

No: BAP/IC/SMSS

Request for Proposal for SMS Gateway Solutions

Technical Specification

BHEL requires SMS (Short Messaging Service) Gateway Solution to be provided by the bidder to send Transactional SMS to its registered users. The duration of the contract will be two years. As per the current projections, it is estimated that 50,000 SMS/month will be sent during this two-year period. However this requirement is tentative and actual requirements may vary.

1. SMS Gateway APIs (Application Program Interfaces)

The APIs provided by the SMS Gateway will be used by multiple applications within BHEL. The SMS Gateway APIs must have below mentioned functionalities:

- 1.1. Full support for HTTP, HTTPS, FTP, SMPP, and Bulk SMS.
- 1.2. Provision for binding IP address to restrict the SMS sending host machines.
- 1.3. Support for unlimited number of Sender IDs defined by BHEL.
- 1.4. Support for the creation and use of unlimited number of user defined SMS templates.
- 1.5. Unicode character support for sending SMS in multiple Indian languages as desired by BHEL.
- 1.6. Group SMS Facility.
- 1.7. Provision for SMS wise and Number wise Scheduling/Rescheduling in working and non-working days.
- 1.8. Provision for SMS Delivery Receipt/Report/Acknowledge via Web/Email/SMS. SMS gateway should also provide audit trail for sent SMS.
- 1.9. Support for SMS Delivery, Receipt/Report/Acknowledge and Audit trail via Web/Email/SMS for Long SMS (more than 160) of English and Unicode Messages.

2. SMS Gateway Web GUI (Graphical User Interface)

The Web GUI should have the following features:

- 2.1. It should be secured via SSL and userid/password based access control and open on all popular browsers (i.e. Internet Explorer, Google Chrome, Opera, Safari, Firefox, and Netscape etc.).
- 2.2. Ability to create and manage groups. Further, it must be possible to send SMS to individual numbers or groups directly without entering the individual numbers again.
- 2.3. Multiple upload formats like CSV, Excel and XML for uploading list of mobile numbers along with excel plug-in for sending SMS.
- 2.4. Creation and use of unlimited number of user defined SMS templates.
- 2.5. Provision for cancellation of SMS queue.
- 2.6. Provision for SMS wise and Number wise Scheduling/Rescheduling in working and non-working days.

3. Delivery Receipt/Report/Acknowledge and Audit trail

- 3.1. SMS gateway should send back a Delivery Receipt/Report/Acknowledge after delivery via Web/Email/SMS.
- 3.2. SMS gateway should also provide audit trail via Web/Email/SMS for the SMS sent.

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4. Group SMS Facility

The Group SMS facility (in APIs and Web GUI) should exist as follows:

- 4.1. Groups can be created using Gateway Application Web GUI. While creating a group, logical name can be given to a group and any Mobile numbers may be added/deleted/modified within that.
- 4.2. Mobile numbers may be added, deleted or modified, at any time using the web interface.
- 4.3. Mobile numbers may be imported/exported using multiple file formats like CSV, Excel, XML using web interface.
- 4.4. While sending the SMS, selection of the group and facility to edit the SMS text should exist. SMS has to be sent to all the group members. At the same time, same SMS may be send to multiple groups.

5. MIS (Management Information Systems) Reports

- 5.1. Online web based tools should be provided for MIS reports. This should be secure via SSL and userid/password based access control and should open on all popular browsers (i.e. Internet Explorer, Google Chrome, Opera, Safari, Firefox, and Netscape etc.).
- 5.2. Vendor should have the ability to provide sent SMS's monthly/quarterly Report (offline and online) containing following fields: Mobile Number/MSISDN Complete Message text, Message Category, Bearer (GSM/CDMA), Operator, Circle, National/International Sender Name/ID, Date/time of SMS received at the gateway, Date/time of SMS send to the operator, Date/time of SMS delivered to the end subscriber, Final Status of the SMS, Status description etc. BHEL may ask the vendor for customized reports also.
- 5.3. The solution should be capable of generating detailed report in Excel/ PDF.
- 5.4. The vendor must be able to provide monthly/quarterly summary reports that show the delivery performance including average time to submit request, successful deliveries, Mobile number and SMS list where SMS could not be delivered for each transmission with reason for failure.
- 5.5. The reports should contain timestamps of SMS received at Bidder's server, SMS sent to the Telecom Operator, actual delivery to the end user & final status of SMS along with status description.

6. Call Registration Process & Support

- 6.1. The vendor should have a 24x7 support/representative office in India to provide support immediately via Phone, Online Ticket System and Email.
- 6.2. The vendor should have a 24x7 online ticketing mechanism and toll free numbers for logging and tracking all the complaints raised by the BHEL.
- 6.3. The vendor shall share the complete process of Call Registration via Phone, Online Ticket System and Email.
- 6.4. The vendor shall maintain the call log details and status for entire contract period and must be able to provide the same on monthly/quarterly basis in Pdf/Excel format as per BHEL requirement.
- 6.5. The vendor shall share their escalation matrix, contact number and email IDs for registration of complaints.
- 6.6. The vendor shall attend unlimited calls on receipt of complaints.
- 6.7. Well trained engineers for support (wherever applicable) need to be arranged by the vendor.

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7. Other Requirements

- 7.1. The successful bidder needs to demonstrate the features of APIs, GUI & MIS reports before the start of SMS gateway solution.
- 7.2. BHEL will not enter into any contract with any telecom service provider. The successful bidder will be the single point of contact.
- 7.3. In case the total number of SMS to be sent exceeds the capacity promised, SMS should be sent following a FIFO (First-In, First-Out) rule. Pending SMS must be queued.
- 7.4. The solution should offer configurable mechanism in terms of number of retries & time duration for each retry for SMS that could not be delivered immediately.
- 7.5. The SMS Gateway should ensure the following
 - a) SMS to all service providers and GSM/CDMA mobile users in India can be sent with custom sender id[s] as defined by BHEL.
 - b) Various categories of SMS services like Broadcast, Scheduled, and Events can be sent and processed.
 - c) Ability to set working hours and working days.
 - d) Prevention of Duplicate SMS delivery to any mobile number.
 - e) Delivery of long SMS (exceeding 160 characters) as single SMS on receiver's handset.
 - f) Throughput of 500 SMS/sec to prevent SMS queue formation at BHEL servers.
 - g) Reliability and timeliness, secured and trusted environment, single entry point and uniform application access.
- 7.6. Online mechanism in real time mode has to be provided for SLA enforcement with regard to Uptime of gateway services & Delivery of SMS along with flexibility to generate MIS on daily/weekly/fortnightly/monthly/specified date range basis.
- 7.7. The Dashboard/Website/Portal needs to be provided by the bidder for Administration features like monitoring of total SMS sent within a day/ week/ month, time delay (if any) in sending the SMS, number of failed SMS (with reasons for failure), invalid mobile numbers etc.
- 7.8. The SMS gateway application should have Admin Users to create/modify/delete/maintain users/groups within BHEL.
- 7.9. Type of connectivity between BHEL and SMS Gateway will be via **Internet** and all network security concerns shall be taken care by vendor.
- 7.10. Bidder's Network should adhere to the security standards suggested by BHEL from time to time (e.g. would be able to support IPSEC, 3-DES encryption etc.).
- 7.11. The SMS Gateway must support the transmission and receipt of SMS messages incorporating any required data encoding, splitting and concatenation.
- 7.12. Its bidder's responsibility to ensure security and deliver all SMS as per the TRAI guidelines. Bidder should change/upgrade/customize its infrastructure/solution at all levels for ensuring the compliance to statutory regulatory guidelines from TRAI etc., without any extra cost to BHEL.

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8. Payment terms:

- 8.1 Monthly payment shall be made as per actual volume, on submission of bills in triplicate along with all the reports containing details of SMS delivered by them with bifurcation of successful, delayed, unsuccessful and split messages to authorized representative of BHEL.
- 8.2 The calculation for number of SMS sent would be based on all SMS sending transactions issued by applications installed at BHEL.
- 8.3 No payment will be made for SMS alert failed/not delivered due to any fault/failure on the part of bidder/telecom operator.
- 8.4 Vendor has to ensure inter-operability between all existing and new service providers for delivery of SMS.
- 8.5 All payments will be made after deducting penalties as per clause-4 ("Service Level Agreement & Penalty"), if any.
- 8.6 Rates will be valid for entire contract period of two year

9. Penalty and Downtime:

- a) SMS Gateway must have 99% uptime and should be available on 24x7 basis.
- b) All SMS should be delivered within 2 minutes.
- c) The bidder should have a 24x7 online ticketing mechanism and toll free numbers for logging and tracking all the complaints raised by the BHEL.
- d) All SMS messages are to be delivered to the recipients within 10 seconds of receipt of the message at provider's server and expected to be delivered to the mobile subscriber within 30 seconds.

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Pre-Qualification Criteria		
S.No	Description	Supporting Documents/Evidences Required
1	The bidder 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 bidder should be registered Telemarketer/SMS Aggregator/Service Provider for sending Transactional Messages under TRAI guidelines or have the arrangement to deliver SMS through any TRAI registered telemarketers only.	Certificate of registration under TRAI guidelines for sending Transactional Messages.
3	The bidder should have positive net worth for the last 3 financial years ending with FY 2015-2016.	Audited Balance Sheet and Profit & Loss Statements. OR Certificate from statutory Auditors.
4	The bidder should have prior experience of similar work (implementation of SMS Gateway services under Transactional Message Category) and should have executed atleast one Order for minimum SMS package of 5 lakhs SMSs/year in a Government Department/PSU/Public Sector Banks in India during last 7 years ending with FY 2015-2016	Proof of Purchase Order along with full address, telephone number, email address of the customer including value of the Order.
5	The bidder should have tieup/arrangements with minimum two telecom service providers/operators for within India services.	Copies of Agreements/Certification with the telecom service provider with which it has a tieup. Undertaking to be provided by bidder to renew agreement up to the validity of BHEL's contract.
6	At the time of bid submission, the bidder should not be blacklisted by any Government Department/PSU/Public Sector Banks in India.	Undertaking to this effect to be submitted.
7	The bidder should have a 24x7 support/representative office in India to provide support immediately via Phone, Online Ticket System and Email.	Bidder has to submit Address and contact Details of service centers.
8	Bidder shall have VAT / Service Tax Registration.	Proof to be submitted.
9	In case bidder comes under the category of MSEs (Micro and Small Enterprises).	MSE bidders can avail the intended benefits only if they submit along with offer, attested copies of either EM II certificate having deemed validity (Five years from the date of issue of acknowledgement in EM II) or valid NSIC certificate or EM II certificate along with attested copy of CA certificate (format enclosed as per Annexure-IV where deemed validity of EM II certificate of five years has expired) applicable for the relevant financial year (latest audited). Date to be reckoned for determining the deemed validity will be the date of bid opening.