

UNICEF Lebanon Terms of reference (TOR) for a Long Term Arrangement for services

Section	Content
Project:	SMS services
Background	<p>UNICEF Lebanon is leading many programs that provide basic services to the most vulnerable women and children, under each of its programmes: Integrated Child Well Being, Winter supports, Health & Nutrition, Child Protection, Education and WASH.</p> <p>Communicating with beneficiaries during the implementation of the programmes is very essential, especially during the implementation of cash assistance programmes. UNICEF has different programmes to provide cash assistance to beneficiaries, and during the implementation of the programmes, UNICEF always communicating with these beneficiaries through SMS, informing about their status in the programme, share announcements and inform about the loadings.</p> <p>UNICEF Lebanon would like to explore the use of SMS service provider system to send SMS to beneficiaries for the following Programmes:</p> <ul style="list-style-type: none"> • Year-End one-off Social Grant <p>Given the deepening crisis that is affecting the majority of the population in Lebanon specially at the end of the year and during the winter season, UNICEF provides further cash assistance to children across Lebanon to help households protect child wellbeing.</p> <p>This Cash Assistance is a one-off grant that is being transferred once during the month of December to households across the entire country. Supported households include Lebanese families and their children who are identified as vulnerable, as well as non-Lebanese households and their children who have previously been identified as vulnerable under UNICEF programmes.</p> <ul style="list-style-type: none"> • Integrated Child Well-being Programme <p>To obtain effective and efficient results on child well-being and development, a holistic approach is necessary to first ensure the supply of services meets the increased demand generated by cash assistance, but at the same time, taking advantage of the many services available in communities, offering as many potential entry-points for convergence and integration at programmatic and operational level.</p> <p>The ICWBP programme seeks to provide integrated social assistance to children who are out of learning and are likely to face child protection risks and other deprivations. It does this by fully integrating different sector programmes into a common approach to tackle multidimensional child poverty.</p>

	<ul style="list-style-type: none"> • Education Reaching School Programme <p>As part of the Education program RACE (Reaching All Children with Education), UNICEF is providing a cash assistance to children registered in primary 2nd shifts schools to support the family with the school related expenses of children</p> <p>SMS services will be used to:</p> <ul style="list-style-type: none"> • For Year-end programmes: <ul style="list-style-type: none"> ○ Inform Houshold about Programme eligibility ○ Inform Houshold when payment executed. • For ICWBP: <ul style="list-style-type: none"> ○ Inform Houshold about Programme eligibility ○ Inform Houshold when payment executed. • For Reching School programme: <ul style="list-style-type: none"> ○ Inform Houshold about Programme eligibility ○ Inform Houshold when payment executed.
<p>Objectives, Purpose & Expected results</p>	<ul style="list-style-type: none"> • Procure all required text bundles on behalf of UNICEF with Alpha and MTC Touch, and manage any technical details with telecoms while keeping UNICEF informed. • Operate new and existing toll-free short-codes for SMS, licensed to UNICEF/ government partners or committed for exclusive use by UNICEF/government partners, and provide incoming and outgoing message services to all users on their respective mobile network in Lebanon, with traffic being around 3-4 million messages per year on 1 short codes (potential to grow) • Enable UNICEF to send bulk and/or personalized SMSs to reach specific beneficiaries with specific messages. • We also require the ability for beneficiaries to reply to our questions or send SMS messages to UNICEF via our assigned short code at no cost to the message sender
<p>Description of the assignment</p>	<p>Key to UNICEF’s goals of equity in access to services, all SMS’s which are sent to the dedicated short code numbers shall not be charged to the end user (the short code numbers <u>must be toll-free</u> to all users of the short codes); UNICEF will meet the cost of the inbound and outbound SMS’s.</p> <p>The Company shall ensure that all documents from MoT which authorize the use of the short codes are in the names of UNICEF, such that <u>UNICEF has full rights</u> regarding the use of the short codes, including the right to instruct the telecom companies to redirect traffic destined for the short code to a different interconnection point other than Company’s existing interconnections with the operators.</p> <p>SMS traffic for the short code will be routed through the company’s existing SMPP interconnections with the operators and forwarded to UNICEF servers (either in Lebanon or hosted in the cloud as desired by UNICEF). The Company will then receive SMS from the designated UNICEF’s servers and terminate these SMS to the mobile subscribers on all telecom networks. The HTTP protocol may still be used as an interface through which UNICEF may deliver SMS to mobile subscribers.</p>

	<p>The Company will provide system generated traffic reports for incoming and outgoing SMS services, which will be cross-checked with UNICEF databases for validation, and billed on a monthly basis.</p> <p>The Company will specify the guaranteed minimum throughout capacity (MT) for each telecom network.</p> <p>The Company shall provide access to incoming and outgoing SMS queues to and from the Companies' platform (for SMS queued from UNICEF short codes).</p> <p>The Company shall ensure the availability of local SMSC gateways as a backup in case the main gateways are hosted in the cloud and are temporarily unavailable.</p> <p>Estimated SMS traffic is currently ESTIMATED at 7 million per year. All pricing proposed will apply to all UNICEF short codes handled by the Company (one blended cost, not one cost per short code or per network).</p> <p>The Company shall specify the guaranteed uptime of its SMS gateway servers and report any faults to UNICEF without delay.</p> <p>The Company shall provide alerts of when there are technical faults with telecoms once the fault has lasted more than 5 minutes.</p> <p>The Company will report any faults to UNICEF without delay.</p> <p>The Company will manage relationships with the telephone networks to fix technical issues and billing discrepancies.</p>
Deliverables	<p>For all programmes, the deliverables are the following (in addition to what has been already mentioned in the above section):</p> <ul style="list-style-type: none"> - Send outgoing SMS to above targets - Ability to customize the SMS
Reporting requirements	<ol style="list-style-type: none"> 1. Number of SMSs sent 2. Number of those SMSs actually delivered 3. Number of SMS blocked 4. Number of SMS not delivered
Location and Duration	ASAP.
Qualification requirements	<p>The service is expected to be provided by an institution as per the qualifications listed below:</p> <ul style="list-style-type: none"> ● At least 2 years proven experience operating short code based services in Lebanon ● At least 2 years proven experience providing high quality hosting, maintenance and support for requested SMS services. ● At least 2 years' software development experience on UNIX/LINUX platforms, real time SMS applications, and SMS content provision applications. ● The company must be based in Lebanon ● Prior work experience providing services to the United Nations preferable

Evaluation process and methods	Evaluation Criteria	Maximum Score
	1. Completeness of response and understanding of UNICEF requirements	10
	<p>2. Overall Experience of Company and Key Personnel Proposed for the assignment:</p> <p>2.1 Demonstrate experience in providing customized SMS systems by providing evidence of previous projects and demonstrating available SMS systems. The following categories will be used to evaluate the demonstrated experience: Features of SMS systems, Ease of use, Security features and integration options. 4 points per previous similar project up to 12 points</p>	12
	<p>2.2 <i>Demonstrate SMS service experience working on similar scale and with similar audience in Lebanon, client references. Provide evidence for:</i></p> <p>Number and description of similar (please indicate status of the project, end-users / value and period / sms load /confidentiality processes. Please include the primary client contact). 4 points per letter of reference up to 12 points</p>	12
	<p>2.3 <i>Key personnel (6 points): Bidder capacity to demonstrate the presence of staff with the relevant experience and qualifications and particularly their capacity to:</i></p> <ul style="list-style-type: none"> -Demonstrate experience of the assigned Point of Contact who will act as the account manager and focal point for all work done for client. (3 points) - Demonstrate experience of engineers responsible of providing continuous monitoring and troubleshooting on both interaction with end-users and the SMS software and for integration with client systems such as RapidPro (3 points). 	6

<p>3. Proposed Methodology and Approach</p> <p><i>3.1 Bidder capacity to demonstrate their organizational structure is qualified to comply with the RFPS requirements and proposal</i></p> <ul style="list-style-type: none"> - Describe mechanisms in place to utilise SMS services in Lebanon and timeframe - Describe resources in place for managing performance of SMS campaigns and integrations with client systems 	<p>8</p>	
<p><i>3.3 Bidder to demonstrate their capacity to comply with the sizing and scale of the assignment:</i></p> <ul style="list-style-type: none"> - Provide description of how the company would work in circumstances with rapidly increasing SMS load (3 points). - Demonstrate the existence of equipment and infrastructure to send SMS messages and to integrate with client systems (3 points). - Demonstrate operator’s management process and the possibility to scale up/down operators with a notice period of 4 days (3 points). 	<p>12</p>	
<p><i>3.4 Bidder to demonstrate their capacity to comply with the reporting requirements as described in the RFPS requirements and proposal by describing their online reporting System, or sharing the below requested reports through a tunnel (10 points).</i></p> <ul style="list-style-type: none"> - Demonstrate the bidder can provide daily, weekly, and monthly performance and analysis reports, as well as details of undelivered messages, as agreed before for each campaign documenting the results and providing insight for enhancing performance.(2 points) - Demonstrate the bidder can provide full message sending reports, not only for sent messages (2 points) - Demonstrate the bidder can provide all message logs (showing incoming, outgoing, including phone numbers) as raw data to UNICEF upon request(2 points). - Demonstrate the provided SYS system is able to produce a Dashboard showing message statistics in a reader-friendly manner (2 points). - Demonstrate the bidder capacity to receive incoming SMS messages and replay these to UNICEFs RapidPro system as per the RFPS (2 points). 	<p>10</p>	

	<p>Total <i>Minimum successful score for the technical evaluation is 49 points</i> Financial evaluation Criteria: <i>Only bidders obtaining the minimum pass mark in the technical evaluation (49 points) will be considered for the financial evaluation.</i> <i>Financial evaluation is composed of 30 points. The lowest financial offer will obtain 30 points.</i></p>	<p>70</p>	
<p>Duration of the LTA</p>	<p>The LTA will be issued for 3 years, renewable on a yearly basis up to 5 years according to UNICEF's needs and based on UNICEF's policies and provided performance is satisfactory.</p>		