



REQUEST FOR PROPOSAL (RFP)

Redesign, Development of the ABMMC

(Afghan Besim Mobile Money Company) Website

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About ABMMC

Afghan Besim Mobile Money Company (ABMMC) owns and operates a mobile money network in Afghanistan with the brand name “My Money” “زما پیسی”, “پولم”, the network consists of a fully integrated mobile money platform and supporting ecosystem including partners, agents, merchants, and service end users. ABMMC network provides a full range of mobile financial services to the public compliant with Da Afghanistan Bank (DAB) regulations and other applicable laws.

ABMMC is a fully owned subsidiary of Afghan Wireless Communication Company (AWCC), the first mobile services company in Afghanistan. To its credit, AWCC is the only operator in Afghanistan which covers all the provinces in the country with its GSM network with a primary motive of connecting Afghanistan seamlessly.

In 2011 Afghan Wireless Communication Company decided to provide mobile money services to facilitate unbanked population of Afghanistan. ABMMC obtained its business license from AISA and its mobile money services license from DAB.

OVERVIEW

The ABMMC has issued this Request for Proposal (RFP) in order to select and contract with a company (“vendor”) to re-design the website (www.MyMoney.af) so that is a modern, highly attractive (Dynamic)and built with responsive web design.

The ABMMC is seeking proposals from highly qualified, experienced website development companies to design, develop and implement its public-facing website. The chosen strategic partner must be a firm that has experience in managing website design projects, and expertise with best practices regarding:

- Successful website redesign;
- User experience and usability testing;
- Information architecture;
- Website development and deployment;
- Content strategy;
- Search engine optimization;
- Responsive design.

This RFP does not obligate the ABMMC to award a contract or complete the project and the ABMMC reserves the right to cancel the solicitation if it is considered to be in its best interest.

PROJECT TIMELINE

Milestone	Relevant Date
RFP Reference No.	ABMMC/OPS/Website
RFP Subject	Redesign/Development of ABMMC Website
RFP Opening Date	19 March 2023
Deadline for Queries	27 March 2023
RFP Closing Date	29 March 2023
Proposal Review	26 March 2023
Shortlisting Process	27 March 2023
Contract Award	30 March 2023
PO Issuance	31 March 2023
Project Kick-Off	1April 2023

ABMMC Contact Information

ABMMC (Afghan Besime Mobile Money Company), issues this RFP Darulaman Road, Hajari Najari, Kabul, Afghanistan

The points of contact for all questions or requests for additional information are:

Contracting Contact:

Designation: Technical Manager

Name: Sayed Najib Hashimi

Email: Najib.hashimi@afghan-wireless.com

Contact: 93700801025/93700434341

RFP INQUIRIES

All inquiries regarding this RFP including requests for additional information or clarification and proposed modifications or amendments to the RFP must be submitted in writing in accordance with 1.4 above.

The ABMMC will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors. Telephone calls will not be accepted regarding this RFP.

Inquiries received after the deadline will not be considered. All inquiries received before the deadline will be compiled.

Terms of Service

The ABMMC wishes to engage a vendor for the duration of this project and for any needed on-going maintenance services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

PROJECT OBJECTIVES AND GOALS

The primary objectives and goals of the website redesign are as follows:

- Interactive and Engaging Website – We are seeking to redesign our website to include an intuitive, easy-to-use interface and dynamic website that allows visitors to access the website quickly and easily regardless of the device they are using.
- Purpose of our New Website – Our new site should:
 - ❖ Be strategic and nimble, and focus on making our content useful, interactive and engaging. We know that things will change in the future, and we want our site to adapt and remain relevant. Speed up international visiting speed, especially for visitors from Asia.
 - ❖ Represent our brand (MyMoney) and our work to the visitors, attract potentials members and showcase our community in a way that highlights the benefits of joining our organization.
 - ❖ Serve the needs of all users by letting them easily find what they are seeking.
 - ❖ Promote transparency of our organization by making it easy for us to share and post information, and for our users to find and interact with the information.
 - ❖ Provide a pleasant and delightful experience to all users by making it easy for them to find what they want in a straightforward manner.
- Research Based Design – We want a site that meets the unique needs of our business. Our vendor should employ a strategic research-based and data-driven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website that meets the needs of all users.
- Responsive Site – Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.
- Simplify and Streamline Administration – The solution should:
 - Simplify website administration, allowing users of all skill levels to update assigned sections of the website.
 - Streamline business operations and reduce the amount of time that IT spends on enhancing and maintaining the site.

TARGET AUDIENCES

Audiences served by the website will include:

International organizations, International donors, Government of Islamic Republic of Afghanistan including civilians who are involved directly or indirectly in Infrastructure and development projects in Afghanistan.

Our Current Environment

This is a summary of our existing website environment:

- Existing Website – The existing website was launched in 2011.
- Website Documents – None.
- Website Platform – The site has been developed and used from WordPress template.
- Website Hosting – The site is hosted on cloud

Scope of Work

➤ Vendor Experience and Development Criteria

Preference will be given to vendors with experience developing websites, with special attention given to vendors' breadth of experience, references, number of years of experience and expertise of staff.

Additional development criteria include:

- Collaborative Effort – The website will be developed through the cooperation of the ABMMC and the vendor and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.
- 3.1.2 Skilled Team – Vendor will supply a team of user experience, design and development professionals to supplement the development process led by the project manager. This team should include staff members skilled in International business website user experience, navigation and information architecture, International business website design, accessibility, and support and training of the content management system.
- Proven Development Process – Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment of the ABMMC.
- Proven Content Management System – The proposed content management software must be a proven platform for website development and International business website architecture. Development that is requested and approved by the ABMMC should be performed by the vendor utilizing agile software development methodologies that encourage collaboration between the developer and the ABMMC.

Design Guidelines and Qualifications

The design of the website should be welcoming, attractive and created by a member or members of the vendor's professional design staff. The final version of the design should be a collaborative effort between the ABMMC and the vendor, incorporating elements that effectively represent the ABMMC brand and image through a data-driven and consultative development process.

The vendor should utilize a data-driven design process to gather information to complete a comprehensive redesign of our website.

The techniques should include the best practices of usability and user experience:

- Homepage heat mapping – the vendor should use heat mapping to collect information about every action taken on the current site to review functionality and behavior. The heat mapping should include where people have clicked, scrolled and hovered on the page.
- Site analytics – the vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.
- Mobile usability – the vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.
- User usability testing – usability testing allows vendor to conduct user research with participants in their natural environment to test interaction and identify issues with navigation and layout. Specific design guidelines include:
 - Consistent Website Design – website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments or sections of the website as Requested by the ABMMC.
 - Design Overview – Website design must be visually appealing, incorporating the ABMMC colors and logo where appropriate.
 - Design Process – The vendor shall develop an original design for the ABMMC and over a period of time during the development of the website, consult with key members of the ABMMC website redesign committee to make revisions and alterations to the vendor's original design submission.
 - Easy Updating – Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation or update charges.
 - Website Design and Content Ownership – Ownership of the website design and all content should be transferred to the ABMMC upon completion of the project.

Responsive Website

We recognize that there are two ways to build a responsive website – using responsive design and adaptive design. Responsive design provides one layout that fluidly changes depending on the size of the screen. Adaptive design has several distinct layouts for multiple screen sizes that is built for the distinct needs of that device. We are seeking a vendor

Partner who has experience in both approaches and who will recommend the best solution for our needs.

The vendor is expected to produce a responsive website for the ABMMC to meet the needs of users accessing the site on a variety of devices, including computers, tablets and smart phones. Vendor must

have proven success in previous responsive design projects. The solution should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

The project is expected to include:

- Clean visual design incorporating the ABMMC logo and branding as identified in 3.2.
- Responsive site creation that includes, but not limited to:
- Creation of responsive templates
- Creation of fluid grids
- Navigation redesign
- Taxonomy and site map
- Image adjustments
- Ability to adjust or modify responsive views on individual pages or templates
- System Functionality

The vendor's proposed content management system (CMS) should be a web- based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features should center around ease- of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

The CMS must allow non-technical content contributors the following abilities:

- Administrative Dashboard – The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.
- Automatic Sitemap – The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.
- Content Expiration – Notification of expiration of site content shall be received by content owners through notifications available via the CMS, including a dashboard

Administrative display and e-mail notifications. The dashboard should also detail the dates for when specific content was last updated and allow for notifications when certain time periods are reached.

- Menu Updates – Content publishers should be able to add and update menu items if assigned the appropriate permission level.

Instructional videos, informational newsletters, informational and support-driven

Webinars (live and archived), request forms, online education courses and support- related updates through common social networking mediums.

- Page Templates
- Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.

- Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and Streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, Search, Widgets should have settings to customize their look and function to meet specific needs.
- Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.
- System Features
- Online Drive – sharing files securely with our (Technical focal point).
- Accessibility Add-ons – Accessibility software embedded in the website that offers users access to larger fonts and audible content
- Active Directory Integration – The solution should have Active Directory Integration for authentication.
- Advanced Site Search – Provide an internal site search that:
- Users should be able to sort search results by date, content, title or relevance; users should be able to filter by type of content and easily apply advanced search techniques, such as Boolean, if desired.
- Administrators should be able to tune the search results by using synonyms for common words or terms, and promote pages through the use of keywords.
- Search functionality should search web content as well as the contents of files (PDFs, Word Documents, etc.)
- Is contained exclusively within the {entity}'s site and not outsourced to an external page hosted by a search provider such as Google.
- APIs, Import and Export – Major components should have import and export capabilities, and APIs should be defined.
- Form Creator – Solution should have an online form development tool for the ABMMC to develop interactive forms:
- Ability to have unlimited categories of forms, with an unlimited number of forms in each category.
- Ability for members to complete and submit forms electronically.
- Method by which form data is stored in a database and can be exported in a usable format from the CMS.
- Capability to merge forms with other applications of the CMS.
- Ability to customize forms for other applications of the CMS and tie directly into those tools. Group forms.
- Calendar – Users should have quick and easy access to add, import, export and update calendar listings, with editing methods available through a direct, front-end interface or a robust back- end interface.

Technology/Platform Requirements

- Browser Support – The ABMMC is looking for the new website to support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years.
- Page Load Time – The solution should ensure that pages load on an average of 1.5 seconds or less.
- Programming Experience – Explain your firm's experience with other programming capabilities that would be useful in developing websites.
- System Uptime Guarantee – The hosting platform should have a guaranteed uptime of 99.9% and be backed by a Service Level Agreement (SLA).
- The WordPress template will be selected by ABMMC.

Maintenance and Support

The vendor's CMS, including all features and modular applications associated with the CMS, must have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials meeting the following criteria:

- Support – The vendor shall provide access to live support available via e-mail or phone during vendor's normal business hours. The support team must be fluent in the functionality and uses of both the content management systems since, transferring the developed template on ABMMC domain.

Features and associated applications and modules.

- Support Materials – Videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums.
- Support Service Level Agreement – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantee of customer

Support as well as a service escalation process.

While website content updates are to be managed by the ABMMC through the CMS, vendor must commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up to date as well as introducing new functionality and applications.

Vendor shall commit to:

- CMS Improvements – Regular maintenance of the CMS to improve existing functionality and, when appropriate, take the ABMMC requests into consideration.
- CMS New Features – Rolling upgrades of the solution that strengthen and update the CMS’s functionality and associated applications.
- Software Service Level Agreement – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantee of upgrades and the dedicated process for improving the software purchased by the ABMMC.
- Additional Options

Although the ABMMC has these specific requirements, it is also interested in your ideas for the approach of redesigning the style of the ABMMC website. We encourage respondents to consider and propose alternative solutions and recommendations. We are particularly interested in specific web functionality that your company may have already developed and deployed for other customers.

Evaluation of Proposals

- Evaluation of Submitted Proposals

The ABMMC intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFP. All proposals that are properly submitted will be evaluated using the evaluation criteria listed below. All proposals that are properly submitted will be evaluated by the Evaluation Committee that will make recommendations for the award.

- Evaluation Criteria

This set of criteria will be used to evaluate each vendor’s proposal. A contract will be awarded to the vendor that best satisfies the overall requirements of the RFP. Each proposal will be evaluated based on the level of creativity, differentiation and measurability.

- ❖ Long-term Strategic and Partnership (15%)
- ❖ International business Experience and Capacity (10%)
- ❖ Features and Function of CMS (25%)
- ❖ Technical Expertise (25%)
- ❖ Pricing (25%)
- ❖

- Evaluation

Proposals will be distributed to the members of the ABMMC

Executive Committee for evaluation utilizing the criteria set forth above.

➤ Contract Discussions

Upon approval by the committee, the ABMMC shall enter into contract discussions with the Successful Vendor. If the terms and conditions of a contract cannot be successfully established within a reasonable amount of time (as determined by the ABMMC) then contract discussions will be terminated and contract discussions with the next highest-ranking Vendor will commence. Negotiations shall continue at the sole option of the ABMMC until a contract is signed and approved or all proposals are rejected, and the RFP is withdrawn.

➤ Notice of Award

All vendors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

Vendor Qualifications and Obligations

All questions contained in this RFP must be answered. Failure by a vendor to answer all questions may result in the proposal being rejected

➤ Documents to Be Submitted

Vendor must submit the following information to be considered (include the corresponding item number with each response):

➤ Executive Summary

➤ Summarize on one page or less the key products and services you are proposing. Explain which RFP requirements these products are intended to meet and the benefits if we use these products and services.

➤ Summarize your overall strategy and approach for delivering web redesign and development projects.

➤ Corporate Profile

➤ Provide a brief overview of your firm's history and philosophy.

➤ State the year the vendor started in the business of selling CMS solutions and web design services.

➤ Where is the vendor company's headquarters located?

➤ Describe the process of how your company works with remote customers

➤ Provide the total number of vendor's employees and the number of employees in user experience and web design.

➤ Vendor System Information

➤ Describe the architecture, languages and tools used to develop your proposed solution.

➤ Provide details on the licensing requirements and a copy of software license agreements as Attachment B in your response.

➤ Describe your DDoS Mitigation solution.

➤ Describe your disaster recovery solution, including Recovery Time Objective (RTO) And Recovery Point Objective (RPO)

➤ Services and Implementation

➤ Provide an in-depth list of your firm's capabilities.

- Explain your firm's experience in developing responsive websites.
- Identify what uniquely distinguishes your offering from your competitors.
- Describe your implementation approach, project management tools and methodologies for the proposed solution.
- Submit a detailed implementation plan which will address requirements, customizations, content migration, implementation schedule, delivery milestones and responsibilities for each party as Attachment C in your response.
- Describe any optional services that could be included with our solution:
 - Advanced training
 - Content strategy
 - Departmental branding
 - Site health checks
 - Site analytics reporting
- Project Team
- The success of the design and implementation depends on several factors including experienced project management, a planned approach and coordination of content population. The selected vendor must provide an experienced project manager to lead the implementation process.
- Define the process, project management and team structure that would execute this type of solution.
- Define the interim project reviews you will utilize to gain team, management and key stakeholder buy-in and approval to move to the next phase of the project.
- Define and describe the team members that would execute a project for the ABMMC. Identify their experience, roles and length of time with your organization. Specify the primary point of contact.
- Define how your process manages or mitigates client changes throughout the life of a project.
- Training
- Describe the training that accompanies the system implementation.
- What types of training materials are provided?
- Do you offer on-site training?
- Software Support and Maintenance
- Describe the software support/maintenance programs available.
- Does the maintenance program include all future software upgrades?
- Describe the hours of support you provide? Where is it located? Is it staffed by your own employees or is it a third-party facility? Briefly discuss technical support staffing numbers, staff experience, etc.
- Describe your service call escalation policy.
- What are recommended client staffing requirements for ongoing support of the proposed solution? Discuss in terms of full-time equivalents.
- Do you have a guaranteed uptime? Describe your service level agreement for uptime.
- Warranty The ABMMC requires that a warranty be included with the proposed solution.
- Describe the warranty offered with your proposed solution.
- Do the same support commitments apply during the warranty period as during the maintenance contract period?

- Costs the ABMMC prefers a firm quote on the full website redesign, development and hosting. Given that statement, we also want to insure a competitive bid from each potential vendor.

If your firm prefers to provide a firm quotation covering only certain phases of this type of project, ensure that each phase is fully and clearly described and is denoted as a firm or budgetary quotation. At minimum, it is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFP.

Provide detailed pricing information for the proposed solution. Include list prices and discounted prices. Only include licenses as required for the different roles of users (administrator, view only, etc.). Break pricing down by project phases if appropriate.

Services and Support Costs

- Implementation of Web Site Design
- Implementation Services
- Training Services
- Software Support and Maintenance
- Other Services and Costs (Specify) Ongoing Costs Optional Costs

Delivery Requirements

- Acceptance or Rejection of Submissions

The ABMMC reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal it determines to be in the ABMMC best interest. The acceptance of any proposal submission shall not in any way cause the {entity} to incur any liability or obligation to vendor, financial or otherwise. The ABMMC may cancel the RFP in whole or part without making any award at its sole discretion, without any liability being incurred by the ABMMC to any vendor for any expense, cost, loss or damage incurred or suffered by the vendor as a result of such withdrawal.

- Costs for Document Development

Costs for developing the response to this RFP are entirely the responsibility of the proposing party and shall not be chargeable in any manner to the ABMMC. All Vendors agree to provide all such additional information as, and when, requested at their own expense. No vendor in supplying such information shall be allowed to change the pricing or other cost quotations originally submitted.

Proposal Validity

A proposal submitted in response to this RFP is irrevocable for 90 days from the date of submission. The ABMMC reserves the right to withdraw a bid acceptance at any time if in the opinion of the ABMMC the vendor is unwilling or unable to enter into a form of contract satisfactory to the ABMMC. Acceptance will be defined as the ABMMC selecting you as our provider of service for the intent of negotiating a contract for services.

Contract Evaluation and Award the ABMMC reserves the right to execute any of the following options:

- Issue no contract award for any of the services described within this RFP.
- Award all services to one vendor.
- Issue contract awards for any combination of services and vendor, either all of part of the business as the ABMMC sees fit.
- The ABMMC is not obligated to accept the lowest price or most technologically advanced proposal.

The ABMMC has no obligation to reveal the basis for contract award or to provide any information to vendors relative to the evaluation or decision-making process. All participating vendors will be notified promptly of bid acceptance or rejection.

Contract Negotiation and Execution

It is the intent of the ABMMC that after the successful vendor has been selected, the ABMMC and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the ABMMC shall not be contractually bound to any bidder prior to the execution of such written contractual agreement. The contents of the bid submitted shall become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful vendor will include penalties for non-performance and failure to meet the proposal implementation schedule.