

*power to you*



**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

**Messaging Proposal**  
**DATE : 02 December 2013**  
**AUTHOR : Absolom Mfumadi**





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## **1. Background**

Thank you for granting Vodacom Internal WASP (Wireless Application Service Provider) the opportunity to submit a proposal for its Messaging Bundle offering. Vodacom Internal WASP would like to offer their expertise and services to Office of the Premier to create a cellular messaging interaction mechanism for their end-users.

This document will also serve to highlight the high level functionality of the Messaging products that would be suitable for the Office of the Premier. The proposal will form the basis for a legal contract between Vodacom and Office of the Premier. Such contract will be drawn up by Vodacom's legal division once acceptance of the terms and conditions contained herein are signed by the representatives of Vodacom and Office of the Premier.

## **2. Who is Vodacom Internal WASP?**

Internal WASP was formed by the acquisition and merger of Cointel which was an external WASP and Vodacom Service Provider which was previously Vodacom's internal WASP entity.

Since launch, the company has enjoyed considerable commercial success through a variety of self-managed products and partners for whom it provides mobile enablement. Vodacom Internal WASP is the market leader in messaging and mobile financial services in South Africa, offering a wide range of products such as Bulk SMS, Premium SMS, Bulk MMS, Subscription Services, Location Based Services, Fax 2 Email and other related m-commerce products.

## **3. Background of Objectives**

### **3.1 STRATEGIC OBJECTIVES**

In order for Office of the Premier to provide a more extensive messaging offering to their customers, and allow them to improve their business operations, Office of the Premier has decided to enhance their sms management tool to meet the requirement of their clients and business partners/stakeholders.

Vodacom Internal WASP would like to offer their expertise and services to Office of the Premier to create a Value Added Service (VAS) sms interaction mechanism for their end-clients and partners when required.

### **3.2 KEY SUCCESS FACTORS**

The success factors of these services are a simple service offering and meeting the requirements of Office of the Premier in an effective and cost effective manner. This will create a compelling service offering with a reporting tool for Office of the Premier to enable them to streamline their business operations and run the Department efficiently

### **3.3 BENEFIT TO OFFICE OF THE PREMIER**

Office of the Premier would benefit by gaining improved relationships from their internal and external stakeholders through ease of communications enabled by the service. The platform would be provided through Vodacom Internal WASP which therefore means that Office of the Premier doesn't require any capital investment to deploy the services.

## **4. Products Overview and Functionality**

The mobile transacting paradigm has shifted onto another landscape. South Africa has seen a phenomenal growth in the penetration of cellphone usage. The convenience of transacting/communicating anywhere and everywhere has indirectly forced all the customer service institutions to extend their service offering to mobile handsets. Vodacom Internal WASP would enable Office Of The Premier to propel these service offerings and mandate through existing messaging bearers, e.g. bulk sms, premium sms, Unstructured Supplementary Services Data (USSD), MMS, etc.

Office of the Premier would be able to add value to their customers' advertising/marketing experience by providing sms notifications to all their consumer marketing services by providing communication channels through Vodacom messaging (SMS services or Mobile Sites) between Office of the Premier and its stakeholders.

### **4.1 BULKSMS SERVICES**

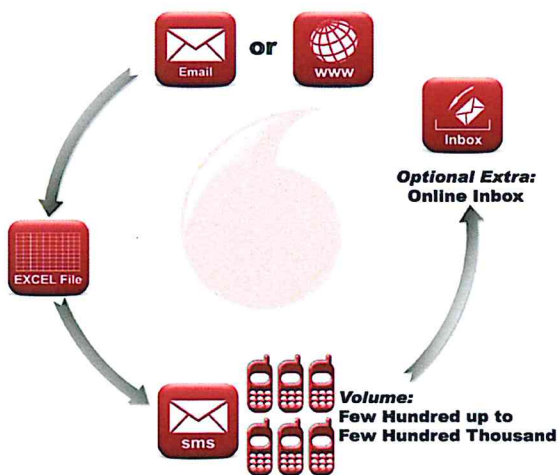
Companies can deliver the messages nationally very quickly, cheaply and reliably using the Vodacom Internal WASP network.

Messages can also be easily sent from an e-mail application, website or mobisite (mobile handset) to the designated receivers.

Office of the Premier would have access to all Vodacom Internal WASP's messaging service bouquet and reporting interface.

**Please see below as an illustration for some of Vodacom Messaging's products:**

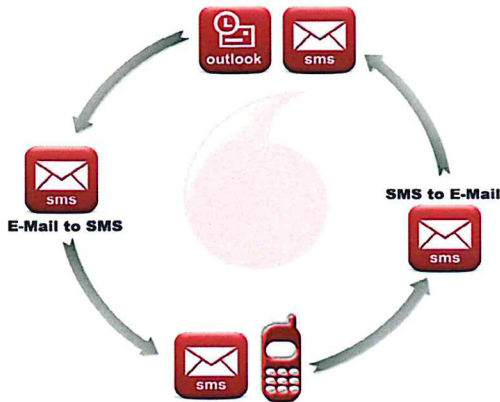
#### **BULK CSV 2 SMS PRODUCT**



#### **Features:-**

- Send SMS as easy as you send e-mail
- SMS sent from any e-mail client
- Incoming SMS arrive as e-mails
- Simple to use
- Sent SMS stored in Outlook sent folder
- Received SMS appear in Outlook Inbox
- No installation required
- SMS Reports also available on-line

#### **EMAIL 2 SMS PRODUCT**

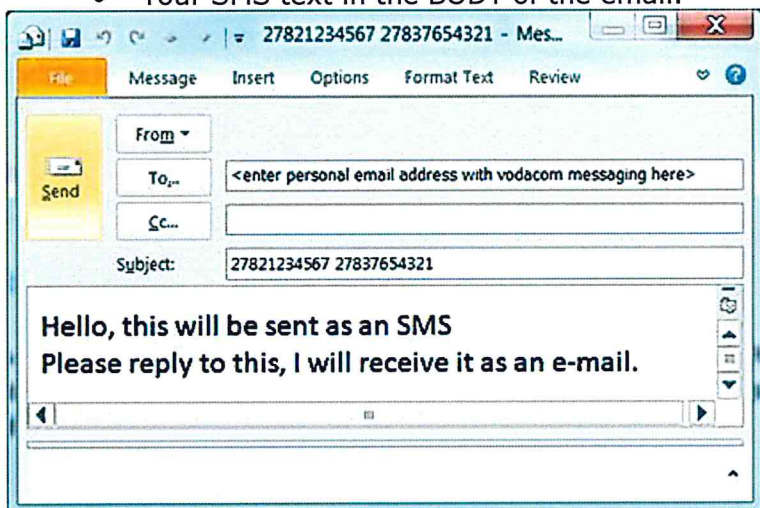


**Features:-**

- Send SMS as easy as you send e-mail
- SMS sent from any e-mail client
- Incoming SMS arrive as e-mails
- Simple to use
- Sent SMS stored in Outlook sent folder
- Received SMS appear in Outlook Inbox
- No installation required
- SMS Reports also available on-line

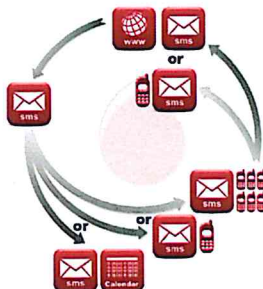
**Email 2 SMS allows SMS's to be sent in the following format:**

- Your unique personal email address with us in the TO Field
- The MSISDN's (Cell Numbers) you need to send to in the SUBJECT Field
- Your SMS text in the BODY of the email.



*Note: You can also attach a .CSV File with MSISDN's and Messages that require sending.*

**SMS MAIL**



**Features:-**

- Easy to use interface that is web-based
- Simple to use
- Two-Way SMS (Send & Receive)
- Features: Address Book, Calendar Send and Templates
- Quick Send and Group Send Option Available
- No installation required
- SMS Reports also available on-line



## **BULKSMS BENEFITS**

- Pre-configured alerts (scheduled dates) for all Office Of The Premier’s customer services, e.g:
  - Reminders to stakeholders
  - Notices about safety and security
  - Feedback on registry issues
- Automated alerts/notifications for specified activities
- Event triggered sms alerts for operational staff
- Threshold/escalation/fault based notifications
- SMS notifications:
  - Reminders:-Office of the Premier would be able to schedule reminders to be sent to their partners/employees/stakeholders up to a year in advance.
  - Birthday messages to business partners/employees

## **4.2 REPORTING AND MANAGEMENT**

Office of the Premier will have access to all their services and reports through a secure and user friendly website, under username and password protection.

### **4.2.1 REPORTING**

#### **4.2.1.1 SMS REPORT – USER LEVEL**

**Home** | **Send SMS** | **Receive SMS** | **Configure** | **Help**

**SMS Reports**

Report on: Single SMS | From: 12 April 2011 00:00 A | To: 12 April 2011 23:59 P | **Run Report**

All Statuses (no filter) | Cell: | Email 2 SMS

Single SMS - Page 1, results 1 to 1 of 1.

1	C	27824112004	S	09:11 on Tue 12 Apr 2011	D	Confirmation to be updated
Email 2 SMS   SMS Status: Delivered (Waiting for Receipt - -1)						

Easy Guide  
If you require any help, please click [here](#).  
Alternatively you can use the Tabs on the left to navigate.

Messaging Solutions | Terms | Disclaimer | Help | RSS News Feed | Video Tutorials | Powered by Always Active Technologies

Users have direct access to their reports for all the Services they are subscribed to. The reports allow for on-line viewing of the reports down to granular detail of individual messages such as delivery status, time sent, time delivered, error message if undelivered etc.


The reporting tool also has a “search engine” tool which allows the user to search by message text, cell number, date, service used etc and this significantly enhances the reporting tool.



Detailed reports are available on-line for analysis by staff and sales representatives. These reports cover all aspects from monthly growth of individual products to growth of SMS and MMS volumes and client billing reports.

### 4.2.1.2 VOLUME TREND COMPARISON:

Select Category: SMS Statistics    Select Stat: VSP Highest SMS Sent, Monthly Comparison    Log Off



**VSP HIGHEST SMS SENT, MONTHLY COMPARISON**    STATS


Summary of biggest SMS senders, with a monthly comparison  
*This Data is live and current.*

Account Type: Account Holders    2011    ALL    Run    Excel    Companies with 0 SMS over last 3 months

**VODACOM SMS SENT BY VOLUME PER ACCOUNT ACC COMPARISON**

Company	Rate?	Total SMS		
		January	February	March
1.	0.18	871,083	▲ 1,950,494	▲ 2,147,089
2.	0.18	February 1,184,838	March ▲ 1,270,838	
3.	0.19	January 329,578	February ▲ 402,361	March ▲ 916,672
4.	0.18	January 350,863	February ▲ 594,438	March ▲ 897,671
5.	0.20	January 716,029	February ▲ 717,558	March ▲ 811,139

### 4.2.1.3 SMS TOTAL (Bar Graph View):



18 unread SMS

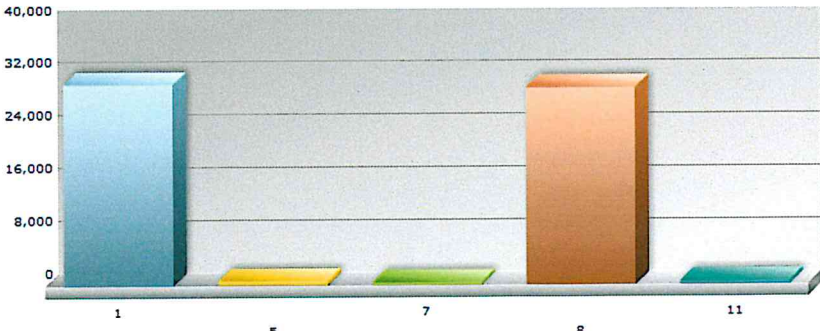
**Bulk SMS**

Home    Send SMS    Simple Send    Configure    Checklist    Calendar    My Inbox    Help

**SMS Summary per Day for April**

Here you can see how many SMS you have sent per day, for the current month.

**SMS Summary per Day for April**



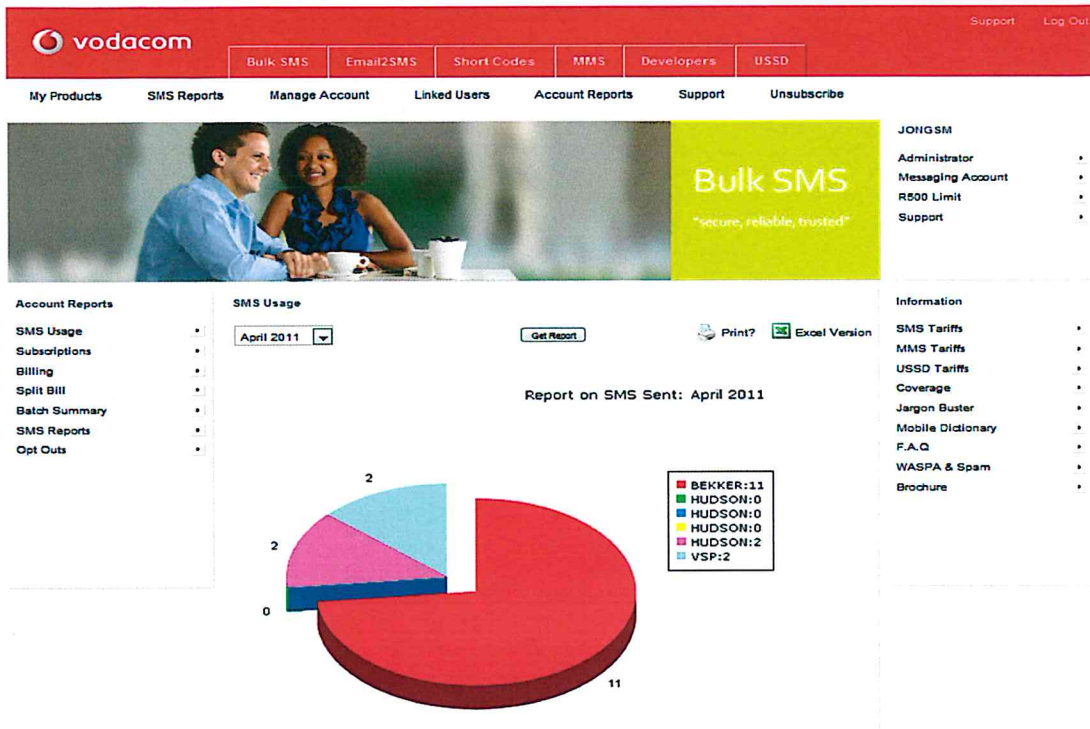
**Easy Guide**

If you require any help, please [click here](#).

Alternatively you can use the Tabs on the left to navigate.



#### 4.2.1.4 SMS Reports – Administrator



Above is an example of the type of reports an Administrator is able to view. The administrator would typically manage all the users for a given company or division and their role would be to assign credit limits, enable services based on users' requests, run reports for accounting purposes etc.

The report above is a graphical view of all the administrators' users and an indication of the total number of SMS messages sent per user.

### 4.3 MANAGEMENT OF ACCOUNTS

There are two types of users within the overall customer facing portion of this service, which are broken down into:

#### 4.3.1.1 Administrators

These are the "super users" in an organisation who are able to administer, add, block, view reports etc on all the users on this account.

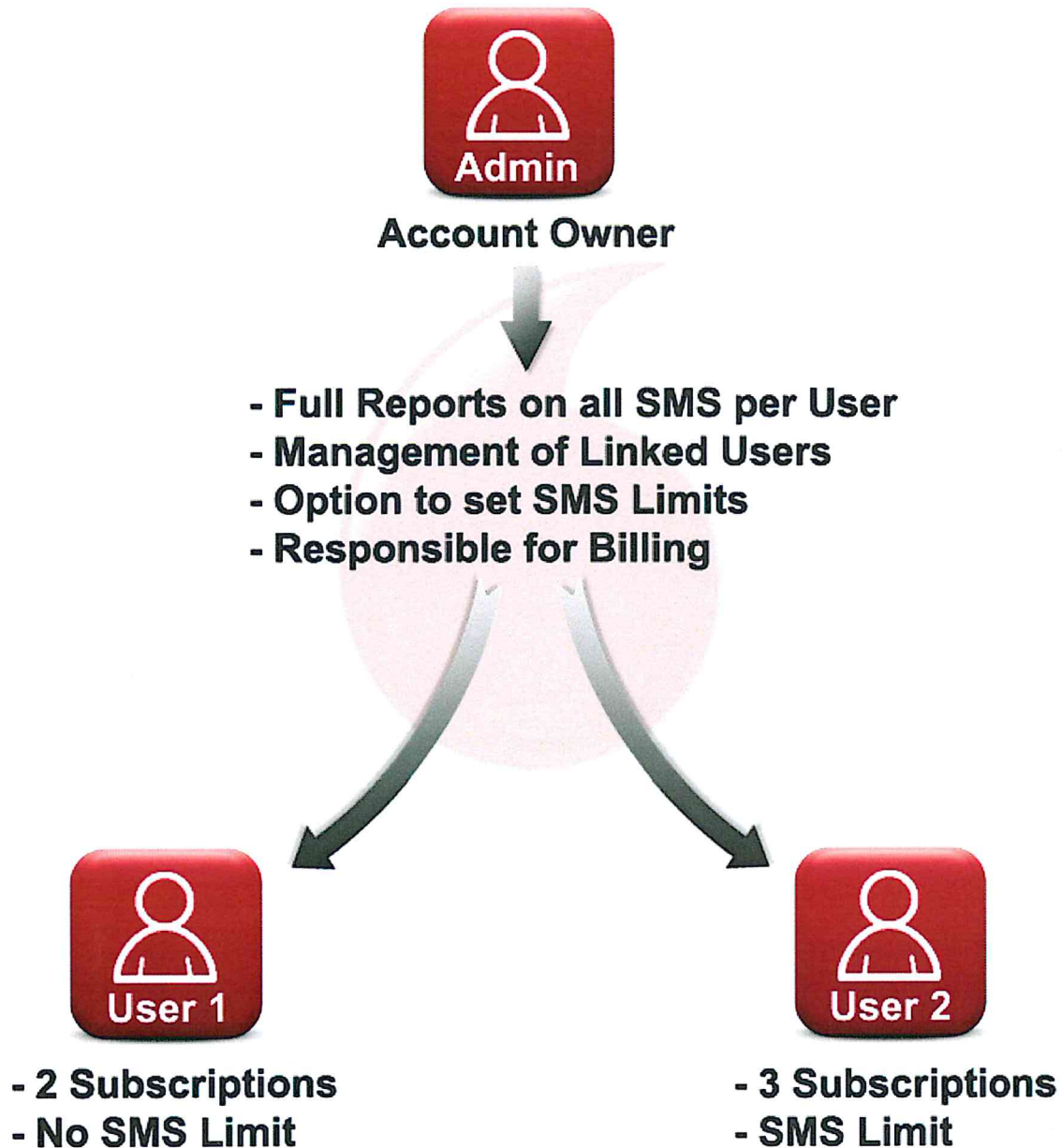
#### 4.3.1.2 Linked Users

These are seen as the "consumers" of the services and they are able to apply for services to the Administrator. These users are only able to administer their own services.

At Office of the Premier s, these would be the different department that will make use of the sms service.



**For an overview relating to user management please see the diagram below:**





## 4.4 SUPPORT TOOLS

### 4.4.1 Support – Administrator and Users:

Both Administrators and their Users are able to log online support requests. These requests are managed in an online reporting tool which is managed by the Support Administrators.

The support form is broken down into simple steps which walk the user through the relevant information required although there is no need for the user to fill in their account details as they log the support request while they are logged into the account and as such we log these details.

Tickets are issued and the support request is logged in a database. These support requests can later be analysed and Managers can access have reports which indicate things such as average time to close a support request, most frequently supported service and the like.



## 4.5 INFRASTRUCTURE SPECIFICATIONS

### 4.5.1 SMS Gateway:

The SMS Gateway manages the actual relationship between the SMSC (Short Message Service Centre) at the GSM Networks and the SMS Router.

Amongst other functions the SMS Gateway is responsible for the administration of users, credit limits, no-send time windows, SMS outgoing queue management, receipt management, SMS retry scheduling, duplicate filtering, maintaining the SMSC binds, SMPP transactions with the SMSC etc. In short the SMS Gateway is the brains behind the general SMS transactions.

SMS Gateway – default view

The screenshot shows the 'Mobile Messenger Gateway' application window. It has four tabs: 'Gateway Status', 'Device Status', 'Diagnostic', and 'Users'. The 'Gateway Status' tab is active, displaying an 'Activity Log' and 'System Counters'.

**Activity Log**

Datestamp	Log Info
06/09/04 18:06	SYS: Winsock Started.
06/09/04 18:06	SYS: Initialising Database Drivers
06/09/04 18:06	SYS: Licensing: LICENSE OK; GATEWA...
06/09/04 18:06	SYS: Licensing: 999 Licenses, Users: 5
06/09/04 18:06	SYS: Licensing: 99 SMPP
06/09/04 18:06	SYS: Licensing: 99 Modems
06/09/04 18:06	SYS: Loaded Device Configs.
06/09/04 18:06	SYS: Devices Initialized.
06/09/04 18:06	SYS: Initialisation Okay
06/09/04 18:06	SYS: Listening Socket Started.
06/09/04 18:06	SYS: Web Admin Socket Started.
06/09/04 18:06	SYS: Web Socket Started.

**System Counters**

Statistic	Value
Messages: Awaiting Confirmation	9,566 Messages
Messages: Duplicates Filtered	26 Messages
Messages: Expired	0 Messages
Messages: In Queue	0 Messages
Messages: Incoming	16 Messages
Messages: Sent	47,265 Messages
Messages: Total Received	485 Messages
Messages: Total Sent	730,223 Messages
Queue Search Depth	0 Items
Schedule: Waiting in Queue	0 Messages
Send Speed	418.3/s

Buttons: Help, Configuration, Exit



## 5. FINANCIAL IMPLICATIONS – VODACOM’S PROPOSITION

In consideration for the provision of the Bulk SMS service, Office of the Premier will pay to Vodacom Internal WASP the sum of amounts set out below:

### BULKSMS

ALL NETWORK OPERATORS	SMS Range	Cost (Excl. VAT)	Recurrence
<b>Monthly subscription as per Product selection:</b>  BulkCSV2SMS – Free EMAIL2SMS – R100.00 SMSMAIL – R35.00	500	R155.00(R.31 per sms)	Per Month
	501 – 5000	R0.25	
	5001 – 10 000	R0.24	
	10 001 – 25 000	R0.23	
	25 001 – 100 000	R0.22	
	100 001 +	R0.21	

### SMS Charge for International SMS

All Services	SMS Range	Cost (Excl.VAT)
Cost per SMS. <i>Please note that we offer sending of international SMS, but not receiving.</i>	Unlimited	R0.85

As per above Vodacom Internal WASP will offer Office Of The Premier pricing that'll be based on a messaging volume sliding scale. The total volumes would be for the collective totals of all the messaging services that Office of the Premier would offer to their users for the duration of the contract.

- Billing information will be furnished 30 days in arrears and will depend entirely on changes or delays from the network operators.
- All payments due to Vodacom by Office of the Premier shall be made within 30 (thirty) days of receipt of a valid tax invoice.

## 6. SERVICE AGREEMENT

Office of the Premier IT technicians will support the internal users when they need support on the use of the solution, this will be first level support.

Should the incident fail to be resolved by Office Of the Premier IT Technicians Vodacom Internal WASP will provide the second level support in conjunction with designated Office of the Premier IT staff.

Second level Support from Vodacom will be accessible through a web interface specifically developed for Office of the Premier and only available for the Office of the Premier Service or telephonic support will also be made available.

A mutual Service Level Agreement would be concluded between the two parties. A very clear escalation path would have to exist to answer queries and questions.



## **7. CONCLUSION**

The proposed solution is possibly customisable as per Office of the Premier's requirements. Should additional features be required it is our recommendation to set-up a technical workshop to discuss development requirements in more detail.

We are confident that the services described in this document will make the most positive impact and be able to improve service delivery levels for all Office Of The Premier 's requirements.

We thank you for taking the time to become accustomed with the services and benefits that Vodacom Internal WASP has to offer Office of the Premier and their customers. We trust that the above meets with your favourable approval and should you require any additional information, please feel free to contact us.

## **8. CONTACT DETAILS**

Absolom Mfumadi  
WASP Sales Consultant  
Mobile : +27 82 997 0426  
E-mail : [Absolom.Mfumadi@vodacom.co.za](mailto:Absolom.Mfumadi@vodacom.co.za)

## **9. APPROVAL AND IMPLEMENTATION**

I have read, understand and agree to be bound by the following terms:

1. I understand that the prices as presented within this proposal document will be applicable for invoicing purposes as services are provisioned and activated.
2. This proposal document is subject to the parties concluding a valid mutual Service Level agreement between Office of the Premier and Vodacom within 90 days from the date of signature of the proposal document, failing which Vodacom reserves the right to terminate the service with or on 30 days written notice. Any outstanding invoices for services provided shall be paid within 30 days from the date of invoice on termination of the services.
3. I warrant that I am the authorized representative of the company and give permission to Vodacom to proceed with the delivery of services as outlined in this proposal document and the Business Requirement Specification submitted by Office of the Premier.



**For Office Of The Premier:**

Signed at: Polokwane on: 05/11/2014

Authorized Signatory Name: Di Sij Tiba

Designation: Acting Director General

Signature: [Handwritten Signature]

**For Vodacom:**

Signed at: \_\_\_\_\_ on: \_\_\_\_\_

Authorized Signatory Name: Sandra Hijilkema

Designation: Executive Head of Department – Vodacom Digital Lifestyle

Signature: \_\_\_\_\_

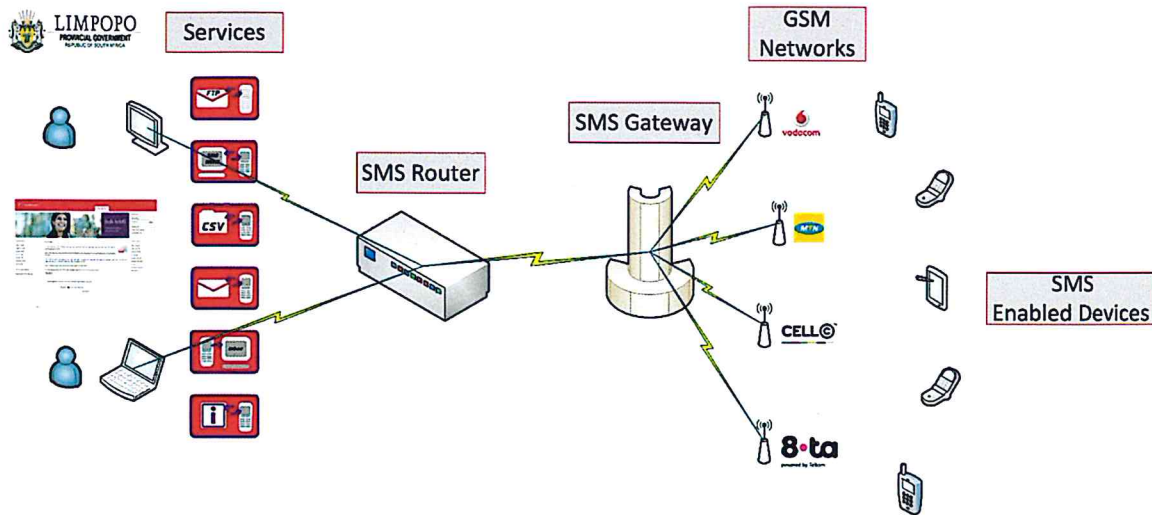


## ANNEXURE A: TECHNICAL LAYOUT

Enterprise SMS Layout

August 16, 2011

V1.98



### Key Elements:

- **GUI (Graphical User Interface):**
  - This is a secure web based interface which allows users to add / access / configure services, view reports, upload files, send messages etc.
  - Please refer to: [www.vodacommessaging.co.za](http://www.vodacommessaging.co.za)
- **Services:**
  - These are the actual services that clients are able to make use of. These include the likes of XML2SMS, SMPP2SMS, E-mail 2 SMS, SMS Mail, Bulk SMS etc.
- **SMS Router:**
  - This may also be referred to as "middleware" or a soft-router and the role of this software is to "route" and manage transactions between the Services mentioned above and the SMS Gateway
- **SMS Gateway:**
  - The Gateway manages the actual relationship between the SMSC (Short Message Service Centre) at the GSM Networks and the Router.
- **Validator:**
  - All the elements mentioned above are constantly monitored by an application called "Validator". This monitoring application has been custom developed to monitor and alert technical staff by e-mail and SMS of any issues that may arise.