	
3	The Vendor should be in this line of activity and should have executed similar projects for in at least one agency. The solution offered should be currently running successfully.	Latest purchase orders from such clients to be submitted in this regard.	
4	Vendor should have direct tie up/arrangements with minimum Three telecom service providers/operators for within Andhra Pradesh	Copies of Agreements/Certification with the telecom operators with which it has direct connectivity. Undertaking to be provided by Vendor to renew agreement up to the validity of the rate contract.	

5	The Vendor should have capability to send alerts from at least two geographical locations ensuring business continuity. Vendor provide address locations from where SMS alerts can be sent.	Full additional Proof and contact details for two different locations to be submitted in this regard as per the availability of such locations	
6	Vendor should have capability of atleast 10 lakhs Real Time SMS alerts per month for transaction and should be able to send at least 50 lakhs transactional message	Vendor to submit latest(previous month's) invoice paid by respective institutions. Invoices raised should clearly mention the volume of Real Time SMS Alerts for establishing capability to handle at least 10 lakhs SMS alerts per month for transactions and scalable up to 50 lakhs messages	
7	The Vendor should be able to allocate a minimum throughput 1000 SMS per/sec to SDMA.	Certificates to effect from the telecom operator[s] should submitted with whom Vendor has the tie up to deliver SMS Alerts.	

Note: The bidders must comply with all the above mentioned criteria failing which the bid will liable for rejection. Photocopies of relevant documents/certificates should be submitted as detailed in the “supporting documents required” column as proof in support of their eligibility in terms of the above minimum eligibility criteria. The APSDMA reserves the right to verify/evaluate the claim made by the bidder independently and seek clarifications, if required.

SDMA RESERVES THE RIGHT TO

- Accept /Reject any of the Tender/s
- Revise the Quantities at the time of placing the order
- Add, Modify, Relax or Waive any of the conditions stipulated in the tender specification wherever deemed necessary.
- Reject any or all the tenders without assigning any reason thereof.
- To order additional quantities if necessary during the price validity period.

7. SECURITY DEPOSIT/ PERFORMANCE GUARANTEE:

The successful bidder will have to submit SD/ Performance Guarantee amount equivalent of 10% of the contract value payable from any nationalized / Scheduled bank drawn by the way of BG in favor of Executive Director, APSDMA valid for period of contract, for equivalent amount issued by Nationalized / Scheduled bank within 15 days from the date of acceptance of the order.

This BG will be free of interest and is refundable after the satisfactory execution of the contract and complete fulfillment of contractual obligations.

8. VALIDITY OF TENDERS:

Tenders should be valid for acceptance for a period of at least 20 (Twenty) days from the Date of signing of the agreement and furnishing the Security Deposit. Offers with lesser Validity period would be rejected.

9. PROCEDURE FOR PROCESSING THE TENDER DOCUMENT:

- The Sealed Cover containing eligibility criteria and proof of remittance of EMD amount Through Demand Draft to APSDMA would be opened in the presence of the Vendors who wish to attend. Each and every aspect in the eligibility bid would be evaluated.
- Technical bids of only those Vendors who comply with the eligibility criteria only will be Opened for further evaluation. Each and every aspect in the technical bid submitted by the Vendors would be evaluated by the Committee and subsequently, the commercial bids of technically qualified Vendors only would be opened by our committee in the presence of bidders present.

Successful technical Vendors who wish to attend:

- The lowest commercial bid (L 1) would be identified as stipulated in this tender.
- Any commercial bid incomplete in any respect would not be considered.
- The Vendors are required to send not more than two of their representative/s.
- This procedure is subject to changes, if any and the procedure adopted by the APSDMA for opening the tender shall be final and binding on all the parties.
- Every page/document provided by the Vendor in the technical/commercial bid should be Stamped and signed by the competent authority of the Vendor.

10. COMMERCIAL BID, PAYMENT AND OTHER TERMS

Commercial Bid Explanatory notes:

- The Vendor shall provide commercial quote as per the format given in a separate sealed envelope for entire mass messaging system.
- There shall be no escalation in the prices once the prices are fixed and agreed to by the Company and the Vendors.
- The solution implementation time shall be maximum of four weeks from the date of purchase order
- In case Vendor is not able to complete required implementation within stipulated period of four Weeks from the date of order, an additional period of 2 weeks (with penalty) will be allowed to the Vendor for completing the integrations. Post expiry of initial 4 weeks for completing integrations, a penalty of Rs. 50,000/- per day subject to a maximum of Rs.10 Lakhs (Rupees Ten Lakhs Only) will be charged during additional period allowed for completing integrations.
- After the delivery is made, if it is discovered that the items supplied are not according to our specification, such supply would be rejected at the supplier's cost.
- In case Vendor fails to complete required integrations, within a total period of Six weeks (4 Weeks + 2 weeks (with penalty)), then the order will be cancelled and awarded to the L2 Vendor at the lowest bid value of L1.If L2 does not consent to the same L3 would be negotiated in similar manner

11. Payment Terms

APSDMA will evaluate the performance of the solution for two days. Upon financial acceptance, the solution will be commissioned for pilot implementation. Payments will be released at the end of each month .

No advance payment will be made in any case.

Monthly Payment Terms:

- All Charges will be billed on a monthly basis and all rates will be valid for 36 months
- Desired throughput of 500 SMS/sec has to be maintained at all times
- No payment will be made for SMS alerts failed/not delivered due to any failure from the Vendor/telecom operator
- Vendors to ensure inter-operability between all existing and new service Providers for delivery of Push/Pull type SMSs and USSD Services.

- Vendor will provide details of SMS delivered by them with bifurcation of successful, unsuccessful messages.
- All payments will be made after deducting penalties, if any.

NOTE: Any publicity by the Vendor in which the name of the APSDMA is to be mentioned should be carried out only with the prior and specific written approval from the APSDMA. In case the Vendor desires to show any of the equipment to his customers, prior approval of the APSDMA will have to be obtained by him in writing it is not mandatory or obligatory.

On the part of APSDMA to accord such approval and may reject such request for reasons to be recorded in writing.

12. Empanelment Period:

The empanelment period will be for three (3) Months from the date of final acceptance extendable in future upon mutual consent and successful performance of the service provider.

13. Service Level Agreement:

Delay in delivery of Push Type SMS Alerts

The SMS sent by APSDMA will have to be delivered within the stipulated timelines. Failure to comply with the time frames for delivery of the messages pushed by APSDMA shall attract penalty as follows:

Particular	Penalty
Any SMS Alert not delivered due to any technical fault/failure on the part of vendor	10 times of per SMS cost of the respective category
High Priority SMSs delivered after 10 seconds	5 times of per SMS cost of the respective category
Low Priority SMSs delivered after 1 hour	5 times of per SMS cost of the respective category

APSDMA expects the uptime of 99.9% of the complete solution to be calculated on monthly basis. Any degradation from the agreed uptime shall invite penalties from the bills of respective months.

If SMS alert delivery failure is 10% and above for consecutive two months, APSDMA may levy penalties as below:

Uptime/Availability	Penalty on Monthly basis
<99.9% upto 98%	2% of the monthly bill of respective month
<98% upto 97%	5% of the monthly bill of respective month
<97% upto 95%	8% of the monthly bill of respective month
<95%	10% of the monthly bill of respective month

If uptime of services provided by Vendor to SDMA as per the agreement for SMS alert delivery is less than 95% for for two consecutive months, SDMA may levy penalties as above

The bidder shall need to submit letter of agreement from TSP specifying compliance in the relevant functionality related to Mass Messaging solution.

In Case of invalid phone numbers given by SDMA, the penalty will not applicable. However, the list of invalid phone numbers must be shared to us every month, with the date of attempting the SMS.

14. Miscellaneous Terms and Conditions

1. APSDMA reserves the right to reject any or all the proposals without giving any reason whatsoever for the rejection.
2. The technical details must be completely filled in correctly.
3. The Addenda/Amendments/Corrigenda, if any will be posted on our website only under www.disastermanagement.ap.gov.in . The prospective Vendors should check the website frequently to get the updates on any such changes.
4. The Vendor selected after completion of the selection procedure would then need to sign the agreement in conformity with the 'CONDITIONS OF TENDER' and the final price offered.
5. Governing Law: This offer shall be interpreted, construed, or enforced in accordance with the laws of the Republic of India.
6. Jurisdiction: In respect of all disputes arising out of, under or touching the provisions of this offer / contract, the competent Court of Vijayawada shall alone have the jurisdiction.
7. Escalation of Costs: The Vendor shall in no circumstance be entitled to any escalation of costs or price of services tendered under the contract.

8. ROYALTIES AND PATENTS: Any royalties or patents or the charges for the use there of may be involved in the contract shall be included in the price at the sole responsibility of the bidder Tenderers shall protect the APSDMA against any claims thereof.

9. Limitation of Liability & Indemnity: The Vendor represents and warrants that the repair and maintenance of services/products hereby sold do not violate or infringe upon any patent, copyright, trade secret or other property right of any other person or other entity. The Vendor agrees that it will and hereby does, indemnify the APSDMA from any claim, directly or indirectly resulting from or arising out of any breach or claimed breach of this warranty. Subject to the above and notwithstanding anything to the contrary elsewhere contained herein, the maximum aggregate liability of Vendor for all claims under or in relation to this agreement, shall be, regardless of the form of claim(s), shall not be limited to the contract value as against any third party claims.

10. Security and Confidentiality: The Vendor acknowledges that all materials and information which has or will come to its possession or knowledge in connection with this agreement or the performance hereof, consists of confidential and proprietary data, whose disclosure to or use by third parties will be damaging or cause loss to APSDMA. The Vendor agrees to hold such material and information in strictest confidence, not to make use thereof other than for the performance of this agreement, to release it only to employees requiring such information and not to disclose it to any other parties. The Vendor shall take appropriate action with respect to its employees to ensure that the obligations of non-use and non-disclosure of confidential information under this agreement are fully satisfied.

11. Bidders may enter into joint venture for the purposes of the bid.

15. AGREEMENT FORM

THIS AGREEMENT made on this _____ day of _____ between APSDMA(hereinafter “the Purchaser”) of one part and “...Name of Service Provider (hereinafter “the Service Provider”) of the other part: WHEREAS the Purchaser is desirous that certain Survey services should be provided by the Service Provider viz., Data collection, data transfer in the Andhra Pradesh and has accepted a bid by the Service Provider for empanelment to deliver the services in the sum of _____ (Contract Price in Words and Figures)

(hereinafter “the Contract Price”).

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

In this Agreement words and expressions shall have the same meaning as are respectively assigned to them in the Conditions of Contract referred to. The following documents shall be deemed to form and be read and construed as part of this Agreement viz,

- The Scope of Work
- Service Levels and Key Performance Indicators
- General Conditions of Bidding
- The Purchaser’s Notification of Award

Brief particulars of the services, which shall be supplied/ provided by the Service Provider, are as under:

- Design, Development, Operationalization and Running of an SMS / Voice based system for sending alerts of SEOC and APSDMA reporting of the same.
- Operation of a helpline / call center as per the requirements of the RFP mentioned above
- Deployment of Mass message alert system and helpline/ call center agents as per the requirements of the RFP

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with their respective laws the day and the year first above written.

Signed, Sealed and Delivered for “State Emergency Operation Centre at APSDMA” by it’s constituted Attorney

Signed, Sealed and Delivered for M/s _____ by it’s constituted Attorney

Signature
Name
Designation
Company Seal
Witness 1
Signature

Signature
Name
Designation
Company Seal
Witness 1
Signature

16. REQUIREMENT

APSDMA is in the process of establishing state-of-the-art facilities for hazard monitoring, scientific data analysis, emergency operations. As part of project implementation programmed, Andhra Pradesh State Disaster Management Authority is planning to set up various hazards and disaster related information Alert System to warn the general public. The SDMA intended to disseminate notifications to reach large number of masses through mobile and telecommunication facilities such as text and voice messages. Group specific and location specific messages in the form of text SMSs and Voice Messages can be disseminated for notifying masses about the impending disaster. During post disaster scenario, group and location specific Text SMS and Voice Messages can be disseminated for availability of relief camps, nearby medical-aid facilities and for all post disaster relief and rehabilitation notifications. Location specific real-time warning dissemination system is operated with the technical support of telecommunication service providers.

17. SCOPE OF THE WORK

This Tender Document is being issued to empanel a vendor to Implement Short Text & Voice message Gateway Services for State Emergency Operations Centre at Andhra Pradesh State Disaster Management Authority for a period of 1 year as a pilot project and it should be extendable upon the best services provided by the bidder. APSDMA envisions alerting the public of various hazards and disaster related alerts to the general public through text and voice messages through mobile phones. The Alert System currently being developed by APSDMA will provide the necessary information such as the location and time of the hazard and disaster activity. The people in that area needs to be identified by the SMS alert system /telecom operators, and alert all the mobile phone consumers in that area, through SMS/Voice Alerts. The SMS/Voice alert system should be capable of alerting general public in advance to real-time and it should be able to send messages to multiple locations at a time. At the time of disasters there should be provision to send messages to lakhs of people located at different regions of Andhra Pradesh within 1 minute.

Bidder should tie up with all the TSP's and ensure that all the mobile subscribers pertaining to the respective TSP's within the network coverage of a geographical location (In the proximity of particular latitude and longitude or a prescribed geographical area and location shall receive the SMS and voice alerts without any exclusion in real-time basis for the mobile phones communicating with the nearest tower / towers).

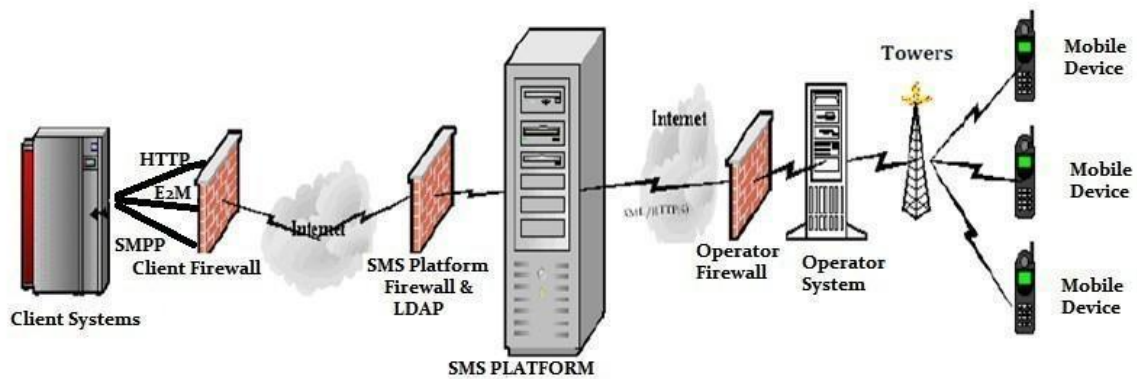
The bidder shall submit a proposal for the supply, delivery, installation, commissioning and maintenance (1 year from the date of successful operational acceptance)

The Scope of the work includes the following sections:

- a. Deployment and maintenance of the solution
 - b. SMS Gateway Deliverables
- a. Deployment and maintenance of the solution
- The vendor shall install the proposed solution in the SDMA premise with connectivity to at least top Six (6) mobile operators of Andhra Pradesh with a presence in all 13 districts telecom circles. For this refer to TRAI rating of operators (on the basis of number of subscriber as on the date). The whole solution shall be implemented in the SDMA premise with consistent bandwidth /TPS to handle minimum 10 lakhs SMS per month scalable up to 50 lakhs SMS per

month. (Refer SLA and Technical specification.) The above Telecom Service Providers should have a presence in at least 13 districts telecom circles in Andhra Pradesh. The vendor should have a provision to integrate additional mobile operator as and when required.

- The proposed Solution should be able to disseminate to the users mobiles either through an SMS/voice call. The firm should design the required templates for SMS and voice call in collaboration with SDMA and the system should be able to pick the dynamic values from an excel file or a database and feed into the SMS / voice call template. The users should also be able to subscribe / unsubscribe through SMS.
- The solution should have the following facilities: group messaging, custom SenderID, API Integration, user defined templates, scheduling of messages, resending option for failure messages, dynamic delivery reports, Mobile-to-many feature.
- The Vendor must provide the complete hardware sizing to meet the requirement of SDMA. The vendor shall install all the components of the system and shall take care of all licensing issues of the operating system and virtualization software or any other component/software that is required for the installation.
- At any time SDMA has the right to conduct the code review of the voice and SMS gateway software.
- The deployment shall be in active-active mode between primary site (SDMA) and secondary site (As per Service Provider) Proposed high-level architecture diagram is given below:



Basic functional Diagram of SMS service

A.1 Deployment Assessment:

- The empanelled vendor should at least match the operational capabilities and features of new SMS and Voice based gateway solutions.
- No system with short features list or alternate software product with different technical specifications shall be taken up for acceptance testing under any circumstances.
- The assessment will include running of the test cases based on the technical specification software features as mentioned in – **Technical Specification**.
- Failure to full fill any of the aforementioned conditions, SDMA reserves the right to cancel the contract as per the Termination of Contract Clause along with forfeiture of the EMD/Security Deposit. Further, SDMA can procure same items from alternate sources at the risk and cost of the defaulting vendor.

- The Vendor should provide acceptance testing plan in agreement with SDMA along with the comprehensive service deployment and delivery details before Go-Live phase.

A.2 Downtime, Systems Security & Maintenance

Appropriate notification prior to the initiation of scheduled security operations:

Issue notification of maintenance requirements and solicit response All notifications will include the following information:

Any such downtime will be notified one week in advance.

It will also cover the event of hardware failure and telecom operator failure.

In the event of hardware failure or if any datacenter is overloaded or is down then the message is automatically directed towards the other datacenter which can share the load. Thus there should be facility of automatic fail-over.

In the event, primary operator connectivity is down; the message would automatically be routed to our secondary operator connectivity.

A2.1 Data Security

- a) Data Security between End User and Datacenter: The access to purchaser's site should be provided over HTTPS protocol, thus making the transaction between the end user browser and the datacenter server completely secured.
- b) Transaction between Datacenter and SMS Server: All the transaction between the datacenter and the SMSC happens via internet through SSH connectivity which is encrypted (latest or most stable encryption algorithm/techniques shall be implemented.).

A2.2 Data Security Policy

The empanelled vendors must create a Data Security policy to protect the government data at all levels of operations and administration, The Data security policy should clearly state the roles and responsibilities of vendor staff, the policy should be evaluated, updated and should be timely reviewed and approved by the SDMA Management. The control for data security shall be implemented as per the approved data security policy.

A.3 Authentication of IPs

SMSC should be protected by Firewall and only systems that have been authenticated can access these server. This server is accessible only to Vendor's data centre server and Vendor's Proxy server.

- a) **User Level Authentication**: User can access purchaser's server with a valid Username,

Password and OTP.

- b) **Database/Repository Redundancy:** Database/repository is maintained by multiple servers, in case of crisis.
- c) **SMSC Redundancy:** There are multiple SMSC connections to enable failure backup, when a primary SMSC is down then the message automatically gets routed to the secondary SMSC.

B. SMS Gateway Deliverables

The empanelled vendor should provide detailed and certified copies of logs including timestamp, mobile number, duration etc. both from their datacenter and telecom operator (CDR) as and when required by the SDMA as per the provision of applicable laws at and for all time during the period of contract. The empanelled vendor would also provide the tool for Analyzing and comparing the CDRs and SMS traffic data from SMS Gateway.

The broad categories are as follows:-

1. Web Enabled SMS Console
2. Automation of all routine tasks related to the operation of SMS gateway for instance but not limited to Application monitoring, SMS queue monitoring, exception and error handling alert, storage alerts, telecom operator connectivity management, system health check-up etc.
3. Web Enabled SMS reporting System
4. Bundle of programming language neutral API for sending SMS from application integrated with SDMA SMS Gateway. The vendor will ensure that their API should support to any Hardware
5. Pull SMS Solution
6. Email2SMS solution
7. Integration of existing Pull VMN with SMS Gateway including short codes
8. SMPP Based SMS Solution
9. Web Enabled Backend Management System
10. Putting in place different processes/system for Management Reporting, compliance to statutory bodies like TRAI
11. Billing System

Note: The empanelled vendors shall ensure that all integrated with the new deployment as per the project schedule.

C. Voice gateway for OBD services

OBD service would run from the Data Centre of the empanelled vendor, and available 24X7X365 days for full period for project duration.

D. Customization:

Customization would of two types:

1. **SMS Customization:** Customization of SMS would be a constant requirement throughout the duration of project and would be done without any extra charge to the purchaser as it would be carried out by the technical and operational project team.
2. **OBD platform/ Voice Call Customization:** APSDMA would mention the requirement of customization which includes the scope of work and efforts in terms of man month.

During the entire project duration of empanelment, it may be required to modify/customize the existing platform of the Vendor in order to achieve the implementation of new requirement as and when it is raised by SDMA to the Vendor. This may include changes in the platform and any other technical/operational activity to deliver the requirement successfully.

The requirement shall be raised to the Empanelled vendor by SDMA by sending mail to the Empanelled project/operational manager.

Scope of the customization on OBD platform would be mutually discussed and timeline of the completion of the customization / new requirement would be decided thereafter. The empanelled vendor must adhere to Scope of work and Timelines discussed failing to so will invoke the penalty. The decision of Purchaser will be final and binding and could not be challenged in any court of law

Post every customization detailed testing of the customized solution should be carried out by the empanelled vendor. To test the working of short code, OBD/Voice gateway and SMS service, it is the responsibility of the empanelled vendor to test the same across the state in all districts with all operators and present the report to SDMA management.

After technical and operational evaluation, of the customization would be carried out by SDMA and thereafter would be provided a signoff.

The empanelled vendor will sign NDA (non-disclosure agreement) with SDMA. The ideas and enhancement done on the instruction of implementing Empanelled vendor shall not be shared with any other entity for any financial benefit or otherwise (marketing purpose etc.) nor shall the vendor patent or copyright them in their name.

Note: the change in the solution code and any automation scripts or Modules developed for the SDMA requirements would be considered private and confidential and an Intellectual property of APSDMA. Sharing of such customizations with any other party would fall under Data Confidentiality and Integrity breach and action would be taken as mentioned under Confidentiality Clause of this Tender.

E. Manpower for operations of the service (24/7)

The vendor shall place required number of technical manpower resources at APSDMA which is the primary deployment site and at another geographical site called secondary site.

S.No	Designation	No. of position
1	Operation Manager	03

Note: The team present during the installation and commissioning the SMS gateway solution would continue to be a part of the day to day operations during the entire period of contract execution. SDMA reserves rights to hire additional Manpower as and when required for operation of service.

F. Support in Process and Operation review

The empanelled vendor would be responsible to assist the SDMA during the audit of SMS gateway solution process and operations audit and review as and when required with reports assuring the Availability, Integrity and Confidentiality of the SDMA, user or Government Data.

- a. Process audit would comprise of but not limited to:
 1. Record keeping review,
 2. Response generation to users,
 3. Logs analyzing,
 4. Report and Statistics generation.

- b. Operation Audit would consist of assessing the:
 - 1) Workflow of problem and change resolution
 - 2) Adherence to Statement of Work and Statement of Procedures documents.
 - 3) SMS errors and failure logs with CDR and detailed logs certified by telecom operator.
 - 4) CSG/STQC Audit:
 - i. The STQC / Cyber Security Group (CSG) would audit the Installed solution and supporting infrastructure for security vulnerabilities.
 - ii. Vendor will be responsible for closing the observations (including software bug or configuration settings) and recommendation given by SDMA team or STQC on the security assessment of the SMS solution, application and supporting Infrastructure. The responsibility of closure of the security assessment observation would fall on empanelled vendor which should be duly closed.

- c. The following testing must be done and demonstrated
 - i. Performance testing of the services. It should meet the specified performance level.
 - ii. Security testing of the services likes data security, privacy of information, penetration testing etc.
 - iii. Statutory compliance testing like DND calls/SMS, logging, data consistency and verifiability, conformance to statutory rules (like TRAI rules) laid by govt. etc.
 - iv. Business continuity testing like operator failover, services failover, switchover etc

Note:

- a. It shall be the exclusive responsibility of the Empanelled vendor to deploy the System to provide appropriate device drivers, license and solutions for these system software platforms etc.
- b. Continuous testing of the performance of throughput of SMS, OBD/Voice gateway, where the weekly dashboard should represent the decreasing trend of failure rates and increasing successful delivery.
- c. Any additional components, sub-components, assemblies, sub-assemblies, cables, connectors, sockets that would be required to meet the desired installation requirements will have to be provisioned by the Vendor at no additional cost to the Purchaser and without any project delays.

G. Knowledgebase Management

The Empanelled vendor will be responsible for maintaining and updating the following records but not limited to:

1. Statement of Work for all operational activities
2. Statement of Procedures for all operational activities
3. Changes management (Records of Change request)
4. Root Cause Analysis Database maintenance
5. Generic Errors and solution document
6. Manual Documentations and Troubleshooting Guidelines
7. SRS and Libraries.
8. Feedback and feature enhancement requests from APSDMA users.

Deviation Statement

Please specify how old is the subscriber data when the messages are sent viz the time lag if any of the subscribers connected through a cellular tower immediately before the dissemination of message.

i.e; $T - X$ where T = Time at which message was disseminated.

X = Time at which the subscribers were connected through cellular network.

Ideally X is expected to be 0.

Project Schedule

S.No	Project Schedule in the Location	Period from the date of purchase order.
1	Solution Deployment and Integration of all components at both sites in active-active Mode	30 days from the date of purchase order
2	Security Audit by STQC/CSG of the SMS Gateway Solution	
3	Complete Project takeover from existing vendor, customization to meet technical specification and deployment of all applications in the project	
4	Deployment Acceptance testing, Service Testing, Performance Testing approved by SDMA	
5	Process Documentation for Knowledge Base and for referrals should be Submitted by the vendors	

18. Technical Specification

The following are Technical specifications for implementation of APSDMA SMS gateway.

Vendors are required to comply with the Technical Specifications as mentioned below and no deviation will be accepted. Any deviation from technical Specification will lead to rejection of Bid, It will be summarily rejected and no correspondence on the same shall be entertained. Submission of false/forged documents will lead to forfeiture. APSDMA reserves the right to initiate legal action against the Vendor. All the web applications as a part of proposed solution should be compatible with all major browsers.

SMS Gateway Solution

S.No	Functional & Technical Specifications	Compliance	Remarks
General (Mandatory)			
1	<p><u>Message Types Handled</u> The SMS solution provided by the Vendor should handle the following message types:</p> <ul style="list-style-type: none"> • Text • Text to Speech(Languages supported – Telugu, Hindi & English) • Voice • Flash SMS 		
2	<p><u>Operating System</u> Both API and Client applications should be portable either on windows or Linux based Operating System</p>		
3	<p><u>API & Connectivity</u> Vendor should provide API compatible with both Java & .Net platforms. Provide details of other compatible platforms also. Vendors should share the API integration source code.</p> <p>Vendor should provide API which can connect to the following Databases namely Oracle, My SQL, MS SQL and MS Access.</p> <p>The Vendor must port the API on a minimum of two application servers in an active mode deployed at the Datacenter and other in passive mode at the Disaster Recovery Site</p> <p>The license provided for API should be perpetual.</p> <p>Vendor should provide onsite support for integration till the Systems go into production. Cost if any should be factored in the commercial bid.</p> <p>The Vendor needs to provide the SMPP and/or HTTPS-API with/without XML support to the Company with</p>		

	multiple accounts for sending messages. This should be the primary channel for communication.		
4	<p><u>SMS/Voice User Interface</u> Vendor should also provide user interface software for Administering the SMS system and also for sending messages by users directly using the interface provided. The user interface should preferably be browser based and compatible browsers along with version should be listed.</p> <p>Provide complete details on administration and user functionality of the SMS user module. There should be facility to create administrators user ids. More than one administrator user ids might be required.</p> <p>APSDMA proposes to provide access to the SMS interface across the organization and hence Vendors who provide non browser interface should provide software details along with compatible platforms. Such Vendors in addition should provide unlimited perpetual license. Cost of licensing and other cost if any should be explicitly stated in the commercial bid.</p> <p>APSDMA will be deploying the Server component of the software on a minimum of 2 active systems and licenses if any should be perpetual. The Solution should be able to handle a multiuser architecture with Role Based Access implemented. There should be facility to configure credit limits to every authorized user.</p>		
5	<p><u>MESSAGE SENDING</u> Both Pull and Push SMS service should be provided.</p> <p>Solution should also provide interactive messaging.</p> <p>There should be facility to Create, Store and Retrieve predefined message template using both API and Client interface.</p> <p>Instant composing and sending of messages must be available.</p> <p>There should be facility to schedule and send messages.</p> <p>Solution architecture should be such that distributed message composing should be available with message sending either centralized or decentralized. Example: Message will be composed across the company by users and routing to the SMS gateway should be through HO or the respective sites directly.</p> <p>There should be facility to set message priority – to OTP, Transactional, and Promotional before sending.</p> <p>The solution should allow sending of message to address using the inherent address book database of the SMS application (or)external database (or) files</p>		

	<p>(* .txt,*.csv,*.xls,*.sxw,*.odp (or) as a user input of the mobile numbers; in other words, bulk upload facility in the above formats should be available</p> <p>Duplicate checks in files uploaded to avoid duplicate messages being sent when uploading files.</p> <p>In case client gets a list of numbers from its sources, according to TRAI, SMS can be sent only if they are service/ transactional in nature. Any UCC (unsolicited commercial content) cannot be sent. Thus, the Vendor should have the facility of online filtering of the DND numbers.</p> <p>For bulk upload, the Vendor must be able to do it and able to maintain Delivery Reports and it should be automatic updated</p>		
6	<p><u>COMPOSING MESSAGES</u></p> <p>There should be provision to send both Static and Dynamic messages. In dynamic messages, composition will be done once and message content will vary for every sender.</p> <p>Vendor's SMS Gateway should support delivery as single message for message of more than 160 characters sent to/from Virtual Mobile Number (VMN)</p> <p>Provide information on the following</p> <p>a) The maximum bit size for a message.</p> <p>b) Treatment of long messages and other message type like UNICODE sms from billing perspective for message count.</p> <p>Must support upload of messages using various file formats like *.txt,*.csv,*.xls,*.sxw,*.odp etc. Provide details of other file formats supported.</p> <p>The solution offered for incoming and outgoing messages of more than 160 characters should be tested with our all applications on online portals etc.</p>		
7	<p><u>MESSAGE PRIORITY</u></p> <p>There should be facility to set message priority setting both using the Client interface and API. Example: Transactional Messages must be distinguishable and be routed differently, across channels, with different TPS.</p> <p>APSDMA requires the following minimum message priority setting namely with message delivery TAT indicated against them.</p> <p>a) OTP – less than 5 seconds</p> <p>b) Transactional – less than 30 seconds</p>		

	<p>Outgoing messages may be classified into categories:</p> <p>(a) Transactional message - High Priority</p> <p>(b) I-OTP (One Time Password) II-Policy Issuance Alert</p> <p>(c) III-Payment Received Alert</p> <p>(d) IV-Payment Initiated alert</p> <p>(e) Promotional Messages- High Priority, as decided by the Company for immediate delivery.</p> <p>(f) Promotional Messages- Low Priority</p> <p>High Priority messages to be delivered within 5 seconds (OTP) to 20 seconds (others). Low priority messages may be delivered within one hour</p>		
	All outgoing messages (SMS) from application are to be delivered to the mobile subscriber within 20 seconds of Receipt of the message at Vendor's server		
8	<p><u>GROUP SMS</u></p> <p>Solution should provide facility to Create, Modify, Delete and Manage groups and its members.</p> <p>There should be provision to send message to multiple groups simultaneously.</p> <p>Message sending to groups should be possible using Group message interface and API.</p> <p>There should be provision to create group list through a file upload (or) by connecting to any ODBC compliant database.</p>		
9	<p><u>MESSAGE DELIVERY</u></p> <p>Message delivery must be network and device agnostic.</p> <p>The solution should provide verifiable message delivery status with date and time stamp. Non delivery information should be available with reasons.</p> <p>Message delivery should be in compliance with TRAI regulation/guidelines and other statute in force. Penalty for any violation shall be borne by the Vendor only.</p> <p>Point in time message tracking should be available.</p> <p>The Vendor should have the facility of online filtering of the DND numbers. The Vendor should have the capability to filter out invalid numbers and in case of high failure rate, sending to that particular number must be disabled. Such disablement should be notified to the SDMA user.</p> <p>If in any case delivery period is beyond the above specified period (20 second), the Vendor has to submit the valid reason for such delay. The Purchaser will check the time taken in delivery of messages broadly. Whenever any abnormal delivery period is observed, the</p>		

	<p>Purchaser may require justification for the same. If proper justification is not provided, the Purchaser may consider these messages as undelivered and apply penalty</p>		
10	<p><u>MIS & LOGGING</u> Solution should provide comprehensive MIS covering at the minimum the following points. a) User based MIS. b) Message type c) Mobile number based MIS. d) Status based messaging. Example: Success or failure. e) TAT / Exception reports supporting billing. Example: Non delivery error code based reports. It should be possible to generate all reports on a date range basis both as detailed and summary with filters. Example: All selective values as required by SDMA. Provide details on MIS available. Customization if any required by SDMA should be done at no additional cost.</p> <hr/> <p>Besides MIS, comprehensive querying functionality must also be available. Provide information on solution capability. All activities should be logged irrespective of whether native Interface of the solution or API is used. Administrator activities should also be logged.</p> <hr/> <p>It should be possible to generate MIS on a real time basis rather than as an EOD job. Solution should allow viewing of MIS and Logs and exporting the same for analysis as a worksheet, text or csv file. Solution must allow specifying tags against an SMS and later while generating reports, it can be generated based on this tag and similar SMS can be identified. A tag might be the name of the campaign, name of the group to which the SMS is sent, etc.</p> <hr/> <p>The Vendor should provide suitable means such as website/ portal/tool for generation of MIS reports and also for showing the current status of messages. The MIS report should have the following minimum fields: (a) Mobile number/ MSISDN (b) Message text (c) Message Category (Push,pull/ Transactional/ promotional) (d) Message sender/recipient (e) Bearer (GSM/CDMA) (f) Operator (g) Circle (h) Date/time of SMS received at the gateway. (i) Date/time of SMS sent to the operator.</p>		

	(j) Date/time of SMS delivered to the end subscriber.		
11	<p><u>INTELLIGENT MESSAGE PROCESSING</u></p> <p>Solution proposed should be able to automatically monitor message delivery and attempt retries. Provide details on number of attempts that would be made to send a message. Intelligent routing through alternate network service provider should be done in the event of failure or congestion or DOS attack in the primary network channel</p> <p>The Vendor should have tie up/ arrangements with multiple service providers for outbound messages. The Vendor should have direct SMSC connection with all major operators i.e, Airtel, Vodafone, Tata,BSNL and Reliance. The Vendor should deliver messages to the subscribers of all major service providers like BSNL, Reliance, TataIndicom, Vodafone, Airtel, Idea etc., directly to that mobile service provider and for the subscribers of other mobile service providers through any one of the above service providers. Please specify the operators.</p>		
12	<p><u>NETWORK & DATA SECURITY</u></p> <p>Message sending should be using HTTPS/HTTP with 128 bit SSL encryption only</p> <p>Vendor shall ensure that message and address book details such as mobile numbers should not be stored at any intermediate point except as required under any provision of law or for billing purpose. Provide details.</p> <p>Vendor shall also ensure the following:</p> <p>a) All intermediate systems will be secure such that message is not tampered.</p> <p>b) The message should be free of virus or other malicious Codes.</p> <p>Vendor shall ensure strict compliance of all Statue, Bye laws and rules governing SMS messaging security. Provide details.</p> <p>Vendor shall indemnify SDMA in full in the event of any such breach in security.</p>		
13	<p><u>HARDWARE & SYSTEM SOFTWARES</u></p> <p>The premises for hosting the solution. the required hardware for implementing the solution has to be explicitly stated and procured by the Vendor. If the Vendor proposes a cloud based Model it has to be specified.</p> <p>The Solution shall be deployed at the APSDMA, located in Vijayawada, from where the software shall talk to the</p>		

	<p>SMS Gateway of the Vendor. A dedicated office with a dedicated person of the Vendor must be present at SDMA.</p>		
	<p>Cost of any other software required by the Vendor to implement the SMS solution should be stated explicitly and should be procured by the Vendor with perpetual license as per the SDMA deployment plan indicated above.</p>		
	<p>The cost of additional hardware and software indicated by the Vendor should be reflected in the commercial along with AMC/Support cost for the contract period. Such cost will be reckoned for arriving at the Total Cost of Acquisition. The Vendor should use their own "SMS Gateway Services" to deliver the messages to the SMSCs directly.</p>		
	<p>The Vendor should integrate their SMS gateway with our CORE Insurance and other related systems in coordination with respective Vendors.</p>		
	<p>The purchaser will use the internet link owned by SDMA to connect our applications to/from Vendor's SMS gateway. All network equipment required at Vendor's end has to be arranged by the Vendor along with necessary cabling and commissioning. No additional cost will be paid by the purchaser in this regard.</p>		
14	<p><u>TRAINING & DOCUMENTATION</u></p> <p>The Vendor shall provide onsite training to a minimum of 4 SDMA officials at its center. Successful Vendor should also provide one copy of the final integration document both in hard and soft form taking into account SDMA solution requirement along with all software and required licenses.</p> <p>Vendor has to test all the functionalities requiring interfacing to the Company's Core Insurance Application / Portal Applications, without additional cost during the UAT. Services shall be started only after completion of testing all services by the Vendor and the subsequent Sign-off.</p>		
15	<p><u>ONSITE & OFF SITE SUPPORT</u></p> <p>During integration, Vendor shall provide a dedicated onsite Resource at SDMA to complete the integration as per the solution requirement.</p> <p>Post integration Offsite / remote support should be extended for the contract period. Provide details of coverage under support.</p>		

16	<p style="text-align: center;"><u>SCALABILITY AND PROSPECTIVE REQUIREMENTS</u></p> <p>The SMS services should be scalable to meet the requirements of the SDMA for the next 3 years from the date of placing the Purchase Order.</p> <p>The Vendor should be able to comply with latest regulations/guidelines issued by TRAI. Also the Vendor should be able to comply with all future changes effected by TRAI or any other statutory body. Any changes made in this regard, whether commercial or otherwise, needs to be communicated to SDMA at regular intervals.</p> <p>The Vendor should have a capability to handle at least 50 lakhs real time SMS alerts per day for policy level transactions of SDMA. Vendor to submit latest month's invoice paid by respective scheduled commercial banks, clearly stating the volume of real time SMS alerts sent.</p> <p>The Vendor should provide the archives of all the messages sent to their gateway with the delivery status in a CD/ DVD/Soft Copy on monthly basis.</p>		
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19. Vendor/Bidder profile:

(All details in appropriate columns should be filled-in Incomplete details will entail rejection)

S.No	Description	Response
1.	Name of the Agency/Providers	
2.	Address	
3.	Name, designation & address of the person to whom all references shall be made	
4.	Telephone (with STD code)	
5.	Mobile No. of the contact person	
6.	E-mail of the contact person	
7.	Fax No. (with STD code)	

We have enclosed the following documents:

1. Letter of Authorization. (Form should be submitted on the company's letter head duly seal and signed by the authorized person).
2. Details of experience in similar assignments.
3. Self Attested copies of Supporting Documents.
4. Details of the joint venture partner and the contractual arrangement for the purposes of the bid.

Signature:

Name:

Designation:

Date:

(Company Seal)

20.COMMERCIAL BID SUBMISSION FORMAT

S.No	ITEM	PRICE
1	Mass Messaging Solution Gateway - Annual Charge for total system establishment and maintenance for APSDMA for a period of 1 year	
2	Mass Messaging charges	
A	10 Lakhs SMS per month	
B	Each additional 5 Lakhs SMS and more during emergencies	
3	Voice Messages 100000/month	
4	Push Messages 100000/month	
5	Human Resource- 3 Operations Managers to work in 3 shifts at APSDMA for operating the system (Monthly Salary)	
Note: Minimum 10 lakh SMSs per month and Maximum 50 lakh SMSs per month. During various hazards the messaging volume may increase irrespective of the usage.		

Sd/-
Managing Director

