



CONTRACT No. PA/036/2019-2020/NC/03

FOR

PROVISION OF NON-CONSULTANCY SERVICES FOR PROVIDING,
INSTALL AND MANAGING DIGITAL COMMAND CENTER
PLATFORM

BETWEEN

TANZANIA TOURIST BOARD

AND

M/S THROUGH MOBILE LIMITED
P.O. BOX 71137
DAR ES SALAAM

DECEMBER, 2021

FORM OF AGREEMENT

THIS AGREEMENT made the 5th day of JANUARY 2022

Between

Tanzania Tourist Board (TTB) is the Government Institution established under the Tanzania Tourist Board Act (CAP 364 R.E. 2002) as amended on 2018, and having its Head Office at Utalii House - Laibon Street/Ali Hassan Mwinyi Road, Oysterbay, and whose Postal Address for the Purpose hereof is P. O. Box 2485, Dar es Salaam - Tanzania (hereinafter called "the Employer") of the one part

And

M/S THROUGH MOBILE LIMITED a limited Liability Company established in TANZANIA as a Corporate Limited, P.O. Box 71137 Dar es Salaam. (Hereinafter referred to as "the Service Provider" which expression shall unless the contrary to the context or meaning thereof, be deemed to include its agents, assigns or successors in title) of the other part:

WHEREAS

- (a) The Employer has requested the Service Provider to provide Services for Providing, Install and Managing Digital Command Center Flat Form as defined in the GCC (hereinafter)
- (b) The Service Provider, having represented to the Employer that they have the requisite professional skills, and personnel and technical resources, have agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of USD 302,105.18 (Three Hundred Two Thousand One Hundred Five and Eighteen cents) including all relevant business taxes.
- (c) The Employer has set aside funds towards the cost of the Services and intends to apply a portion of the proceeds of these funds to eligible payments under this Contract, it being understood that such payments will be subject, in all respects, to the terms and conditions of the Contract providing for the funds and that no party other than the Employer shall derive any rights from the Contract providing for the funds or have any claim to the funds proceeds;

NOW THEREFORE the parties hereto hereby agree as follows:

1. In consideration of the mutual benefit to be derived, the following documents shall be deemed to form and read and construed as part of this contract viz:

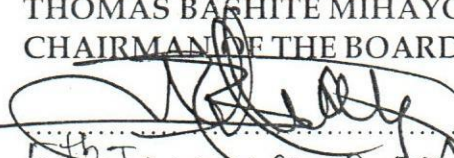
- (a) General and Specific Conditions of the Contract,
 - (b) Letter of award,
 - (c) Terms of Reference (TOR),
 - (d) Technical approach and methodology,
 - (e) Minutes of Negotiation Meeting,
 - (f) Financial Proposal submission form,
 - (g) Letter of acceptance,
 - (h) Schedule of Payments and Reporting Requirements.
2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:
- a) The Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
 - b) The Employer shall make payments to the Service Provider in accordance with the provisions of the Contract at a contract price of **USD 302,105.18 (Three Hundred Two Thousand One Hundred Five and Eighteen cents) including all relevant business taxes.**
3. This contract shall be governed by Tanzanian laws and subject to Tanzania's courts or tribunals' jurisdiction. Any clause within this contract which ousters the jurisdiction of Tanzania courts or tribunals, or contradicts or prohibits the application Tanzanian laws shall cease to apply.
4. Subject to para 3. above all dispute or differences whatsoever which shall at any time hereafter whether during the continuance of the contract or upon or after its discharge or determination arise between the parties hereto touching or concerning this contract or its construction or effect or as to the rights duties or liabilities of the parties, hereto or any of them under or by virtue of this contract or otherwise or as to any other matter in any way connected with or arising out of or in relation to the subject matter of this contract shall be referred to three arbitrators one each to be appointed by each party hereto, and the other one to be appointed by the two arbitrators already appointed by the parties.
5. The Service Provider shall be required to observe professionalism when performing the Services for Providing, Install and Managing Digital Command Center Platform by observing the Terms of Reference (TOR)the approach and methodology stipulated in the contract, failure of which the

Employer shall have no any other alternative but to terminate the contract and the Service Provider shall indemnify the Employer from any loss arising there from.

IN WITNESS WHEREOF the parties to this ~~non disclosure~~ (NDA) agreement herein have caused this Agreement to be executed by their authorized representatives to their hands on the date, month and year mentioned.

SIGNED for on behalf of the BOARD OF DIRECTORS OF TANZANIA TOURIST BOARD (TTB) and sealed with the COMMON SEAL.

Full Names: THOMAS BASHITE MIHAYO
Designation: CHAIRMAN OF THE BOARD

Signature: 

Date: 5th JANUARY 2022

Seal

Witness by:

Full Names: BETRITA JAMES LYIMO

Signature: 

Designation: Ag. DIRECTOR GENERAL

Date: 5th JANUARY 2022

Seal

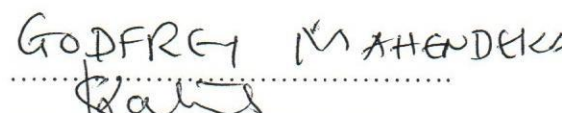
SEALED with the Common Seal of the said M/S THROUGH MOBILE LIMITED delivered in presence of us this 5th day of JANUARY 2022

Signature: 

Name: MUGETA MUJUNGU

Qualification: DIRECTOR

Witness by:

Signature: 

Name: GODFREY MAHENDIKA

Qualification: DIRECTOR



DRAWN BY:

Legal Services Unit
Tanzania Tourist Board
P.O Box 2485,
DAR ES SALAAM.

THE GENERAL CONDITIONS OF CONTRACT

A. General Provisions

1.	Definitions	1.1	<p>Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:</p> <ul style="list-style-type: none"> a) The Adjudicator is the person appointed by the appointing authority specified in the Special Conditions of Contract (SCC), to resolve contractual disputes in the first instance, and as provided for in General Conditions of the Contract (GCC) 31 hereunder. b) "Activity Schedule" is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Tender; c) The "Arbitrator" is the person appointed by the appointing authority specified in the SCC, to resolve contractual disputes d) "Completion Date" means the date of completion of the Services by the Service Provider as certified by the Employer; e) "the Contract" the agreement entered into between the Procuring Entity and the Supplier, as recorded in the Contract Form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein; f) The Contract Price is the price stated in the Letter of Acceptance and thereafter as adjusted in accordance with the provisions of the Contract. g) Days are calendar days; h) "Corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the selection process or in contract execution. i) "coercive practice" means impairing or harming, or threatening to impair or harm directly or indirectly, any party or the property of the party for the purpose of influencing improperly the action or that party in connection with public procurement or in furtherance of corrupt practice or fraudulent practice;
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		<p>j) "collusive practices" means impairing or harming, or threatening to impair or harm directly or indirectly, any part or the property of the Party for the purpose of influencing improperly the action or a part or in connection with public procurement or government contracting or in furtherance of a corrupt practice or a Fraudulent Practice</p> <p>k) "Dayworks" means varied work inputs subject to payment on a time basis for the Service Provider's employees and equipment, in addition to payments for associated materials and administration;</p> <p>l) "Employer" means the party who employs the Service Provider and as specified in the SCC;</p> <p>m) "Foreign Currency" means any currency other than the currency of the country of the Employer;</p> <p>n) "Force Majeure" means an event which is beyond the reasonable control of a Party and which makes a Party's performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.</p> <p>o) "fraudulent practice" means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of the Employer, and includes collusive practice among Service Provider (prior to or after submission of proposals) designed to establish prices at artificial non-competitive levels and to deprive the Employer of the benefits of free and open competition.</p> <p>p) "GCC" means these General Conditions of Contract;</p> <p>q) "Government" means the Government of the United Republic of Tanzania;</p> <p>r) "Local Currency" means the currency of the United Republic of Tanzania;</p> <p>s) "Member," in case the Service Provider consist of a joint venture of more than one Entity, means any of these entities; "Members" means all these entities, and "Member in Charge" means the Entity specified in the</p>
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			<p>SC to act on their behalf in exercising all the Service Provider' rights and obligations towards the Employer under this Contract;</p> <p>t) "Party" means the Employer or the Service Provider, as the case may be, and "Parties" means both of them;</p> <p>u) "Personnel" means persons hired by the Service Provider or by any Subcontractor as employees and assigned to the performance of the Services or any part thereof;</p> <p>v) "Service Provider" is a person or corporate body whose Tender to provide the Services has been accepted by the Employer and as specified in the SCC;</p> <p>w) "Service Provider's Tender" means the completed Tendering Documents submitted by the Service Provider to the Employer</p> <p>x) "SCC" means the Special Conditions of Contract by which the GCC may be amended or supplemented;</p> <p>y) "Specifications" means the specifications of the service included in the Tendering Documents submitted by the Service Provider to the Employer</p> <p>z) "Services" means the work to be performed by the Service Provider pursuant to this Contract, as described in Appendix A; and in the Specifications and Schedule of Activities included in the Service Provider's Tender.</p> <p>aa) "Subcontractor" means any Entity to which the Service Provider subcontracts any part of the Services in accordance with the provisions of GCC 7.1 and 8.1.</p>
2.	Applicable Law and Interpretation	2.1	The contract shall be governed and interpreted in accordance with the laws of the United Republic of Tanzania, unless otherwise specified in SCC.

		<p>2.2 * These General Conditions shall apply to the extent that they are not superseded by provisions of other parts of the</p> <p>2.3 Contract</p> <p>In interpreting these Conditions of Contract headings and marginal notes are used for convenience only and shall not affect their interpretations unless specifically stated; references to singular include the plural and vice versa; and masculine include the feminine. Words have their ordinary meaning under the language of the Contract unless specifically defined.</p> <p>2.4 The documents forming the Contract shall be interpreted in the following order of priority:</p> <ol style="list-style-type: none"> 1) Contract, 2) Letter of Acceptance, 3) Service Provider's Tender, 4) Special Conditions of Contract 5) General Conditions of Contract
3	Conditions Precedent	<p>3.1 Having signed the Contract, it shall come into effect on the date on which the following conditions have been satisfied:-</p> <ol style="list-style-type: none"> a) Submission of performance Security in the form specified in the SCC; b) Furnishing of Advance Payment Unconditional Guarantee. <p>3.2</p> <p>3.3 If the Condition precedent stipulated on GCC 3.1 is not met by the date specified in the SCC this contract shall not come into effect;</p>

			shall impose in respect of such waiver)he shall promptly issue to the supplier a certificate of Contract commencement, which shall confirm the start date.
4.	Governing Language	4.1	The Contract and all correspondence and documents relating to the contract exchanged by the Supplier and the Procuring Entity shall be written in the language specified in SCC. Subject to GCC 3.1, the version of the Contract written in the specified language shall govern its interpretation
5.	Communications	5.1	Any notice, request, or consent made pursuant to this Contract shall be in writing or in electronic forms that provide record of the content of communication and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, telex, telegram, or facsimile to such Party at the address specified in the SCC.
6.	Location	6.1	The Services shall be performed at such locations as are specified in Appendix A, in the specifications and, where the location of a particular task is not so specified, at such locations, as the Employer may approve.
7.	Authorized Representatives	7.1	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials specified in the SCC.
8.	Subcontracting	8.1	The Service Provider may subcontract with the approval of the Employer's Representative, but may not assign the Contract without the approval of the Employer in writing or in electronic forms that provide record of the content of communication. Subcontracting shall not alter the Service Provider's obligations.

9.	Other Service Providers	9.1	The Service Provider shall cooperate and share the Site with other Service Providers, public authorities, utilities, and the Employer between the dates given in the Schedule of Other Service Providers, as referred to in the SCC. The Service Provider shall also provide facilities and services for them as described in the Schedule. The Employer may modify the Schedule of Other Service Providers, and shall notify the Service Provider of any such modification.
10.	Taxes and Duties	10.1	The Service Provider, Subcontractors, and their Personnel shall pay such taxes, duties, fees, and other impositions as may be levied under the Applicable Law, the amount of which is deemed to have been included in the Contract Price.

B. Commencement, Completion, Modification, and Termination of Contract

11.	Effectiveness of Contract	11.1	This Contract shall come into effect on the date the Contract is signed by both parties or such other later date as may be stated in the SCC.
12.	Commencement of Services		
	Program	12.1	Before commencement of the Services, the Service Provider shall submit to the Employer for approval a Program showing the general methods, arrangements, order and timing for all activities. The Services shall be carried out in accordance with the approved Program as updated.
	Starting Date	12.2	The Service Provider shall start carrying out the Services within thirty (30) days after the date the Contract becomes effective, or at such other date as may be specified in the SCC.
13.	Intended Completion Date	13.1	Unless terminated earlier pursuant to GCC 15, the Service Provider shall complete the activities by the Intended Completion Date, as is specified in the SCC. If the Service Provider does not complete the activities by the Intended Completion Date, it shall be liable to pay liquidated damage as per GCC 26. In this case, the Completion Date will be the date of completion of all activities.

14.	Modification	14.1	Modification of the terms and conditions of this Contract, including any modification of the scope of the Services or of the Contract Price, may only be made by written Contract between the Parties and shall not be effective until the consent of the appropriate Tender Board, as the case may be, has been obtained.
15. Force Majeure			
	No Breach of Contract	15.1	The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default
			under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.
	Extension of Time	15.2	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.
	Payments	15.3	During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.
		15.4	Payments shall be made promptly by the Purchaser, within sixty (60) days after submission of an invoice or claim by the Supplier. If the Purchaser makes a late payment, the Supplier shall be paid interest on the late payment. Interest shall be calculated from the date by which the payment should have been made up to the date when the late payment is made at the rate as specified in the SCC.

16. Termination		
By the Employer	16.1	<p>The Employer may terminate this Contract, by not less than thirty (30) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (f) of this Clause and sixty (60) days' in the case of the event referred to in (g):</p> <ul style="list-style-type: none"> a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing or in electronic forms that provide record of the content of communication; b) if the Service Provider become insolvent or bankrupt; c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or
		<ul style="list-style-type: none"> d) if the Service Provider/s, in the judgment of the Employer has engaged in corrupt, fraudulent, coercive, collusive or obstructive practices in competing for or in executing the Contract. e) if the Service Provider does not maintain a Performance Security in accordance with GCC 28; f) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with GCC 27.1 and the SCC.; g) if the Employer, in its sole discretion, decides to terminate this Contract.

By the Service Provider	16.2	<p>The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause:</p> <p>(a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to GCC 43 within forty-five (45) days after receiving written notice from the Service Provider that such payment is overdue; or</p> <p>(b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than sixty (60) days.</p>
Payment upon Termination	16.3	<p>Upon termination of this Contract pursuant to GCC 15.1 or 15.2, the Employer shall make the following payments to the Service Provider:</p> <p>(a) remuneration pursuant to GCC 33 for Services satisfactorily performed prior to the effective date of termination;</p> <p>(b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e), (f) of GCC 15.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract, including the cost of the return travel of the Personnel.</p>
Limitation of Liability	16.4	<p>Except in cases of criminal negligence or willful conduct, and in the case of infringement pursuant to GCC 8,</p>
	(a)	<p>The Service Provider shall not be liable to the procuring entity, whether in contract, tort, or otherwise, for any indirect or consequential loss or damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the Supplier to pay liquidated damages to the Purchaser; and</p>

		(b) The aggregate liability of the Supplier to the Purchaser, whether under the Contract, in tort or otherwise, shall not exceed the total Contract Price, provided that this limitation shall not apply to the cost of repairing or replacing defective equipment or to any obligation of the Supplier to indemnify the Purchaser with respect to patent infringement..
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C. Obligations of the Service Provider

17.	General	17.1	The Service Providers shall perform the Services in accordance with the Specifications and the Activity Schedule, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the Employer's legitimate interests in any dealings with Subcontractors or third parties.
18.	Conflict of Interests		
	Service Provider not to Benefit from Commissions and Discounts	18.1	The remuneration of the Service Providers pursuant to GCC 33 shall constitute the Service Providers' sole remuneration in connection with this Contract or the Services, and the Service Providers shall not accept for their own benefit any trade commission, discount, or similar payment in connection with activities pursuant to this Contract or to the Services or in the discharge of their obligations under the Contract, and the Service Providers shall use their best efforts to ensure that the Personnel, any Subcontractors, and agents of either of them similarly shall not receive any such additional remuneration.

Service Provider and Affiliates not to be Otherwise Interested in Project	18.2	The Service Providers agree that, during the term of this Contract and after its termination, the Service Providers and their affiliates, as well as any Subcontractor and any of its affiliates, shall be disqualified from providing goods, works, or Services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.
Prohibition of Conflicting Activities	18.3	Neither the Service Providers nor their Subcontractors nor the Personnel of either of them shall engage, either directly or indirectly, in any of the following activities: (a) during the term of this Contract, any business or professional activities which would conflict with the activities assigned to them under this Contract; (b) during the term of this Contract, neither the Service Provider nor their Subcontractors shall hire public employees in active duty or on any type of leave, to perform any activity under this Contract;
19. Confidentiality	19.1	The Service Providers, their Subcontractors, and the Personnel of either of them shall not disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer's business or operations without the prior written consent of the Employer.
20. Insurance to be Taken out by the Service Providers	20.1	The Service Providers (a) shall take out and maintain, and shall cause any Subcontractors to take out and maintain, at their (or the Subcontractors', as the case may be) own cost but on terms and conditions approved by the Employer, insurance against the risks, and for the coverage, as shall be specified in the SCC; and (b) at the Employer's request, shall provide evidence to the Employer showing that such insurance has been taken out and maintained and that the current premiums have been paid.
21. Protection of the environment	21.1	The Service Provider shall take all reasonable steps to protect the environment and to limit damage and nuisance to people and property resulting from pollution, noise and other results of his operations.

		21.2	The Service Provider shall ensure that emissions surface discharges and effluent from his activities shall not exceed values prescribed in relevant environmental laws.
22.	Labour Laws	22.1	The Service Provider shall comply with all the relevant labour laws applicable in the Country, including laws relating to workers employment, working hours, health, safety, welfare, immigration and shall allow them all their legal rights.
		22.2	The Service Provider shall require his employees to obey all applicable laws, including those concerning safety at work.
23.	Health and Safety	23.1	The Service Provider shall at all times take all reasonable precautions to maintain the health and safety of his personnel.
		23.2	The Service Provider shall ensure that first aid facilities are available at all times at the site and that suitable arrangements are made for all necessary welfare and hygiene requirements and for the prevention of epidemics
		23.3	The Service Provider shall notify the Employer details of any accident as soon as practicable after its occurrence. The Service Provider shall maintain records and make reports concerning health, safety, and welfare of persons, and damage to the property, as the Employer may reasonably require.
		23.4	The Service Provider shall conduct an HIV-Aids awareness programme, and shall take other such measures as specified in the SCC to reduce the risk of transfer of HIV virus between and among Service Provider's personnel, the Employers Staff and the surrounding community.

24.	Service Providers' Actions Requiring Employer's Prior Approval	24.1	<p>The Service Provider shall obtain the Employer's prior approval in writing or in electronic forms that provide record of the content of communication before taking any of the following actions:</p> <ul style="list-style-type: none"> (a) entering into a subcontract for the performance of any part of the Services, (b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"), (c) changing the Program of activities; and d) any other action that may be specified in the SCC
25.	Reporting Obligations	25.1	<p>The Service Providers shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.</p>
26.	Documents Prepared by the Service Providers to be the Property of the Employer	26.1	<p>All plans, drawings, specifications, designs, reports, and other documents and software submitted by the Service Providers in accordance with this Clause shall become and remain the property of the Employer, and the Service Providers shall, not later than 14 days upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the SCC.</p>
27.	Liquidated Damages		
	Payments of Liquidated Damages	27.1	<p>The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the SCC for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the SCC. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider's liabilities.</p>

	Correction for Over-payment	27.2	If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall be paid interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in GCC 36.
	Lack of Performance Penalty	27.3	If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, a penalty for Lack of performance will be paid by the Service Provider. The amount to be paid will be calculated as a percentage of the cost of having the Defect corrected, assessed as described in GCC 41.1
28	Performance Security	28.1	The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of Acceptance. The Performance Security shall be issued in an amount and form and by a bank or surety acceptable to the Employer, and denominated in the types and proportions of the currencies in which the Contract Price is payable. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract, unless otherwise specified in the SCC.
		28.2	Where circumstances necessitate the amendment of the contract after signature, and such amendment is effected, the Employer shall require the Contractor to provide additional Performance Security to cover any cumulative increase of more than ten percent of the Initial Contract Price.

D. Service Provider's Personnel

29.	Description of Personnel	29.1	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix C. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer.
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30.	Removal and/or Replacement of Personnel	30.1	Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
		30.2	If the Employer finds (i) that any of the Personnel have committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
		30.3	The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel

E. Obligations of the Employer

31.	Assistance and Exemptions	31.1	The Employer shall use its best efforts to provide the Service Provider such assistance and exemptions as specified in the SCC.
32.	Change in the Applicable Law	32.1	If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by Contract between the Parties, and corresponding adjustments shall be made to the amounts referred to in GCC 34(a) or (b), as the case may be.
33.	Services and Facilities	33.1	The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix F.

F. Payments to the Service Provider

34.	Lump-Sum Remuneration	34.1	The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in GCC 34.1, the Contract Price may only be increased above the amounts stated in GCC 33 if the Parties have agreed to additional payments in accordance with GCC 35.1.
35.	Contract Price	35.1	a) The price payable in local currency is set forth in the SCC. b) The price payable in foreign currency is set forth in the SCC.
36.	Payment for Additional Services	36.1	For the purpose of determining the remuneration due for additional Services as may be agreed under GCC 13, a breakdown of the lump-sum price is provided in Appendices D and E.
37.	Terms and Conditions of Payment	37.1	Payments will be made to the Service Provider and according to the payment schedule stated in the SCC. Unless otherwise stated in the SCC, advance payment shall be made against the provision by the Service Provider of a bank guarantee or insurance bond for the same amount, and shall be valid for the period stated in the SCC. Any other payment shall be made after the conditions listed in the SCC for such payment have been met, and the Service Provider has submitted an invoice to the Employer specifying the amount due.
38.	Interest on Delayed Payments	38.1	If the Employer has delayed payments beyond twenty eight (28) days after the due date stated in the SCC, interest shall be paid to the Service Provider for each day of delay at the rate stated in the SCC

39.

Price
Adjustment

39.1

a) Prices shall be adjusted for fluctuations in the cost of inputs only if provided for in the SCC. If so provided, the amounts certified in each payment certificate, after deducting for Advance Payment, shall be adjusted by applying the respective price adjustment factor to the payment amounts due in each currency. A separate formula of the type indicated below applies to each Contract currency:

$$P_c = A_c + B_c \frac{L_{mc}}{L_{oc}} + C_c \frac{I_{mc}}{I_{oc}}$$

Where:

P_c is the adjustment factor for the portion of the Contract Price payable in a specific currency "c".

A_c , B_c , and C_c are coefficients specified in the SCC, representing: A_c the nonadjustable portion; B_c the adjustable portion relative to labor costs and C_c the adjustable portion for other inputs, of the Contract Price payable in that specific currency "c", and

L_{mc} is the index prevailing at the first day of the month of the corresponding invoice date and

L_{oc} is the index prevailing 28 days before Tender opening for labor, both in the specific currency "c".

I_{mc} is the index prevailing at the first day of the month of the corresponding invoice date and I_{oc} is the index prevailing 28 days before Tender opening for other inputs payable; both in the specific currency "c".

b) If the value of the index is changed after it has been used in a calculation, the calculation shall be corrected and an adjustment made in the next payment certificate. The index value shall be deemed to take account of all changes in cost due to fluctuations in costs.

40.	Dayworks	40.1	If applicable, the Daywork rates in the Service Provider's Tender shall be used for small additional amounts of Services only when the Employer has given written instructions in advance for additional services to be paid in that way.
		40.2	All work to be paid for as Dayworks shall be recorded by the Service Provider on forms approved by the Employer. Each completed form shall be verified and signed by the Employer representative as indicated in GCC 6 within two days of the Services being performed.
		40.3	The Service Provider shall be paid for Dayworks subject to obtaining signed Dayworks forms as indicated in GCC 39.

G. Quality Control

41.	Identifying Defects	40.1	The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities. The Employer may instruct the Service Provider to search for a Defect and to uncover and test any service that the Employer considers may have a Defect.
42.	Correction of Defects and Lack of Performance Penalty	42.1	<p>a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected.</p> <p>b) Every time a notice of Defect is given, the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.</p> <p>c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in GCC 26.3.</p>

H. Settlement of Disputes

43.	Amicable Settlement	43.1	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
44.	Dispute	44.1	If any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or
	Settlement		the provision of the Services, whether during carrying out the Services or after their completion, the matter shall be referred to the Adjudicator within 14 days of the notification of disagreement of one party to the other.
		44.2	The Adjudicator shall give a decision in writing or in electronic forms that provide record of the content of communication within 28 days of receipt of a notification of a dispute.
		44.3	The Adjudicator shall be paid by the hour at the rate specified in the SCC, together with reimbursable expenses of the types specified in the SCC, and the cost shall be divided equally between the Employer and the Service Provider, whatever decision is reached by the Adjudicator. Either party may refer a decision of the Adjudicator to an Arbitrator within 28 days of the Adjudicator's written decision. If neither party refers the dispute to arbitration within the above 28 days, the Adjudicator's decision will be final and binding.
		44.4	The arbitration shall be conducted in accordance with the arbitration procedure published by the institution named and in the place shown in the SCC.
		44.5	Should the Adjudicator resign or die, or should the Employer and the Service Provider agree that the Adjudicator is not functioning in accordance with the provisions of the Contract; a new Adjudicator will be jointly appointed by the Employer and the Service Provider. In case of disagreement between the Employer and the Service Provider, within 30 days, the Adjudicator shall be designated by the Appointing Authority designated in the SCC at the request of either party, within 14 days of receipt of such request.

SECTION V: SPECIAL CONDITIONS OF CONTRACT

Special Conditions of Contract

The following Special Conditions of Contract shall supplement the General Conditions of Contract. Whenever there is a conflict, the provisions herein shall prevail over those in the General Conditions of Contract.

SCC Number	GCC Number	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
A. General Provisions		
1.	1.1(a)	The Adjudicator is Tanzania international arbitration centre
	1.1(b)	<p>Activity schedule is Provision of Non-Consultancy Services for Providing, Installing and Managing of a Digital Command Centre Platform:</p> <ol style="list-style-type: none"> 1. Development of a Business cases and Marketing Strategy 2. Supply of Command centre (studio) software with all core functions, (SOCIAL CLOUD) 3. Enablement of Platform 4. Display and Visualization modules for agreed use case 5. Research and Insights - Listening Insights 6. Research and Insights - Listening Insights - Historic Data Backfill 7. Support Package 8. Storage Package 9. Development of standard periodical reports (Generating appropriate report) 10. Staff Training and Certifications (capacity building)
	1.1(c)	The Arbitrator is Tanzania International Arbitration Centre
	1.1(d)	<p>The completion date is one-year services</p> <p>From 29th December 2021</p> <p>To 29th December 2022</p>
	1.1(e)	<p>The contract name: Provision of Non-Consultancy Services for Providing, Installing and Managing Digital Command Centre Platform</p> <p>Identification number of the Contract PA/036/2019-</p>

	1.1(l)	The Employer is TANZANIA TOURIST BOARD
	1.1(s)	The Member in Charge of the contract: None
	1.1(v)	The Service Provider is <i>M/S THROUGH MOBILE LIMITED</i>
	1.1(z)	The works to be performed by the service provider as detailed in the schedule of services/statement of requirement.
2.	2.1	The law that applies to the Contract is " Law of Tanzania.
3.	4.1	The language is English The addresses are:
4.	5.1	Employer: Director General, Tanzania Tourist Board P.O Box 2485 Dar es salaam Attention: Email: md@tanzaniatourism.go.tz Email: Service Provider: Attention: _____ Telex: _____ Facsimile: _____
5.	7.1	The Authorized Representatives are: For the Employer: ✓ For the Service Provider: _____

B. Commencement, Completion, Modification, and Termination of Contract		
6.	9.1	Schedule of other Service Providers N/A
7.	11.1	The date on which this Contract shall come into effect is immediately from the signing date.
8.	112.2	The Starting Date for the commencement of Services is SCC 7
9.	13.1	The Intended Completion Date is 29th December 2022.
C. Obligations of the Service Provider		
10.	18.3 (c)	Give the list of other activities which the personnel of service providers should not engage in: non-disclosure of destination/country Data or information accessed during the contracting period.
11.	20.1	The risks and coverage by insurance shall be: Service provider's obligation. <ul style="list-style-type: none"> (i) Third Party motor vehicle (ii) Third Party liability (iii) Employer's liability and workers' compensation (iv) Professional liability (v) Loss or damage to equipment and property
12.	23.4	Other Measures for HIV-Aids awareness programme <ul style="list-style-type: none"> i) Providing education through printed posters during the initiation, when the project in progress and at the completion period.

		iii) Providing psychological support and health care for the supporting team, facilitators and their families.
13.	24.1(d)	The other actions requiring the employer's prior approval are: NON
14.	26.1	Restrictions about future use of documents submitted by Service Providers Only Ninety (90) days after contract expiration
15.	27.1	The liquidated damages rate is 0.1% per day The maximum amount of liquidated damages for the whole contract is 10 percent of the final Contract Price. The percentage of the cost of having a Defect corrected to be used for the calculation of Lack of Performance Penalty/(ies) is 100%
16.	28.1	Performance Security shall be valid for all time of contract
E. Obligations of the Employer		
17.	31.1	Not Applicable
F. Payments to the Service Provider		
18.	35.1(a)	The amount in local currency is Not Applicable.
19.	35.1(b)	The amount in foreign currency or currencies is USD
20.	37.1	Payments shall be made according to the following

		<p>schedule:</p> <p>For Year 1:</p> <ul style="list-style-type: none"> • On Signoff 75% USD 160,876.13 VAT Incl • The remaining balance (25%) for Year One above to be paid after 3 months of the first installment subject to submission of Business case and Marketing strategy. After submitted performance security <p>Upon submission tax invoice accompanied with copy of signed contract and certified deliverable with correct Bank details.</p>
21.	38.1	<p>Payment shall be made within 45 days of receipt of the invoice and the relevant documents specified in GCC 37, and within 60 days in the case of the final payment.</p> <p>The interest rate is NA</p>
22.	39.1	Price shall be fixed for one year services
H. Settlement of Disputes		
23.	44.3	<p>The Adjudicator is Tanzania international arbitration centre</p> <p>The arbitration procedures of Tanzania international arbitration centre.</p>

Appenices

Appendix A – Description of the Services

1.0 STATEMENT OF WORK

ITEM	Description
Background	<p>Overview</p> <p>Tanzania Destination Digital Command Centre (studio) is the centralized digital marketing activities hub that will not only be used for information dissemination but also allows online research on destination tourism performance.</p> <p>Background of the project;</p> <p>The Government initiated this project after the study tour to the Dubai Tourism Board as one of the destinations with the highest rates of tourists, and because of their experience in promoting Tourism through digital marketing, especially the use of social media platforms with a well- established unit and studio.</p>
Purpose of Service	<p>Project Objectives</p> <p>The project is “Establishment of a Destination Digital Command Centre (Studio) aimed at increasing the destination’s online presence by centralizing all digital marketing activities. This will facilitate capturing all the online sentiments about the destination, and making decisions based on the data available. Eventually an increase in market share will occur.</p> <p>The project will support all Tanzania tourism firms especially SMEs both in rural and urban areas to raise their earnings, conduct their business more easily, increase their company’s sales and profitability and contribute immensely to poverty alleviation and the national economy.</p> <p>The tourist industry is highly dependent on constant, massive flows of information and the success of sales and production depends to a considerable extent on the quality of information. Digital Command centre will be a vehicle for communication and cooperation between tourist destination companies and organizations aimed at creating, managing, promoting and selling their products.</p>

Service Statements	<p>Project Scope</p> <p>It is envisaged that the service provider (Studio application - platform supplier) will supply, setup and manage a subscribed platform based on the provided requirements.</p>
	<p>This project will be for a period of 12 months from the date of contract signing. The management of the same will last for one year.</p> <p>Scope of Services;</p> <p>TTB intends to establish a Digital Command Centre (Studio) to facilitate digital marketing activities.</p> <p>The project/services involve(s):</p> <ul style="list-style-type: none"> - Supply of Command Center (studio) software with all core functions, configuration and enabling. - Development of a Business cases and Marketing Strategy - Staff training (capacity building) - Managing and both onsite and online (where appropriate) support the operation of the centre throughout the contracting period - Development of standard periodical reports (Generating appropriate report) <p>The command centre is expected to cover the following activities:</p> <ul style="list-style-type: none"> - Search Engine Optimization (SEO), - Social Media Management, - Online advertisement, - Online Reputation Management (ORM), - WebPR, - Pay Per Click (PPC), - Email Marketing

Details:

Functional Analysis & Architecture design
Business case and keywords development
Content Management System configuration & Admin Setup
Adverts management system
Social Media profiles design & Wikipedia page
Online Destination performance and sentiments management
Social Media automation & management system
Directories registry (SEO) & Back-office Analytics system
5 days face-to-face training and certification Documentation
Technical (IT) & End User (Admin) Platform hosting and
Management

SPECIAL REQUIREMENTS

The solution must be robust, secure and dependable. It must be able to service the broadest customer base using the broadest range of technologies available. It must be scalable so that additional functionality can easily be added in the future.

2.1 Setup/Design

The aim of setup phase of the project is to produce, in consultation with the project evaluation team a setup of the command centre.

The proposals should incorporate the following:

- Equipment set up and enabling including display visualization
- Accounts setup and modules enabling
- Business case development with consultation with TTB's subject matter experts.
- Assurance of data protection against unexpected interruption, confidentiality and integrity.
- Assurance of Transfer of data and user Accounts in a standard option. (Migration with de facto) standards on exit.
- Facilities allowing the download of Audio/Video files, photographs, reports, booklets and forms etc. at no cost to the users
- "Breadcrumb" references to the location of a page within the information store classified page
- Trilingual capabilities: some elements of the information will be in the Kiswahili Language as well as in English and other languages.

	<p>-Options to simplify access to information stored and should also provide comprehensive on-line help services.</p> <ul style="list-style-type: none"> - Provide an interactive/ transitive service to our users. This should include but not limited to RSS Feeds - Identification of other interactive services that could potentially be incorporated with details of how these could be implemented <p>Tanzania Tourist Board expects that its commitments to the Kiswahili Language will also be honoured in the design of this platform.</p>
Supervision	<p>The Service Provider, on its day-to-day activities will report to the Digital Marketing Command Centre - Project Coordinator any issue related to the execution of the project.</p> <p>LIST OF REPORTS, SCHEDULE OF DELIVERIES, PERIOD OF PERFORMANCE;</p> <p>MIS Reports: The Agency (supplier) will be required to provide weekly reports. The Agency should ensure availability of real-time web based MIS reports in format as prescribed by TTB.</p> <p>MIS reports should be able to provide drill down or drill through at each level, keeping in view the priorities and requirements of each level</p> <p>Indicative list of areas for MIS are as under;</p> <ol style="list-style-type: none"> i. Day, Week, Month and Year ii. Comparative / graphical analytical reports across Days, Weeks and Years ✓ <p>The MIS reporting system should be able to export the report data standard read-only formats, word processing and software applications.</p> <p>The Agency shall develop any other MIS report required by the TTB time-t</p>

- c. Destination Insights
- d. Social Media Tracking
- e. Global Event Tracking
- f. Other Data

Details of the categories are as follows:

A. Country Profiles

- i. Geography
- ii. Demography
- iii. Government
- iv. Economy
- v. Energy
- vi. Communications
- vii. Transportation
- viii. Security

B. Travel & Tourism

- i. Tourism Statistics (National & Competitors) in and outbound
- ii. Occupancy Rates
- iii. Guest by Region
- iv. Flight Statistics

C. Destination Insights

- i. Trending Now
- ii. Perception
- iii. Events
- iv. Reviews

D. Social Media Tracking

- i. Keyword Monitoring
- ii. Tweet Analysis
- iii. Trend Tracking
- iv. Tourism Campaign Monitoring

E. Global Events tracking

- i. Traffic Analysis
- ii. Real-time Tracking
- iii. Peak Time
- iv. Time it takes to Travel
- v. Off-Peak Times
- vi. Seasonal

F. Other Data

- i. Passenger Name Record (PNR) Data
- ii. Weather Data (Historical)
- iii. Currency Exchange Rates (Historical)
- iv. Stock Market Data (Historical)
- v. Worldwide Events Data

Engage with tourists in real-time via automated bots

- i. Automated mention bots which will be listening and tracking the Social Media users (on social chatters) and travellers coming into or going out of Tanzania and mentioning Tanzania or any destination's related asset in their social media platforms or other sources.
 - ii. The bots shall understand the context and reply, comment, Like engage positively in several ways.
 - iii. The bot shall respond to tourist's questions and guide them accordingly based on cutting-edge tourism machine learning platform
 - iv. Ability to take-over by human
 - v. Ability to moderate the conversations
 - vi. Reporting & Analytical via Big Data & Data Mining Platform
- To ensure the project success, TTB will dedicate a number of staff including the IT Person and a team of Marketing staff (subject matter Experts) to be part of the team. These will facilitate availability of tourism information [data] as well as other required technical information which will be needed by the supplier. Any other relevant local facilities which will be required by the supplier will be taken care by the client

Qualification and Experience

For the Firm

- Availability of suitably qualified staff with experience in Digital Marketing Command Centre Services (operations - Establishment and Management)
- Minimum of Five years' experience in Marketing, Experience in managing digital marketing command centre or other relevant field will be added advantage.

	<ul style="list-style-type: none"> • Experience in working in developing Country's economy • Demonstrate successful three years' experience and past performance in accomplishment of similar
<p>For the Technical Staff (Staffing Skill Knowledge)</p>	<p>Knowledge and experience of the following Creative services in marketing and advertising agency are required or desired to successfully perform this work:</p> <ul style="list-style-type: none"> a) Data Mining expertise b) Data analysis and reporting skills c) Competitor's analysis skills d) Keyword development & analysis skills e) Business cases development skills f) Strong Marketing Management skills. g) Copy-write and creative writing skills h) Knowledge of Digital Marketing tactics i) Creative Marketing and Advertising knowledge <p>Other skills Excellent verbal and written communication, exceptional customer service, creative problem solving, familiarity with the Digital Marketing, command centre and Advertising Activities especially in Destination, Media agencies or Travel company.</p> <p>Training The service provider shall provide fully trained and experienced personnel required for the performance of this contract work. The Agency, at its own expense, shall be responsible for maintaining key personnel training as to keep abreast of industry advances and maintaining proficiency.</p>

Labor Categories	DESCRIPTIONS OF DIRECT LABOR QUALIFICATIONS
	<p>All direct labor categories required to perform tasks issued under this contract are described in a generic manner. Each person designated for a labor category is required to have the minimum background, experience and education as required below.</p> <p>Account Manager (AM)</p> <p>The Service Provider shall designate an Account Manager as the primary contact point for the TTB's Digital Command Centre, and the Service Provider's employees designated as key personnel.</p> <p>Labor Duties and Qualifications:</p> <p>Duties:</p> <p>The service provider shall designate an Accounting Manager who shall be responsible for administrative supervision of the contract provisions, including cost accounting, Budget and Strategy deliveries, project scheduling and completion of deliverables. The account manager shall be the primary administrative representative having full authority to act on matters pertaining to the performance of the services required under this contract.</p> <p>Education:</p> <p>A Master's degree in Marketing and related field, and/or a minimum of 5 years work experience in directing and/or performing Digital Marketing and Advertising activities is required.</p> <ul style="list-style-type: none"> • The individual needs to express leadership skills (an experience of leading at least twenty people in a team). • Practical experience in handling destination marketing and digital command centre issues in developing economies is an added advantage <p>Experience:</p> <p>The individual shall have technical experience or training in Digital Marketing, Contents Marketing, content tracking, compilation, and reporting and other disciplines directly related to and commensurate with the requirements of this contract. Experience shall also include a demonstration of managerial capacity, including fiscal management of activities similar to those specified in the Statement of</p>

Work.

Marketing and Advertising Specialist

Labor Duties and Qualifications: Duties:

- The service provider shall designate a Creative Marketing and Advertising expert who shall be responsible for development of ideas and business cases that would be ideal and relevant to the nature of destination brand, time, age group, culture and norms, life style. This range from products launching, awareness campaigns, sales drive events, and other events of similar nature, to be assigned by the organisation where relevant. This involves creative designing for Digital and Multi- media project campaigns.

Education:

A Bachelor's degree or 5 years work experience in directing and/or performing Marketing and Advertising activities is required.

Experience:

- A working experience of at least 5 years in Marketing or relevant fields with strong background in production of campaigns, Concepts etc.
- At least a degree in Marketing, Journalism, Public Relations and Mass Communication or relevant fields from a recognized institution
- Practical experience in handling Digital Marketing tactics is an added advantage

Data analysis Technician

Labor Duties and Qualifications:

Duties:

- Data mining and interpretation of projects' campaigns
- Keyword development & analysis
- Business cases development

	<ul style="list-style-type: none"> • Copy-write and proofread of all marketing materials • Online market research based on data captured both structured and unstructured <p>Education:</p> <p>At least a degree/ advance diploma in Marketing, Public Relations and Advertising or relevant fields from a recognized institution</p> <p>Experience:</p> <ul style="list-style-type: none"> • A working experience of at least 5 years in Digital Marketing & online Advertising or relevant fields with strong background in data analysis. • Possession of a project profile with individual's Media data analysis and other previous analysis works, is an
Facilities, Supplies and Services	<p>Provided by the Client:</p> <ul style="list-style-type: none"> • Supervising the Agency, to ensure the Corporation realise quality of the execution all assignment. However, shall be the sole responsibility of the agency. • Facilitate payments against the assignment according to the policy and procedures. The payments will be as per rate Cards or any approved specific assignment agreed in advance. • Provide guidance on the consultancy recommendations and comments for the betterment of the Organization in achieving its plans and objectives. • The provision of relevant information in connection to each assignment in order to ensure that the agency execute as per expectations. • Assist the agency to get necessary attention from body or authorities in event it required. This may require obtaining official introduction of the Agency to the respective body or organisation.

	<p>assist in obtaining work permits if needed.</p> <ul style="list-style-type: none"> • Provide the appropriate feedback of available reports and other relevant documents as appropriate to the Agency in either hard or soft copy depending on their availability. <p>Provided by the Service Provider;</p> <p>Service provider shall provide:</p> <ul style="list-style-type: none"> • The Agency shall be responsible for all the requisite staff resources; office space; transportation; accommodation; stationeries; communications; computers and accessories; Translations / Interpretation (if needed); insurance (as applicable) and other costs related to the undertaking of his/her responsibilities. No reimbursable costs will be paid, only the costs in
Expected Output.	The Agency is required to deliver the assigned works/assignments in time as per Activity Schedule below. The deliverables shall be in agreed format that are required for the production process, as directed by TTB.
Duration of the service	The project is expected to last through calendar year (CY) 2020 for base services, with options for RENEWAL of up to two additional years subject to satisfactory performance at the discretion of the Employer.
Performance Location	Primary delivery and on-site performance locations will be at the TTB Headquarters offices unless directed otherwise by Director of Marketing
Work schedule	TTB will provide the assignment to the Agency with expected timelines. Delivery of the assigned works will be done following the organization's timelines/ deadlines.
Payment arrangement	<p>The Agency shall be paid in quarterly basis subject to on deliverables.</p> <p>Note. The service provider to TTB shall affect the above payment depending on the accepted good performance.</p>

Appendix B – Schedule of Payments and Reporting Requirements

S/N	Schedule of Services Requirements	Description of Supplies or Services	Total Cost
1	Development of a Business cases and Marketing Strategy	Developed Business cases and Marketing strategy for the implementation of developed Business cases	
2	Supply of Command centre (studio) software with all core functions, (SOCIAL	CORE PLATFORM LICENSE for Min of 5 Customer Users	
3	Enablement of Platform	Installed platform with all required modules including Visual display enabled	
4	Display and Visualization modules for agreed use case		
5	Research and Insights - Listening Insights	Licensed to Mentions per year: up to 5,000,000 (5 Mill Mentions)	
6	Research and Insights - Listening Insights - Historic Data Backfill	Provision of historical Data backfill with a specified number of Mentions (Backfill Period: start DATE tofinish DATE (incl.) Up to Mentions)	
7	Support Package	Managing both onsite and online (where appropriate) support the operation of the centre throughout the	
8	Storage Package	Basic Storage Package	
9	Development of standard periodical reports (Generating appropriate report)	Weekly, monthly, quarterly and annual report. On demand report MUST be accommodate	
10	Training and Certifications	Two key staff trained on Management of the platform	
	SUB TOTAL		
	VAT 18%		
	GRAND TOTAL		
	Right Figures in Words		

Appendix C – Key Personnel and Subcontractors

List under: C-1 Titles [and names, if already available], detailed job descriptions and minimum

qualifications of foreign Personnel to be assigned to work in the

Government's

country, and staff-months for each.

C-2 Same as C-1 for Key foreign Personnel to be assigned to work outside

the

Government's country.

with

C-3 List of approved Subcontractors (if already available); same information

respect to their Personnel as in C-1 or C-2.

C-4 Same information as C-1 for Key local Personnel.

Appendix D – Breakdown of Contract Price in Foreign Currency

List here the elements of cost used to arrive at the breakdown of the lump-sum price – foreign currency portion:

1. Rates for Equipment Usage or Rental or for Personnel (Key Personnel and other Personnel).
2. Reimbursable expenditures.

This appendix will exclusively be used for determining remuneration for additional Services.

Appendix E – Breakdown of Contract Price in Local Currency

List here the elements of cost used to arrive at the breakdown of the lump-sum price – local currency portion:

1. Rates for Equipment Usage or Rental or for Personnel (Key Personnel and other Personnel).
2. Reimbursable expenditures.

This appendix will exclusively be used for determining remuneration for additional Services.

Appendix F—Services and Facilities Provided by the Employer

SECTION VI: PERFORMANCE SPECIFICATIONS AND DRAWINGS

A.) PERFORMANCE SPECIFICATIONS AND DRAWINGS ((TOR)

1. social media Analytical Tool

A technology platform is needed to collect Digital media chatter from all core Social Media Platforms as well as digital platforms like news, blogs and forums along with a proprietary Mobile Insights platform in a single system providing real time insights, metrics and other valuable data. The platform will be deployed in the private data centre and will need to integrate with the mobile platform database for a seamless view across all data platforms.

The platform is expected to provide automated reports, tactical insights as well as comprehensive workflows to initiate engagement across digital channels. The platform maybe used to disseminate content and hence should support publishing features. The platform should also support easy management of conversational logs with each individual with capabilities to merge it across channels to help facilitate creating a 360-degree view of the people who are creating buzz across various topics.

The platform needs to power a real time New Digital Marketing Command center - which basically means the platform should have the ability to analyze as well as visualize large volumes of data across diverse digital platforms in real time. Preference will be given to home grown technologies and partnerships for technology capability should be limited as there will eventually be asks for modifications to the system based on requirement, hence ownership of the code is critical. The platform has to be a proven solution with a track record of similar large-scale deployment as well as capabilities.

The social media analytical tool should have comprehensive analytics system to monitor and analyze various aspects of social media communication and World Wide Web. The tool should have the capability to crawl World Wide Web and social media to monitor and analyze various trends emerging as well as to gauge the sentiments amongst netizens. The tool should be comprehensive with the capability to generate reports and do customizations as per the requirements of Tanzania Tourist Board. The tool should act as the ~~existing~~ tool for Destination Tanzania tourism & TTB to understand the ~~impact~~ of various social media campaigns conducted on various schemes ~~run~~ by the Tanzania Tourist Board. In addition, the tool should have the capacity to provide inputs to the Board on how to improve the reach of various social media campaigns, how to make a particular topic trending and for the overall general improvement of social media campaigns.

The system Modules:

The system is expected to have twelve modules

1. Publishing 2. Planner 3. Engagement 4. Audience Profile 5. Campaigns/advertisement 6. Reporting Insights 7. Administration & Governance 8. Asset Management 9. Web and Mobile App Access 10. Case Management 11. Monitoring Dashboard/Listening 12. Rules Engine/automation

Main Features:

1. Publishing:

- Draft, schedule, auto-tag, and target content with approvals across channels simultaneously
- Source, share, preview, target, and deploy rich media content across all major social networks
- Target with extensive Facebook and Twitter criteria
- Add approved assets and shortened links with one click
- Set up organizational compliance and approval rules

2. Planning

- View campaigns, events, messages compressively
- Filter content by channel, date or status
- Plan the right content with a global calendar
- Share calendar views or export calendar in iCal or pdf or excel format/s

3. Engagement:

- Process inbound messages across branded accounts and automatically enrich them with Natural Language Processing
- Automatically route messages or ad hoc escalate messages on demand
- Utilize customizable macros, workflows, and rules to streamline engagement

engagement

- Email, translate, or archive any message
- Enforce compliance rules and color code inbound messages for visual categorization

4. Audience management/Profile

Enrich audience profiles for a single source of truth about each customer

- Aggregate consumer data, interests and past interactions into one unified profile
- Attach profile icons to visually identify audience segments
- Build 360 profile views of your customer over time
- View past conversations with any customer
- Automatically add users to audience segments based on any criteria, such as the number of fans or sentiment towards the brand

5. Campaigns/advertisement Simplify ad management and optimize paid budgets.

- Dynamically shift budgets and optimize campaigns based on specific, real-time Key- Performance Indicators (KPIs)
- Access centralized data across channels, audiences, and platforms
- Sync custom audience continuously across all ad channels
- Increase collaboration between organic and paid business silos and agencies
- Consolidate reporting across paid, owned, and earned activities
- Automate ad optimization to save time and efficiency

6. Reporting Insights

- Customize reports with 1,000+ metrics, contextual tags, and a library of visualizations
- Analyze the insights we need to control, adapt and drive business outcomes
- Track content-driven engagement and conversion metrics
- Capture what's working and why by diving deep and customizing metrics

7. Administration & Governance

- Trigger approval workflows based on the user, campaign, message content, or other criteria
- Archive inbound and outbound content, along with full audit trails
- Should Offer granular user roles and permissions
- Abide by stringent security standards of the most regulated industries
- Maintain detailed audit trails and react protectively to crisis situations by blocking all social activity

8. Asset Management

Create, store, and organize all content for quick access

- Immediately access a content library of images, videos, links, posts, templates, and audience profiles
- Set content permissions, emerge dates, and expiration dates to ensure content is used in the right place at the right time - and by the right person
- Surface popular assets quickly by engagement metrics and channel performance
- Share and reuse winning content across the organization

9. Web and Mobile App Access

- Monitor, engage, and manage crises 24/7 with the full featured mobile app
- React in real time to approve requests
- Publish messages, view planning calendars, and monitor conversations
- Directly upload media to Asset Management
- Compatible with iOS, Android, Windows, and Blackberry devices

10. Case Management

11. Dash Board Listening and responding capabilities: The platform is expected to not only listen to the standard digital channels listed below but also enable easy extension to integrate proprietary data sources like the mobile insights platform.

- Keep track of what people are saying about Destination Tanzania, our competitors, and Tourism industry at large
- Trigger alerts for trends to take action before they get big
- Link listening to immediate action with automated workflow and engagement
- Harness data-based insights to engage at the right time, in the right way, and with relevant content - every time.

The following need to be supported: Facebook

- Twitter
- YouTube
- Google+
- Instagram
- LinkedIn
- Flickr
- Tumblr
- Pinterest
- Play Store
- email
- News
- Blogs
- Forums
- Complaint Websites

12 Rules Engine/automation

- Automatically route and tag inbound messages, trigger ads based on volume thresholds, or update audience profiles with listening data
- Enhance operational efficiency by reducing and simplifying workload and effort
- Streamline and enforce compliance requirements with rule

Detailed specific features:

- a) The platform should also be able to respond using the workflow mechanism on the following channels to enable seamless conversations.
 - Facebook
 - Twitter
 - YouTube
 - Google+
 - Instagram
 - LinkedIn
 - Play Store
 - email
- b) Real time integration for Facebook and twitter needs to be demonstrated, also the platform will need to demonstrate the ability to configure data collection, actual data collection and insights and response for the platform
- c) Language Support: Platform should have support for languages English, Chinese, German, French, Arabic and major English.
- d) NLP Sentiments: The System should provide a natural language processing engine which can extract sentiment from the above languages as well as context. The system should also allow for training based on custom dataset to provide for better accuracy with time.
- e) Location based insights: Spatial depiction of brand Buzz (mentions) coming from all over the world on a map with ability to get exact location details.
- f) CRM integration: System should be extensible to allow for CRM integration to help get the 360-degree view of the customer by

integrating CRM data with social profiles. Personalize responses basis the customer loyalty and past behaviours.

- g) Campaign Management: Measure the effectiveness of hashtag campaigns and compare the performance of brand campaign with competitors by ingesting relevant keywords. Derive deep performance insights to assess success of campaign on real time basis.
- h) Multiple Sentiment Analysis: Need micro-level categorization for mentions around topics, mentions per year: atleast 5,000,000 (5 Mill Mentions) which in-turn should help in efficient decision-making by identifying the key problem areas
- i) Role Based Interfaces: Different personnel in the team require to assess the data differently. Platform needs to provide specific role-based dashboards and data to various people in the team to increase efficiency
- k) Real time alerts: Provide Real time system generated alerts to monitor the digital ecosystem and manage crisis situation effectively. These alerts should be completely configurable.
- l) Social Scheduling: System should not only allow to schedule social media posts but also approval systems for the content to enable a maker/checker model
- m) Feedback Mechanism: Ability to initiate feedback from the users, the platform should enable the design of the feedback, enabling users to provide feedback and also give analytics around the feedback
- n) User Content Management: Platform should enable user content management to allow for tagging/labelling of user content which should be searchable and can eventually be used for content led marketing.
- o) Influencer Insights: Platform should be able to identify influencers basis attributes like follower count, klout score or even specific handles to enable insights as well as a priority-based workflow engine.
- p) Conversation Archive : Ability to see historic conversation of each user in a reverse chronological manner along with the ability to merge conversations across channels

- q) Social Media Command Centre/social Visual display: Command centre should provide Live screens (various different types of visualizations) to power Real-time Monitoring of:
- Marketing efficiency
 - Influencers
 - Customers (existing/potential)
 - Risk Management
 - Competitors
- r) Enable Proactive and Reactive Communication strategy
- Thought Leadership
 - Lead Generation
 - Curating Media & creatives
 - Identifying & Engaging Brand Ambassadors
 - Expectation Management
 - Query resolution
- s) As well as crisis management via alerts and notifications amongst other features
- Crisis Prevention/mitigation
 - Emergency Response Management
 - Strategize recovery for negative publicity
 - Dynamic Inter-agency communication
 - Influencer activation
- t) Software security audit should be done within last 24 months from the date of deployment. This process should be repeated every two years. Please attach audit report.
- u) Ability to crawl social media and World Wide Web for data mining. Crawling should be comprehensive and should cover all the major websites and social media handles.
- v) Document or proof of the list of websites including social media sites that are crawled and not crawled by tool. This will help in understanding the reach of the tool.
- w) Comprehensive statistics related to reach, sentiment, trending of topics/ hashtags or social media conversations.
- x) Rule writing capability and the ability to augment data mining relevant to topic or query. The tool should have the capability to write rules as per the requirement of the Ministry.

- y) Detection – Analyze various activities happening on Social Media. Reports should be generated as per requirements regarding the various activities happening in social media space.
- z) Decision – Segregation of activities or social media engagements based on priority/ importance/ requiring action.
 - aa. Social Media Trends Monitoring
 - bb. Monitoring Social Media Sentiments. The analytics tool should have the capability to categorize social media conversations and other references on the World Wide Web into positive, negative and neutral as viewed/considered by Ministry of Information and Broadcasting.
 - cc. Indicators wise monitoring of sentiments of social media conversations and other references on the World Wide Web.
 - dd. Tracking of trends, topics, hashtags relevant to the Government related activities
 - ee. Analysis of social media campaigns or particular stream of social media activities
 - ff. Customization of dashboard through creating Graphical User Interface, GUI, which will enable a comprehensive and user-friendly interaction on various Social Media Platforms through a single interface
 - gg. Monitor individual social media user / account
 - hh. Message Monitoring – this will help in understanding overall social media response to a message, tweet or data
 - ii. Statistical representation of data after analyzing social media conversations and other references on world wide web
 - jj. To generate reports in various formats like graphs, charts etc
 - kk. This software tool should be able to perform like search engine, which will work both as web crawler and social media crawler and would be able to search various hash-tags, keywords across the social media platforms
 - ll. Identification of fake news with particular focus on such conversations on social media and specialized websites.
 - mm. Identifying actionable data

- Influencer Identification
- Actionable data Categorization
- Following Enterprise Routing
- Following Latest Semantic Analysis

2. Preparation of Analytics reports: (reporting insights)

- a) The team of at least 5 Social Media Analytics Executive should provide reports on sentiment, reach, details related to trending about topics and hashtags as instructed by the Board.
- b) The number of reports would be 6 no. per day namely Post trending, sentiments (both positive & negative), inquiries, reach, competitors' analysis, keyword analysis but scalable as per necessity.
- c) The format of report would be as per requirement, but all those reports would be based on inferences from the analytical tool.

3. Pre and Post establishment support:

- a) A team of Social Media Analytics Executive of 5 professionals & domain experts in social media analytics with experience in handling social media analytics tools such as Oracle CRM, Brand watch etc. and a dedicated (account Manager) who is a well proficient in English language to be assigned.
- b) The above team would be responsible for generation of reports and handling of the analytical as per instructions of the Board. The team should be well competent to work with the software quoted / provided and to well coordinate with Ministry of I & B.
- c) The team of people should be familiar with all aspects of the Analytical tool. The team should be able to prepare reports in different formats on the basis of inferences from the tool on various topics.
- d) Create and publish content on various social media platforms of the Board.
- e) The roles and responsibilities, qualifications required for the team is placed at Appendix 4.
- f) A team of Social Media Analytics Executive of 5 professional in two shifts should be online available to support 24*7.

4. Predictive Analytics

What would be the headlines and breaking news of various channels and newspapers across the globe- could be done with knowledge about their leanings, business deals, investors, their country policies, sentiment of their population, past trends etc. NYT, Economist, Time etc. are good examples, what would be the global public perception due to such headlines and breaking news, how could the public perception be moulded in positive manner for the country, how could nationalistic feelings be inculcated in the masses, how can the perception management of Tanzania be improved at the world for a how could the media blitzkrieg of Tanzania's adversaries be predicted and replied/neutralized, how could the social media and internet news/discussions be given a positive slant for Tanzania.

- a) The software should use variety of statistical techniques from predictive modelling data mining to analyze the current perception and make predictions about the future or unknown events.
- b) The software should analyze the patterns found in historical data to identify potential risks and opportunities.
- c) The Analytics tool should capture relationships between explanatory variables and predicted variables from past occurrences and utilize them to predict the unknown outcome.
- d) The Analytics tool should be able to use machine learning to predict, analyze and help the Board to take informed decisions.
- e) The Analytics tool should create custom predictions based on the perception's creation/ being created.
- f) Artificial Intelligence (AI) may be used for predictive trends and sentiments over social media.

5. Knowledge Management System

The Enterprise Knowledge Management platform, for creating, capturing, managing, delivering and archiving large volumes of documents and contents. Also, should integrate with other enterprise applications. KMS should handle scanned document images, electronic documents, emails and electronic data Output from other applications with equal efficiency and ease.

- a) The OEM of the products offered should have at least SEI capability Maturity Model Integration (CMMI) Level 3 certifications. The proposed system should have the proven scalability and should have at least one live implementation site

in Tanzania with more than 30 Crore documents archived in enterprise document management repository as well as having user base of more than 100 users.

b) The proposed system should be platform independent and should support both Linux and Windows platform. It should support both these platforms with or without virtualization. The proposed system should comply to industry open standards such as ODMA, CMIS, BPMN, BPEL and WFMC.

c) Inter-operability - The systems must seamlessly integrate with any or all of the existing legacy and Core applications and shall support interface with other open-standard systems. The proposed system shall support Big Data or NoSQL Database. The proposed system shall support open, scalable, Multi-tier architecture with each tier fully independent with support for clustering. The proposed scanning, mobile capture solution, knowledge management solution and workflow management system should be commercial of the shelf and from the single OEM only.

Integrate-able

- Flexible and Extensible architecture -modular design to keep up with speed of social and 3rdparty integration supported through developer portal.
- Marketplace of pre-built connectors.
- Integrate with external data warehouses to combine CX and marketing insights to enable the build out, targeting and amplification of CXM profiles.
- Collaborative
- Customizable, flexible and comprehensive workflows for individuals and teams.
- Built-in collaboration so you don't have to have a separate tool.
- Enterprise-grade collaboration workflow and automation architecture.
- Unified
- Consistent customer profile and Real-time data updates reflected across Marketing, Advertising, PR, Commerce and Care.
- Share, manage and reuse content across Marketing, Advertising, PR, Commerce and Care.
- Customer Experience Platform
- Products, clouds and services to reach, engage with and listen to customers across key digital touchpoints.
- Distribution of data to the point of user need and experience to empower data-driven decision making.

- Configurable dashboard builder to target each team's unique operational, engagement and campaign initiatives.
 - Breadth of automation (approvals, tagging, routing, profiling users, smart alerts and paid media optimization) across all parts of the CXM ecosystem
- d) The proposed products should be designed in either Tanzania or Abroad (International). IPR/Authorization of the product should be with Bidder Company.
- e) Bidder should propose at least 5 technology consultants as part of implementation services for this project from Original Equipment Manufacture - (OEM), who will be directly involved in the project for full time. Provide the authorization letter. The proposed system shall support separate Document/Image server for better management of documents and store only metadata information in Big Data database.
- f) Should provide an integrated scanning engine with capability for centralized and decentralized Scanning & Document Capturing. The scanning and document management solution should be from same OEM so as to provide an integrated solution right from capture to archival of documents.
- g) The scanning solution should have the capability to capture the document through mobile devices. Should have a well-defined capture module for support of document processing, validation, index building, and image enhancements.
- h) Should be able to support the capture of digital records of at least the following formats:
- Emails and attachments
 - Optical Character Reader (OCR) documents
 - Images - .tiff, jpeg, gif, PDF etc.
- i) The proposed solution should provide for automatic correction of parameters like format/ compression not proper, skew, wrong orientation, error in automatic cropping, punch hole marks etc. during scanning. The scanning solution should provide support for automatic document quality analysis so that any bad quality document doesn't get uploaded to the repository. There should be an independent software quality check service available as part of overall scanning solution which can be used to audit scanned documents for resolution, format/ compression, orientation etc.
- j) Support all the special image enhancement functionality offered by the scanner through the driver interface. Solution shall support Bulk Import of image and electronic documents. Should have capability of automatic segregation of documents/records based on Barcode, Blank page, fixed page and auto Form recognition. Should have the capability of scanning on Linux platform.

k) Provide Image processing libraries that support image enhancements such as changing contrast, zoom in/out, cleaning etc. and other imaging features like compression and extraction etc. The software solution should include the Rubber band feature for the extraction of the data using OCR technology so that user can mark a zone on image at runtime during scanning stage & map the extracted data with the indexing field.

l) The mobile capture should support image compression, B/w conversion from color images, G4 compression for B&W, JPEG for color and gray scale, multiple page document capture, auto cropping, auto orientation, perspective correction, noise removal and geo capture. The mobile capture app should have the facility to function both online and offline. Also, the solution should have the facility to provide the features of the Mobile Device Management.

m) System should be platform independent and should support both Linux and Windows for application server. Solution should have been built using server-side java and J2EE technologies. Solution should be multi-tier, web-based solution (having web-based frontend for users and as well as for system administrative functions) having centralized database, web and application server with support for clustering. The system should store only index information in database while images should be stored in separate file server.

Solution should be compliant to the Open Document Management API (ODMA), open source standards. Web Load Balancer should be a part of the system to protect software server and database server from DDoS attack, virus attack, or attack in any other form.

n) The System shall support categorization of documents in folders-subfolders just like

windows interface. There should not be any limit on the number of folder and levels of sub folder. The system shall support multiple databases i.e. **Big Data or NoSQL Database**. The System shall provide facility to link cross-related documents like Application form and Field report, Grievance and reply sent etc. The system shall provide search facility to in the same interface, so that users are able to search the documents to be linked.

o) The system shall support versioning of documents with facility to write version comments. The system shall allow Locking of documents for editing and importing it back into the system through check-in/Check-out features. Repository should be format agnostic.

p) System should support configuration of verification processes for different business types. It should be able to handle multi-user environment for processing

files related to different business types. While processing a file, all the data and images for each transaction should be displayed to processing users and processing users should be allowed to accept, reject or send the files for review.

q) The System shall support inbuilt viewer for viewing Image documents- No third-party viewers should be there for viewing of scanned images. Please specify if third party viewers are used and the licensing terms together with cost implication. Even for multi-page document. The download and view should be page by page. System should include mobile app for accessing documents. The system shall facilitate zoom-in/zoom-out, zoom percentage and Zoom lens to zoom in on a part of image and other image operations like Invert, rotate etc.

r) Support archival & view of PDF/A format documents (open ISO standard for long term archival of documents). Document view shall have the provision to draw a line, insert arrows etc. over image document. The system should support viewing and rendering of PDF/A

s) Document view shall have the provision to highlight or hide certain text by drawing line rectangle and solid rectangle. The System shall support for viewing documents in native application. The system shall provide facility of putting text, graphic and image annotations on scanned document pages. The system should have mobile application for retrieval and archiving of documents.

t) The Image applet shall support comprehensive annotation features like highlighting, marking text, underlining putting sticky notes on documents, and support for text and image stamps etc. The system shall support automatic stamping of annotations with user name, date and time of putting annotations. The system shall provide facility for securing annotations for selective users. The system shall store annotations as separate file and at no time, the original image shall be changed. The system shall provide facility of taking print outs with or without annotations.

u) The system shall provide extensive search facility to retrieve documents or Folders/Files. The system shall support saving of search queries and search results. The system shall support search for documents or folders on document or folder on profile information such as name, created, modified, or accessed times, keywords, owner etc.

w) The Document management system shall support definition of Users, Groups and Roles relation in the system. The system shall support access permissions on Folders, documents and object level. The system shall support multiple levels of access rights (Delete/ Edit/ View/ Print/ Copy or Download). System shall support for application-based rights. The system shall support system privileges

like Create/Delete Users, Define indexes etc. The system shall support secure login id and passwords for each user and passwords shall be stored in encrypted format in database

x) The system shall have a facility to define password policy with extensive password validations like passwords must be of minimum 8 characters, shall be alphanumeric, locking of user-id after three un-successful attempts, password expiry, password history so that passwords are not same as previous passwords etc. The system shall provide LDAP support for integrating with directory services and shall support single sign on. The system shall support Extensive Audit-trails at document, Folder and for highest levels for each action done by particular user with user name, date and time.

y) The System shall support integration with database-based authentication. The system shall support integration with PKI infrastructure as well as bio-metric solution for enhanced security.

z) The system shall support web-based administration module for the complete management of system. The Admin module shall support Users/Groups/Role definition and granting Access Rights to them and set password expiries. The Admin module shall provide easy to use interface for Index structure definition that can be used by different users.

a) The Admin module shall provide interface for purging old audit trail and do selective logging i.e. select the system or application features for, which the audit trails have to be generated. The Admin module shall provide facility to take complete and incremental backups and shall be able to integrate with third party backup solutions.

b) Reports and Audit Trails Features. The System shall support extensive Reports and audit trails and shall also provide data points and facility to design new reports. The system shall support Extensive Audit-trails at user, Folder and Cabinet levels. The system shall provide facility to generate Audit trails on separate actions, and between specific date/times. The system shall support extensive reporting facility at document, folder and user level. Please specify all inbuilt reports available in the system and also provide effort estimates for new Custom reports to be designed.

c)The System shall have audit trail to maintain history of all transactions performed on the system. The system shall give flexibility to administrator to do selective logging i.e. suspend and resume audit trail generation for specific system and user activities. The application shall log all the actions done by individual users with user name, date and time and the administrator shall be able to

generate detailed audit logs and history of the process instance. The system should have the capability to set automatic reminders and alarms to concerned users.

d) Should be based on open standards and have API support for data import & export. The System shall provide support to invocation of external programs to perform activities of a process like legacy application screen for data entry. The System shall support integration based on standards such as XML. The System shall support message-based collaboration based on protocols such as HTTP, FTP and SMTP.

e) Mobile Device Management: MDM should be cloud based management software that is capable of contextually managing and monitoring devices. The solution also should be capable of pushing applications, content and group-based messages. The solution should be capable to manage the computing environment through a remote web-based control center, capture usage information and also helps to provide a web-based MIS dashboard

f) Functional Requirements of Mobile Device Management

- Profile Management
- Policy Enforcement
- Audit Trail
- Content Collaboration
- Backend Analytics and Dashboard
- Offline Management of Devices
- Project Inception Report, Requirement Analysis Report
- System Design Documents
- Knowledge Management System Software Licenses (Installation and Implementation)
- Training and User Acceptance Testing
- Operation and Maintenance

g) SIZING ESTIMATION REQUIREMENTS

- It is assumed that the requirement would be 1000 concurrent numbers of users who would be using the system.
- The application servers should be configured in active-passive mode.
- The database servers should be configured in active-passive mode.
- The storage for documents & transactions if any would be configured separately on SAN.
- The system should be hosted on Cloud environment.

6. Private Data Centre (Archival Setup)

Bidder/Agency would be responsible for storage of all the Social Media Platform related Data/ Content by means of Offline archival set up based in Social Media Communication Hub (offline). This set-up should have Main and Backup Storage / archival.

Features

Feature Description Search

Advanced Query Writing It allows users to write an advanced 4000 character Boolean query.

Language Agnostic A query can be written in any text and as long as that keyword is found on the Querying web and has been crawled by software, it will be fetched as a result. Results It gives the maximum mentions vs. its peers from the internet for the same Mention Count query Proposed Software should focus on data crawling in the APAC Regions (Asia APAC Data Focus Pacific Region) Analytics Proposed Software NLP and Sentiment Analysis works on a comprehensive Natural Language library of rules thus taking into account the complete sentence before assigning Processing a sentiment to a statement Proposed Software should provide an option to write your own rules to define Rule Writing or edit the sentiment or tag of a mention Proposed Software allows categorization of mentions under various topics. This enables users to breakdown a major topic into various heads and allow better Categorizations contextual analytics. Proposed Software should provide maximum meta-data (data attached with Meta Data every mention) per mention to help understand the situation better.

B. GENERIC CONDITIONS

This RFP is for a system that will meet the following basic requirements: -

1. A reliable, redundant system providing an overall system up time should be of highest order as per industrial standards.
2. The quotation should clearly indicate the different components of the total charges.
3. Easy and Economic System Upgradable & Scalable in nature.
4. Use of industry standard hardware and interfaces.
5. Local (or within state wise) support services during the period of hiring.
6. Interoperate with other equipment and technology in future.

7. All software applications should be of latest version at the time of award of Work Order.
8. Bidder should ensure that data (content) should be secured.
9. Pages of Technical Specification, Terms and Conditions and Schedule of Rates should be signed by the authorized signatory as a token of your acceptance
10. Hardware and Software to be compatible with IPv4 as well as IPv6 protocol.

SECTION VII: ACTIVITY SCHEDULE

S/N	Schedule of Services Requirements	Description of Supplies or Services Requirement
1	Development of a Business cases and Marketing Strategy	Developed Business cases and Marketing strategy for the implementation of developed Business cases
2	Supply of Command centre (studio) software with all core functions, (SOCIAL	CORE PLATFORM LICENSE for Min of 5 Customer Users
3	Enablement of Platform	Installed platform with all required modules including Visual display enabled
4	Display and Visualization modules for agreed use case	
5	Research and Insights - Listening Insights	Licensed to Mentions per year: up to 5,000,000 (5 Mill Mentions)
6	Research and Insights - Listening Insights - Historic Data Backfill	Provision of historical Data backfill with a specified number of Mentions (Backfill Period: start DATE tofinish DATE (incl.) Up to Mentions)
7	Support Package	Managing both onsite and online (where appropriate) support the operation of the centre throughout the contracting period
8	Storage Package	Basic Storage Package
9	Development of standard periodical reports (Generating appropriate report)	Weekly, monthly, quarterly and annual report. On demand report MUST be accommodate (If a need arises).
10	Training and Certifications	Two key staff trained on Management of the platform

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Through Mobile

Ref: TMA/2021/12/03/0001

Director General,
Tanzania Tourist Board (TTB Tender Board),
Utalii House, along Ali Hassan Mwinyi Road/Laibon street,
Plot No.1, Oysterbay
P.O BOX 2485
Dar Es Salaam,
Tanzania.

Mujungu

3rd December, 2021

RE: TENDER NO. PA/036/2019-2020/NC/03 FOR PROVISION OF NON- CONSULTANCY SERVICES FOR PROVIDING, INSTALLING AND MANAGING DIGITAL COMMAND CENTER.

Sub: Notification of Contract Award.

Reference is made to your letter HA.160/578/01/20 dated 29th November, 2021 as subjected above.

Through Mobile confirms receipt and we extend our gratitude by accepting the offer as per the Contract Award Notification.

Looking forward to working with you.

Yours Faithfully

Mugeta Mujungu
Director

TANZANIA TOURIST BOARD
MANAGING DIRECTOR
07 DEC 2021



Utalii House - Laibon Street/Ali Hassan Mwinyi Road - Near French Embassy
P.O. Box 2485, Dar es Salaam, Tel: +255 22 2664878/9 email: md@tanzaniatourism.go.tz

Ref No: HA.160/578/01/20

Date: 29th November, 2021

Managing Director,
Through Mobile Ltd,
P.O. Box 71137,
DAR ES SALAAM.

Re: TENDER NO. PA/036/2019-2020/NC/03 FOR PROVISION OF NON-CONSULTANCY SERVICES FOR PROVIDING, INSTALLING AND MANAGING DIGITAL COMMAND CENTER.

Sub: Notification of Contract Award.

Reference is made to the above heading also Contract Negotiation Meeting held 25th September, 2021.

2. Please be informed that, Tender Board of the Tanzania Tourist Board at its 3rd ordinary meeting held on 24th November, 2021 has approved recommendation for Contract Award to your firm for Tender No. PA/036/2019-2020/03 for provision of Non-Consultancy Service for Providing, Installing and Managing Digital Command Center at Tanzania Tourist Board.
3. The bid is hereby accepted by the Tanzania Tourist Board, at a contract value **USD 302,105.18 VAT inclusive** for one (1) year contract as stipulated to scope of services.
4. Therefore, your required to submit approved or certified Bank Guarantee or Insurance Bond for the advance payment amount, before signing particular contract.
5. You are therefore, requested to communicate your acceptance through written letter at your earliest possible time upon receipt of this letter.

Regards,

Felix John
For. **DIRECTOR GENERAL**

Copy: Chief Executive Officer,
Public Procurement Regulatory Authority,
PSPF Dodoma Plaza,
9th Floor,
P.O. Box 2865,
DODOMA.

(4)
ta

“ The Controller and Auditor General,
P. O. Box 950,
DODOMA.

“ Attorney General,
Attorney General Chambers,
Ministry of Justice and Constitutional Affairs,
P. O. Box 1920,
40484 DODOMA.

“ Director,
Technical Audit Unit,
Ministry of Finance and Economic Affairs,
P. O. Box 9111,
DODOMA.

TANZANIA TOURIST BOARD

MINUTES OF THE NEGOTIATION WITH THROUGH MOBILE ON

TENDER ID No. PA/036/2019-2020/NC/03

Provision of Non-Consultancy Services for Providing and Managing of a Digital Command Centre Platform

HELD ON FRIDAY 25TH SEPTEMBER, 2021, TTB STUDIO ROOM, DAR ES SALAAM

Present:

- 1. Mr. Musa Mzenga TTB Ag. Chairperson
- 2. Mr. Rossan R Mduma TTB Secretary
- 3. Mr. Mugeta Mujungu Through Mobile Member
- 4. Mr. Abraham Mwapongo Through Mobile Member
- 5. Mr. Rogers Chalange TTB PMU - Invitee
- 6. Ms. Chikenge Makwinda TTB PMU - Invitee

Absent:

- Dr. Gladstone Mlay TTB Chairman

ITEM 1 OF THE AGENDA

1.0 OPENING OF THE MEETING

Notice having been dully served to all members and there being the requisite quorum, the Secretary informed the members that the appointed Chairperson Dr. Gladstone Mlay had another commitment which forces him to travel out of Dar es Salaam. It was further informed that Mr. Musa Mzenga will chair the session so as to proceed who called the meeting to order at 15:08 hrs

ITEM 2 OF THE AGENDA

2.0 ADOPTION OF THE AGENDA

The agenda of the meeting was adopted as follows:

- 1. Opening of the meeting.
- 2. Adoption of the Agenda.
- 3. Introduction and briefing to the committee
- 4. Deliberation on Terms of reference and agreed areas.
- 5. Vendor's technical presentation.
- 6. Record and agreement

ITEM 3 OF THE AGENDA

3.0 Introduction and briefing to the committee

After member's introduction, the Chairperson briefed the session members on the aim of such meeting.

ITEM 4 OF THE AGENDA

4.0 Deliberation on Terms of reference and agreed areas.

It was notified that both parties were informed on the specific area for negotiation. However, as the core of the session, the Chairperson re listed the areas for common understanding being:

1. Technical details of the activity schedule or statement of requirements
2. The delivery schedule and reporting
3. Payment modalities
4. The Methodology and staffing

The Secretary who is also a user to the project requested an addition of two items namely

5. Manufacture authorization and;
6. Platform ownership.

Members took note of the areas and agree that vendor does presentation responding to the intended areas.

ITEM 5 OF THE AGENDA

5.0 Vendor's technical presentation.

- Vendor representative conducted a technical presentation including all areas identified. The coverage was mainly to ensure that it responds to parameters. However, the Payment modality was presented separately.

Members thoroughly went through the presentation while following up the approved negotiation plan. It was noted that all the areas required clarifications were captured.

The presentation covered:

5.1 Technical details of the activity schedule or statement of requirements

Scope of Work – This includes all services and support that Through Mobile will provide relative to the items in the Activity Schedule as follows:

play & Visualisation, Marketing Automation, Research & Listening Insights, development of Standard Periodical reports, Training and support.

5.2 The delivery schedule and reporting

The implementation is planned to be conducted in sprints with different timeline.

- Sprint 1 [Digital Command Center]
- Sprint 2 [Marketing Automation]
- Sprint 3 [Conversational Commerce]
- Sprint 4 [Destination Portal]

It was also agreed that different reports as stipulated in the requirements will be accommodated namely weekly, monthly, quarterly and annually. It was also mentioned that ad-hock (On Demand reports) will be accommodated with the help of the training to be conducted. Thru Mobile will assist on obtaining the best practice reports.

5.3 Payment modalities

It was requested that the cost be re visited item wise. After deliberation, it was observed that due to the nature of the project and available budget [not disclosed]

It was agreed that adjustment to be made to ensure that all activities for the contracting period are covered with the available resources.

The details of the agreement were as follows: As per the Activities Schedule - the total submitted contract amount is equal to the Grand Total of USD 317,286.66 VAT inclusive

- o Licenses = \$98,385.00 VAT Excl
- o Services = \$170,502.00 VAT Excl

After negotiation it was agreed that

- a. New Grand Total be USD 302,105.18 VAT inclusive (slightly less than what we originally submitted as an additional discount from Through Mobile). The discount is from the Business case and Marketing Strategy development item.
- b. From the agreed total cost of 302,105.18 VAT inclusive
 - i. USD 128,416.00 is once off and
 - ii. USD 134,385.00 recurring cost annually. (VAT Excl) [**Licenses USD \$98,385.00 + Support USD 36,000.00**]
- c. Through Mobile has agreed to split the cost into three (3) years of the contracting period as follows:
- d. Total Contract Value is USD 619,253.78 VAT Incl to be distributed as follows;

Payment Terms.

For Year 1:

- On Signoff 75% USD 160,876.13 VAT Incl
- The remaining balance (25%) for Year One above to be paid after 3 months of the first installment subject to submission of Business case and Marketing strategy.

For Year Two (Y2) and Year Three (Y3)

Y2 = USD 202,376.14 VAT Incl

Y3 = USD 202,376.14 VAT Incl

YEARLY BUDGET		
Y1	\$ 214,501.51	VAT Incl
	\$ 202,376.14	VAT
Y3	\$ 202,376.14	VAT

The Methodology and staffing

Vendor presentation indicated that the project will be conducted in phases. The main phases being: Plan, Build, Educate and Empower. It was noted that the implementation will take through TTB team to understand and be in position to manage the software and project.

Staffing: It was mentioned different categories of vendor's technical team of the project as follows:

- VIP and Directors (Escalation)
 - Mugeta Mujungu
 - Chrispo Hezron
 - Godfrey Mahendeka
- The Account Team (Day – To – Day)
 - Abraham Mwapongo – Account Executive
 - Wasanda Magubu – Solutions Consultant
 - Rockline Gideon – Engagement Manager.
- Engagement Team (Technical)
 - Eric Justo Maro - Project Manager

Two TTB staff will be trained on platform management to ensure succession plan and minimize reliance to the vendor.

5.4 Manufacture authorization and;

It was informed that the modality used will be to subscribe licenses from the appropriate parties including Hoot Suite etc. The authorization starts where the subscription is done. At this stage no any commitment made with regards to such subscription hence vendor had no any authorization to present.

It was agreed that such authorization to be presented when such subscription is implemented.

5.5 Platform ownership

It was cleared stated that some modules/solutions which will be developed specifically for this project will be owned by TTB. However, it was informed that the solution will include integration to some other third part systems which will need licenses subscription. Such licenses will neither belong to vendor (Through Mobile) nor TTB.

It was then cleared that after the contract expiration, the developed modules will belong to TTB. Subscribed components TTB will have to make arrangements for licenses renewal by Through Mobile as a distributor at a subsidized ISV price or TTB will have to resubscribe at a normal retail price.

ITEM 6 OF THE AGENDA

6.0 RECORD AND AGREEMENT

It was requested that the cost be re visited item wise. After deliberation, it was observed that due to the nature of the project and available budget there was no room to go beyond the budget for this particular year. However from all the presented cost items, it was noted that initial budget did not consider the cost for development of Business Cases and Marketing Strategy as reference from the former Tender did show that could be developed jointly by client and vendor at no cost. After deliberation, the vendor agreed to grant only five (5%) from such an item [Development of a Business Case]. From **USD 121,720.00 to USD 115,634.00.**

It was further agreed that adjustment to be made to ensure that all activities for the first year contracting period complies with the available budget with other considerations to be made during the second and third year's budget.

- Through Mobile has agreed to provide
- As per the Activities Schedule - the total contract amount is equal to the Grand Total of USD 317,286.66 VAT inclusive

Services = \$170,502.00 VAT Excl [Dev + support]

- o New Grand Total = \$310,105.18 (slightly less than what we originally submitted as an additional discount from Through Mobile) VAT inclusive
- o From the total cost USD 128,416.00 is once off and USD 134,385.00 recurring cost annually. (VAT Excl)

New Grand Total be USD 302,105.18 VAT inclusive (slightly less than what we originally submitted as an additional discount from Through Mobile). The discount is from the Business case and Marketing Strategy development item.

f. From the agreed total cost of 302,105.18 VAT inclusive

i. USD 128,416.00 is once off and

ii. USD 134,385.00 recurring cost annually. (VAT Excl) [Licenses USD \$98,385.00 + Support USD 36,000.00

g. Through Mobile has agreed to split the cost into three (3) years of the contracting period as follows:

h. Total Contract Value is USD 619,253.78 VAT Incl to be distributed as follows;

i. Year 1 services at a budget of USD 214,501.51.

Payment Terms.

For Year 1:

- o On Signoff 75% USD 160,876.13 VAT Incl
- o The remaining balance (25%) for Year One above to be paid after 3 months of the first installment subject to submission of Business case and Marketing strategy.

For Year Two (Y2) and Year Three (Y3)

Y2 = USD 202,376.14 VAT Incl

Y3 = USD 202,376.14 VAT Incl

YEARLY BUDGET

Y1	\$ 214,501.51	VAT Incl
Y2	\$ 202,376.14	VAT
Y3	\$ 202,376.14	VAT

It was further agreed that Through Mobile to share the presentation and final agreement document.

ITEM 7 OF THE AGENDA

7.0 AOB AND CLOSING OF THE MEETING

non-availability of the appointed chairperson the events which were beyond control. However, it was agreed that the session went well as the purpose was met.

It was informed that the solutions be developed for TTB Studio will be under the ownership of TTB which can allow it to be used even after the contracting period with Through Mobile.

We hereby certify that the above is a true and accurate record of the negotiations:

For the Procuring Entity	For the Tenderer/Consultant
Signature: 	Signature: 
Name: Musa Mzenga	Name: Mugeta Mujungu
Position: Chairperson	Position: Director
Date: 25 th September, 2021	Date: 25 th September, 2021

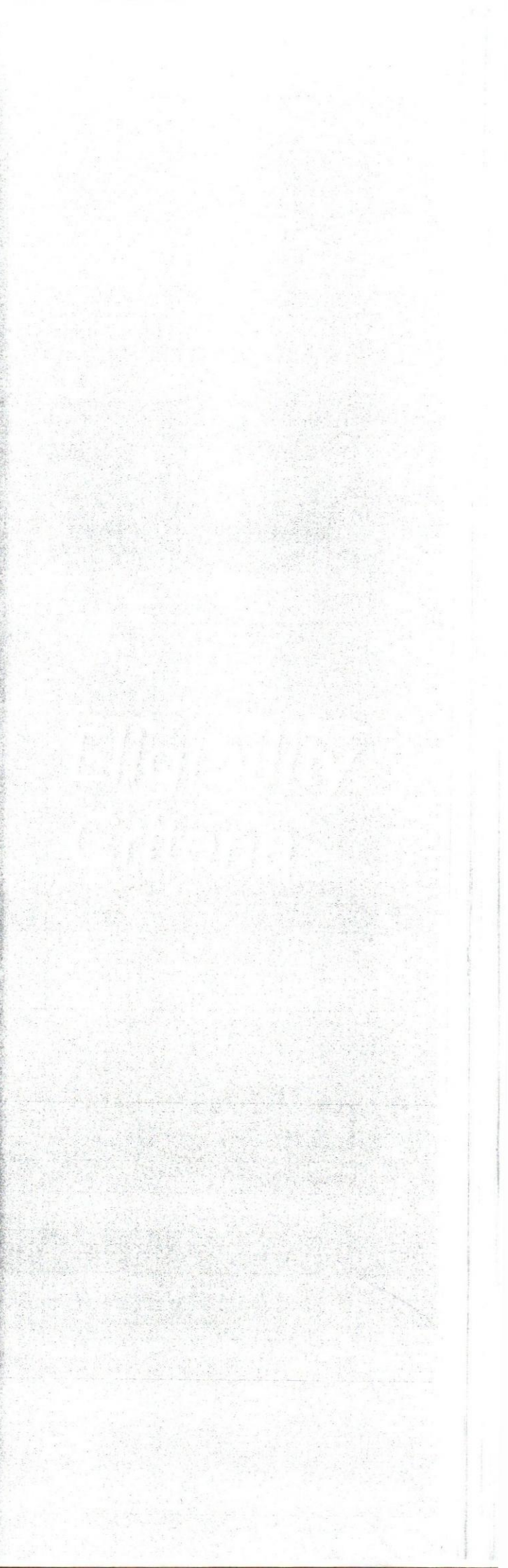
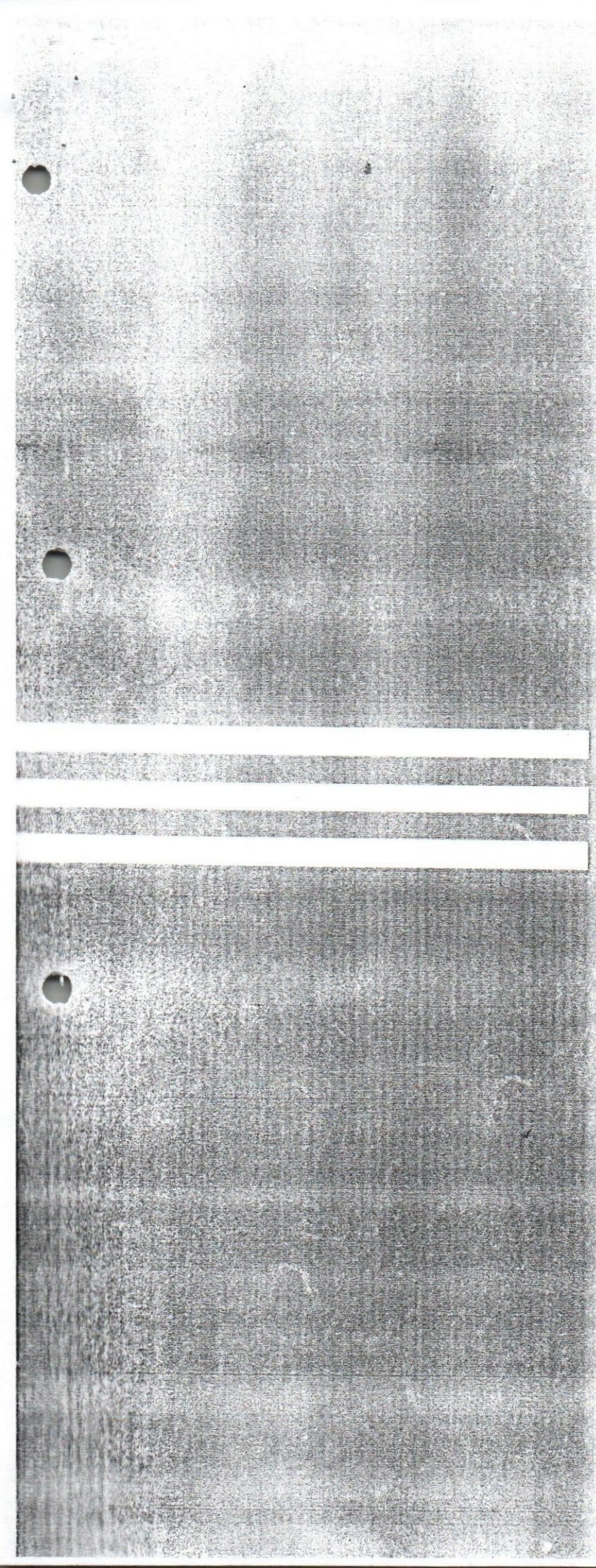


Table of Content

- (1) Power of Attorney
- (2) Bid Declaration Security
- (3) Certificate of Incorporation (Certified)
- (4) Business License - 2020 - 2021(Certified)
- (5) Litigation History and Anti-Bribery Statement

STANDARD POWER OF ATTORNEY

TO ALL IT MAY CONCERN

THAT BY THIS POWER OF ATTORNEY given on the 8th September, 2021

WE the undersigned **Through Mobile Limited** of 3rd Floor Noble Center, Victoria, Bagamoyo Road, Plot No 89, Block 45B, P.O Box 71137 Dar es Salaam by virtue of authority conferred to us by the Board Resolution, do hereby ordain nominate and appoint **Mugeta Mujungu** of P.O Box. 71137, Dar es Salaam to be our true lawful Attorney and Agent, with full power and authority, for us and in our names, and for our accounts and benefits, to do any, or all of the following acts, in the execution of Tender / Quotation No: PA/036/2019-2020/NC/03

that is to say;

To act for the company and do any other thing or things incidental for Tender / Quotation No: PA/036/2019 2020/NC/03 of **PROVISION OF NON-CONSULTANCY SERVICES FOR PROVIDING, INSTALL AND MANAGING DIGITAL COMMAND CENTER PLATFORM**

for the **Tanzania Tourist Board**;

AND provided always that this Power of Attorney shall not revoke or in any manner affect any future power of attorney given to any other person or persons for such other power or powers shall remain and be of the same force and affect as if this deed has not been executed.

AND we hereby undertake to ratify everything, which our Attorney or any substitute or substitutes or agent or agents appointed by him under this power on his behalf herein before contained shall do or purport to do in virtue of this Power of Attorney.

SEALED with the common seal of the said **Through Mobile Limited** and delivered in the presence of us this 8th September, 2021.

IN WITNESS whereof we have signed this deed on this 8th September, 2021 at Dar Es Salaam for and on behalf of **Through Mobile Limited**.

SEALED and DELIVERED by the)
Common Seal of **Through Mobile Limited**)
This 8th September, 2021)

DONOR

Signature: 

Name: Mugeta Mujungu

Position: Director




Signature: 

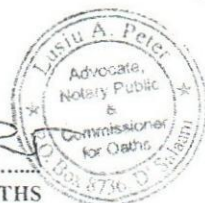
Name: Godfrey Mahendeka

Position: Director

BEFORE ME:



COMMISSIONER FOR OATHS



Form: Tender Securing Declaration

[The Tenderer shall fill in this Form in accordance with the instructions indicated]

Date: 8th September, 2021

Tender No.: PA/036/2019-2020/NC/03

Alternative No.: [insert identification No if this is a Tender for an alternative]

To: Tanzania Tourist Board

We, the undersigned, declare that:

We understand that, according to your conditions, tenders must be supported by a Tender-Securing Declaration.

We accept that we will automatically be suspended from being eligible for tendering in any contract with the Procuring Entity for the period of time as determined by the Authority if we are in breach of our obligation(s) under the tender conditions, because we:

- (a) have withdrawn our Tender during the period of Tender validity specified in the Form of Tender;
- (b) does not accept the correction of errors in accordance with the Instructions to Tenderers (hereinafter "the ITT") of the IFT
- (c) having been notified of the acceptance of our Tender by the Procuring Entity during the period of Tender validity, (i) fail or refuse to execute the Contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the ITT.

We understand this Tender Securing Declaration shall expire if we are not the successful Tenderer, upon the earlier of (i) our receipt of your notification to us of the name of the successful Tenderer; or (ii) twenty-eight (28) days after the expiration of our Tender.

Signed: 

Name: *Mugeta Mujungu*

Duly authorized to sign the Tender for and on behalf of: *Through Mobile Ltd*

Dated: 8th September, 2021





TANZANIA



Certificate of Incorporation of a Company

Section 15

No: 137727978

I HEREBY CERTIFY THAT

THROUGH MOBILE LIMITED

is this day incorporated under the Companies Act, 2002 and that the Company is Limited.

GIVEN under my hand at Dar es Salaam this 25th day of SEPTEMBER TWO THOUSAND AND EIGHTEEN.

Certified as a True and Correct Copy of the Original

Sign: *L. Peter* Date: *10/09/20*

LUSIU A. PETER
Advocate, Notary Public and Commissioner for Oaths



[Handwritten signature]

Certified as a True and Correct Copy of the Original *Princ. Asst. Registrar of Companies*

Sign: *L. Peter* Date: *8 Sept. 20*

LUSIU A. PETER
Advocate, Notary Public and Commissioner for Oaths

1508235



TANZANIA REVENUE AUTHORITY

CERTIFICATE OF REGISTRATION FOR TAXPAYER IDENTIFICATION NUMBER (TIN)

THIS IS TO CERTIFY THAT THROUGH MOBILE LIMITED

HAS BEEN REGISTERED WITH THE TANZANIA REVENUE AUTHORITY
AND ASSIGNED THE TAXPAYER IDENTIFICATION NUMBER

137-727-978

WITH EFFECT FROM **15 October 2018**

TRA LOCATION **ILALA**

TAX OFFICE **UPANGA**

PHYSICAL LOCATION **PLOT No. 17 BLOCK No. 37**

STREET / AREA: **SEA VIEW**

Certified as a True and Correct Copy of the Original
 Sign: *Lusiu A. Peter* Date: *8 Sept. 21*
LUSIU A. PETER
 Advocate, Notary Public and Commissioner for Oaths

[Signature]
ELIJAH G. MWANDUMBYA

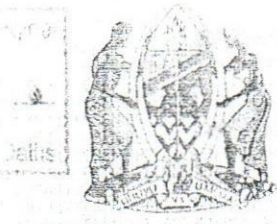
OFFICIAL SEAL

COMMISSIONER FOR DOMESTIC REVENUE

THIS IS THE OFFICIAL SEAL AND NOT VALID WITHOUT THE SIGNATURE AND IS INVALID IF NOT SIGNED BY THE

1035/22/13

ID: 83645 TFN. 226 (Rev. 2/96)



JAMHURI YA MUUNGANO WA TANZANIA



LESENI YA BIASHARA

B 3545513

(Imetolewa chini ya Sheria ya Leseni za Biashara Na. 25 ya Mwaka 1972 marekebisho ya mwaka 1980 na masharti yaliyo nyuma)

*Futa isiyotakiwa.

Certified as a True and Correct Copy of the Original by Peter MUYA, District Commissioner, Kindondoni

1. Ofisi iliyotolewa MANICPAA YA KINDONDONI

2. Nambari ya Ushuru wa mapato 137-727-978

3. Leseni imetolewa kwa THROUGH MOBILE LIMITED kuendesha biashara ya ICT CONSULTANCY

katika Wilaya/Kanda* ya KINDONDONI Mtaa OYSTERBAY

4. Ni ya Shina/Tawi* Ada Sh. 200,000/=- Nambari ya Stakabadhi 3689276

ya tarehe 09/09/2020

5. Mpya inaendeleza muda wa Leseni Na MUYA

ya tarehe (ii) Muda wa leseni hii utaiisha 30 Jan 20 08/09/2021

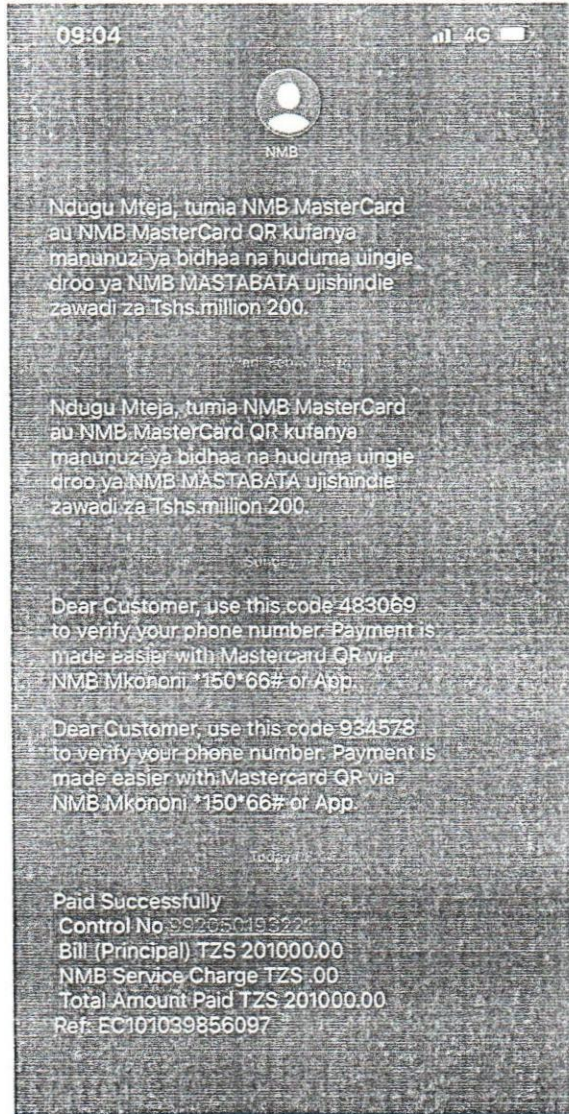
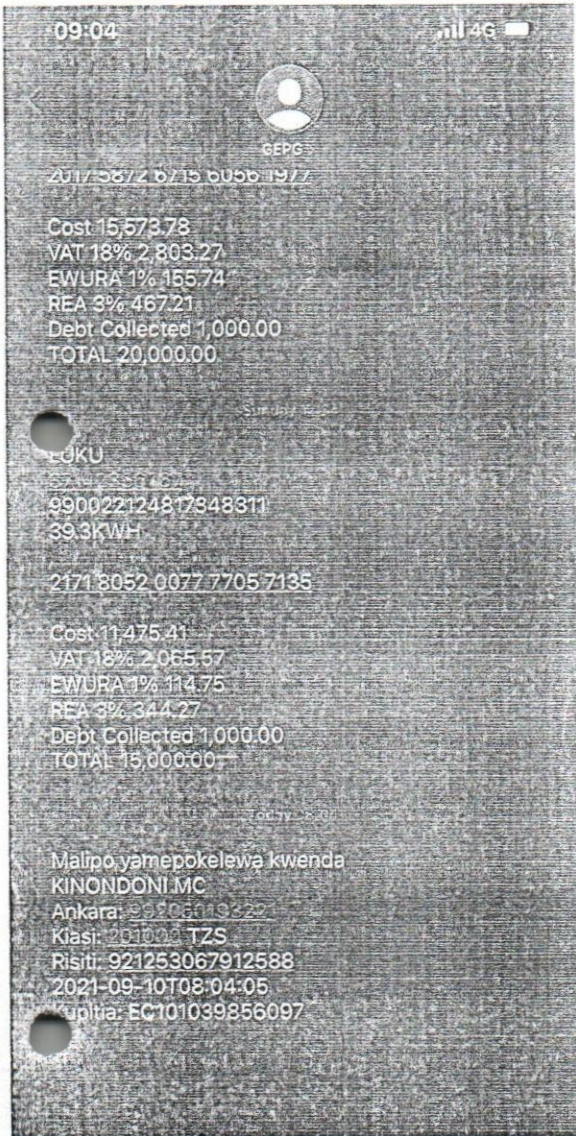
Tarehe

09/09/2020 Bva



Signature of J. DUNIA

Sahihi na Muhuri wa Mtoaji Leseni



New Business Licesense
Payment Confirmation
10/09/2021 - 09/09/2022

1.10

Litigation History

Information on current litigation in which the Tenderer is involved.

S/No.	Other party(ies)	Cause of dispute	Amount involved
1.	None	None	None
2.	None	None	None

FORMS OF INTEGRITY

MEMORANDUM (Format 1)

Regulation 78(2) of the Public Procurement Regulations, 2013 - Government Notice No. 466 of 2013)

We, *Through Mobile Limited*, place importance on competitive tendering taking place on a basis that is free, fair, competitive and not open to abuse. It is pleased to confirm that it will not offer or facilitate, directly or indirectly, any improper inducement or reward to any public officer their relations or business associates, in connection with its tender, or in the subsequent performance of the contract if it is successful.

We have an Anti-Bribery Policy/Code of Conduct and a Compliance Program which includes all reasonable steps necessary to assure that the No-bribery commitment given in this statement will be complied with by our management and employees, as well as by all third parties working with us on the public sector projects or contract including agents, consultants, consortium partners, sub- contractors and suppliers. Copies of our Anti-Bribery Policy/Code of Conduct and Compliance Program are attached.

Authorized Signature: 

Name and Title of Signatory: *Mugeta Mujungu, Director*

Name of Tenderer: *Through Mobile Limited*

Address:


*3rd Floor, Noble Center,
Victoria, Bagamoyo Road
Plot No 89, Block 45B,
P.O Box 71137
Dar Es Salaam. Tanzania*



MEMORANDUM (Format 2)

Regulation 78(2) of the Public Procurement Regulations, 2013 - Government Notice No. 446 of 2013)

We *Through Mobile Limited* has issued, for the purposes of this tender, a Compliance Program copy attached -which includes all reasonable steps necessary to assure that the No-bribery commitment given in this statement will be complied with by our management and employees, as well as by all third parties working with this company on the public sector projects or contract including agents, consultants, consortium partners, subcontractors and suppliers")"

Authorized Signature: 

Name and Title of Signatory: *Mugeta Mujungu, Director*

Name of Tenderer: *Through Mobile Limited*



Address:

3rd Floor, Noble Center,
Victoria, Bagamoyo Road
Plot No 89, Block 45B,
P.O Box 71137
Dar Es Salaam. Tanzania



TANZANIA REVENUE AUTHORITY

ISO: 9001:2015 CERTIFIED

TAX CLEARANCE CERTIFICATE

(Issued Under Regulation 103 of Tax Administration (General) Regulations, 2016)

Licencing Authority; TIN: **101-186-555**
HALMASHAURI YA MANISPAA YA KINONDONI
MAGOMENI MAKUTU
P. O. Box 31902
DAR ES SALAAM

Tax Certificate Number:

121-0106-3103

Issuing Office: Ilala
Telephone: 022-2863190
Date of Issue: 21 September 2021
Expiry Date: 31 December 2021

Taxpayer Name	THROUGH MOBILE AFRICA LIMITED		
Trading Name			
Taxpayer Identification Number	137-727-978	VAT Registration Number	
Company Registration Number			

Business Premises located at: Plot Number 17; Block Number 37; Street SEA VIEW

This is to certify that the above registered Taxpayer has complied with the tax laws and has been granted Tax Clearance Certificate with respect to the following business(es):

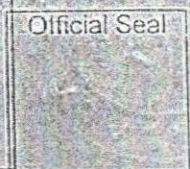
- 1 Advertising
- 2 Other personal service activities n.e.c.
- 3 Other information technology and computer service activities
- 4 INFORMATION TECHNOLOGY
- 5

This certificate should be tendered in its original form and it is valid only if it is embossed with the Official Seal.

ABDULY. MAPEMBE

COMMISSIONER FOR DOMESTIC REVENUE

21 September 2021



Disclaimer: This Tax Clearance Certificate shall not preclude the Commissioner General from demanding and recovering taxes established after issuance of this Certificate.

This Certificate is issued free of charge

Bid Submission Letter

Ref: TMA/2021/09/08/0001

Director General,
Tanzania Tourist Board (TTB Tender Board),
Utalii House, along Ali Hassan Mwinyi Road/Laibon street,
Plot No.1, Oysterbay
P.O BOX 2485
Dar Es Salaam,
Tanzania.

8th September, 2021

Dear Sir/Madam,

RE: EOI: PROVISION OF NON CONSULTANCY SERVICES FOR PROVIDING, INSTALL AND MANAGING THE COMMAND CENTER PLATFORM FOR TANZANIA TOURIST BOARD (TTB)

Through Mobile Ltd is pleased to forward this proposal to Tanzania Tourist Board in reply to the request for provision of non consultancy services for providing, installing and managing the digital command center platform for Tanzania Tourist Board (TTB).

Through Mobile is an indigenous private company specializing in designing and implementing innovative and strategic digital transformational solutions based on multi-disciplinary assessments, data-driven actionable insights, and proprietary technological tools adapted to the client's needs. We have a combined experience of more than 10 years dealing with Software development operations, promoting advanced technology infrastructure to deliver innovative and efficient solutions to keep businesses one step ahead of the competition.

Through Mobile continues to be the IT partner of choice for financial institutions, Service providers, parastatal government departments and enterprises when it comes to creating, building and maintaining the most innovative and cost-effective digital transformational solutions.

In conjunction with our partners, Through Mobile strives to make the technology to integrate seamlessly with your enterprise or institutional mandate, to enable you to focus on the delivery of your core services to your clients and in so doing accelerate the growth of your business.

By this letter we affirm and submit our bid,

Understanding of Requirements and Scope of Work

A Digital Command Centre (studio) is a centralized digital marketing activities hub that will not only be used for information dissemination but also allows online research on destination tourism performance.

Project Objectives

The project is "Establishment of a Destination Digital Command Centre (Studio) aimed at increasing the destination's online presence by centralizing all digital marketing activities. This will facilitate capturing all the online sentiments about the destination, and making decisions based on the data available. Eventually an increase in market share will occur.

The project will support all Tanzania tourism firms especially SMEs both in rural and urban areas to raise their earnings, conduct their business more easily, increase their company's sales and profitability and contribute immensely to poverty alleviation and the national economy.

The tourist industry is highly dependent on constant, massive flows of information and the success sales and production depends to a considerable extent on the quality of information. Digital Command centre will be a vehicle for communication and cooperation between tourist destination companies and organizations aimed at creating, managing, promoting and selling their products.

We trust you find Through Mobile's proposal valuable and looking forward to further discussions and engagement.

Sincerely,



Mugeta Mujungu
Director



2.0 Form of Tender

8th September, 2021

To: Tanzania Tourist Board

We offer to execute the PA/036/2019-2020/NC/03 in accordance with the Conditions of Contract accompanying this Tender for the Contract Price of [317,286.66], [Three hundred seventeen thousands, two hundred eighty six and sixty six cents] [US Dollars \$].

The Contract shall be paid in the following currencies:

Currency	Percentage payable in currency	Rate of exchange: one foreign equals [insert local]	Inputs for which foreign currency is required
\$	100%	TZS 2,380.00	

The advance payment required is:-

Full payment on licenses and 60% DevOps (Platform Enablement and Business case & strategy development) on sign off, 30% DevOps after UAT, 10% of DevOps and Full payment of Support package on Go-Live.

Amount
179,086.20

Currency
\$

(a)

(b)

We accept the appointment of PROVISION OF NON-CONSULTANCY SERVICES FOR PROVIDING, INSTALL AND MANAGING DIGITAL COMMAND CENTER PLATFORM as the adjudicator. [or] We do not accept the appointment of [name proposed in TDS] as the Adjudicator, and propose instead that [name] be appointed as Adjudicator, whose daily fees and biographical data are attached.

We are not participating, as Tenderers, in more than one Tender in this tendering process other than alternative tenders in accordance with the Tendering Documents.

With reference to ITT 3.11, it is our intention to subcontract approximately [insert the percent] percentage of the Tender / Contract Price, details of which are provided herein.

Our firm, its affiliates or subsidiaries, including any subcontractors or service providers for any part of the Contract has not been declared ineligible by the Government of the

United Republic of Tanzania under Tanzania's laws or official regulations or by an act of compliance with a decision of the United Nations Security Council.

The following commissions or gratuities of fees have been paid or are to be paid by us to agents relating to this tender, and to Contract execution if we are awarded the Contract:-

Name and address of agent or recipient	Amount and currency	Purpose of commission or gratuity

(if none has been paid or is to be paid, state "none")

This Tender and your written acceptance of it shall constitute a binding Contract between us.

We understand that you are not bound to accept the lowest or any Tender you receive. We hereby confirm that this Tender complies with the Tender validity and Tender Security required by the Tendering Documents and specified in the TDS.

Authorized Signature: 

Name and Title of Signatory: *Mugeta Mujungu, Director*

Name of Tenderer: *Through Mobile Limited*



Address:

*3rd Floor, Noble Center,
Victoria, Bagamoyo Road
Plot No 89, Block 45B,
P.O Box 71137
Dar Es Salaam, Tanzania*

Executive Summary

The global tourism industry is likely to be affected by five key factors: human, geopolitical, economic, technological and environmental. These factors are likely to compel managers to find new ways to strategically position their operations across relevant global markets, possibly through the adoption of multiple virtual, and physical, integrated value-adding strategies and approaches.

Targeting the tourist of the future will involve an array of response-driven approaches across a range of markets, market levels and localities. Many of these changes will be driven by new technologies that may herald an era of cyber-tourism. Therefore, there is a need for the tourism industry to position itself as a strategic early mover, in terms of planning, trialling and incorporating emerging ideas and technologies, and applying multiple market strategies to deliver new business options such as 'e-tourism houses'. Such ideas will generate new tourism streams, thereby further strengthening the industry's global competitiveness into the future. This paper examines a range of issues that are likely to impact and, to some extent, guide the future directions of the tourism industry.

Through Mobile explores new areas of opportunity and risk that are the result of digital transformation in the hospitality industry, including:

- 1 Social Analytics
- 2 Social Engagement
- 3 Conversational Artificial Intelligence
- 4 Digital Strategies

Just as importantly (if not even more so), we look at specific enabling technologies that can help create a hospitable environment for growth and opportunity by keeping risk at bay and boost tourism.

Through Mobile

Through Mobile is a Digital Transformation Agency with a passionate mix of digital native strategies, experience design, and Digital Innovation, that helps businesses create seamless interactions between businesses and people by powering your mobile world.

We specialise in understanding business goals & how to use technology to achieve them.

Our team is strategically minded, commercially aware technologists who are proudly Service Obsessed.

**We create
seamless
interactions
between
businesses
and people by
powering your
mobile world.**

We accelerate transformative customer experiences.

Using design and technology to create beautiful experiences that create relationships, strategies, and successes for our clients.

Through Mobile, is an extension of your brand. Think of us as the brain powering the customers' experience.



Based solution (Conversational Commerce)

ough Mobile is to help Bank of Africa connect with it's customers through text and messaging apps. An agreement was signed mid 2019 and a phase of rollouts has started in Tanzania.

ions of customers are texting their bank. Conversational commerce and Artificial Intelligence (AI) are a key aspect of BOA's digital transformation strategy. The plan is to give customers a "zero learning curve" experience, so they have no complex interfaces to navigate.

ead, the bank is to learn the language of texting and social media. The idea is to let customers messaging in natural language with BOA, asking questions and being served on their own time and terms.

A plans to offer conversational banking across all divisions, including Retail Banking, with a 'seamless' customer experience across all channels.

A new strategy comes after research showed a universal wish among consumers to talk with brands using messaging and chat, in the same way they would with their friends and family.

A first rollout of 'Mobile Chat' has begun in Tanzania. Further rollout plans will follow in 2020 and beyond.

A says companies that use messaging and AI to connect with consumers have seen significant business benefits, including higher satisfaction scores for customer service contact centre staff. The business also enjoys operational efficiencies, while agent productivity is double that of voice calls.

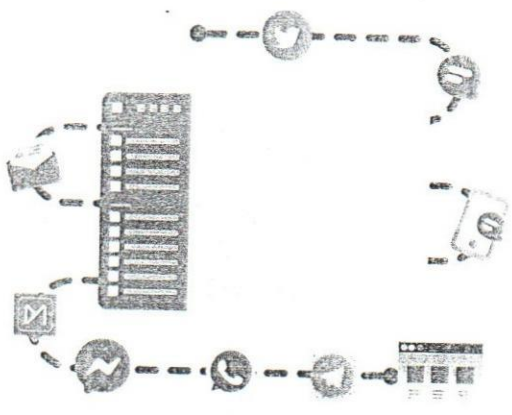
our customers should be able to bank with us when they want and how they want," said Joseph, CEO at Bank of Africa Tanzania.

we're excited to see one of Africa's largest banks moving forward with conversational commerce and AI at this scale, we're looking forward to conversational banking."

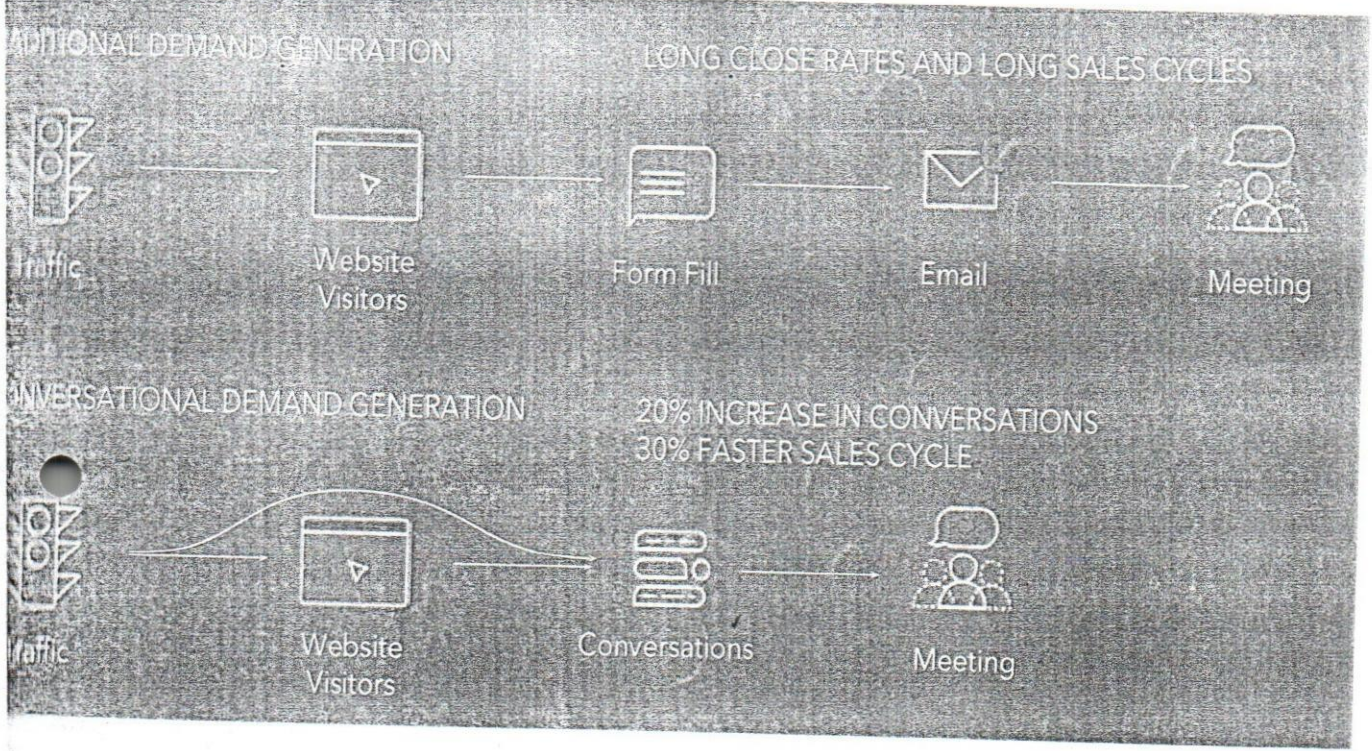
ough Mobile.

Why Conversational Commerce?

- App market is saturated.
- Customers are on messaging Apps
- Analytics, utilization & trends.
- Instantaneous response 365/24/7.
- able to take over mass market.
- Cost reduction & operational efficiency.
- Interactions with convenience.
- Exponential increase in user engagement

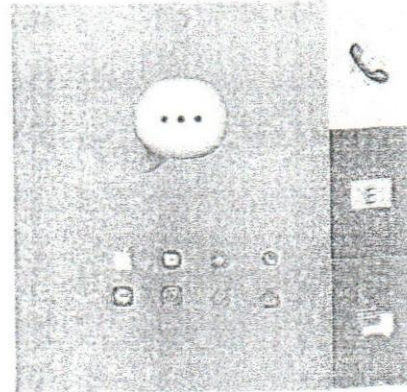


Conversational Commerce Demand Generation



Omnichannel
The past

Conversational Commerce
The present and the future



USE-CASES

-Customer care, Sales & Marketing

Personifying your brand

Customer engagement

Time Saving

Content Marketing

Query Resolution

Handling payments through any source

Buying and selling products to customers with ease

Handling customer queries 24/7

wide market reach

Banking & Finance

Outbound calling optimization

Interactions at customers' convenience and speed

Improve CSAT score

Lead generation

Reducing operational support cost by 70%

Product selection and marketing

Reduce customer response time by 60%

Special promotions and sales push

User acquisition rates uptrends

Other Projects

Assignment name:	Laina Device Financing	Approx. value of the contract (in current TZS, US\$ or Euro):	\$220,000.00
Country:	Tanzania	Duration of assignment (months):	11
Name of Client:	Laina Finance Ltd	Total No of staff-months of the assignment:	11
Address:	New Bagamoyo Road, Plot No 21, Regent Estate Contact Person: Tonny Missokia Phone: +255684512512	Approx. value of the services provided by your firm under the contract (in current	\$220,000.00
Start date (month/year):	December 2018	No of professional staff-months provided by associated Consultants:	11
Completion date (month/year):			December 2020
Name of associated Consultants, if any:	None	Name of the senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):	Mugeta Mujungu
Narrative description of Project:		Digital Lending and Financing platform for electronic devices in partnership with Telcos. Website: https://lainafinance.co.tz/	
Description of actual services provided by your staff within the assignment:		1. Loan Management System, 2. Instant Decision Engine Integration, 3. Self evaluation platform, 4. Reseller application, 5. SMS Gateway 6. Business Process Automation	

Insurance Premium Financing			
Assignment name:	Laina Finance - Nafuu	Approx. value of the contract (in current TZS, US\$ or Euro):	\$120,000.00
Country:	Tanzania	Duration of assignment (months):	10
Name of Client:	Laina Finance Ltd	Total No of staff-months of the assignment:	10
Address:	New Bagamoyo Road, Plot No 21, Regent Estate Contact Person: Tonny Missokia Phone: +255684512512	Approx. value of the services provided by your firm under the contract (in current TZS,	\$120,000.00
Start date (month/year):	August 2020	No of professional staff-months provided by associated Consultants:	10
Completion date (month/year):			June 2021
Name of associated Consultants, if any:	None	Name of the senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):	Mugeta Mujungu
Narrative description of Project:		Insurance Premium Financing Platform. Website: https://nafuu.co.tz/en/home/	
Description of actual services provided by your staff within the assignment:		1. Insurance Premium Financing System, 2. Funds disbursement Automation, 3. Self evaluation platform, 4. Reseller application, 5. SMS Gateway 6. Business Process Automation	

CONSULTANTS PROFILE

Assignment name:	BimaPap	Approx. value of the contract (in current TZS, US\$ or Euro):	\$300,000.00
Country:	Tanzania	Duration of assignment (months):	36 Ongoing
Name of Client:	Milembe Insurance	Total No of staff-months of the assignment:	36 Ongoing
Address:	Approx. value of the services provided by your firm under the contract (in current TZS, US\$ or Euro):		
Ali Hassan Mwinyi Road, Viva Towers Dar es Salaam – City Centre, Contact Person: Muganyizi Tibaijuka Phone: +255754272295	\$300,000.00		
Start date (month/year):	July 2018	No of professional staff-months provided by associated Consultants:	36 Ongoing
Completion date (month/year):		Ongoing Consultancy & Support	
Name of associated Consultants, if any:	None	Name of the senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): Mugeta Mujungu	
Narrative description of Project:	Digital Insurance Selling platform through USSD & WhatsApp messenger USSD: *150*51# WhatsApp: 0764166066, website: https://www.bimapap.co.tz/		
Description of actual services provided by your staff within the assignment:	<ol style="list-style-type: none"> 1. Insurance Management System, 2. Insurance Underwriting Automation, 3. Digital Payments Integration, 4. TIRAMIS Integration, 5. USSD Hosting, 6. WhatsApp Sales Channel, 7. SMS Gateway, 8. Insurance Sticker Generation, 9. Online Claim submission System 10. Business Process Automation 		

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Project name:		Approx. value of the contract (in current TZS, US\$ or Euro):	
Instant Decision Module (IDM)		\$70,000.00	
Country:	Tanzania	Duration of assignment (months):	3
Mode of Client:	Via Service	Total No of staff-months of the assignment:	3
Address:		Approx. value of the services provided by your firm under the contract (in current TZS, US\$ or Euro):	
Office: 4th Floor Amani PL, Office Park, Ohio Dar Es Salaam		\$70,000.00	
Contact Person: Elisha Tengeni			
Phone Number: +255711191			
Start date (month/year):		No of professional staff-months provided by associated Consultants:	
March 2019		3	
End date (month/year):		Ongoing Consultancy & Support:	
None		Wasanda Magubu	
Name of associated Consultants, if any:		Name of the senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):	
None		Wasanda Magubu	
Brief description of Project:		The IDM platform provides fully automated workflow with connectivity to Credit Bureau in order to pull the Credit Report on a subject and, subsequently, send this report through a generic or custom-made analytical strategy to generate a summarized, customizable IDM report, containing automatically calculated ratios, applied policy rules, recommended credit limits and more.	
Detailed description of actual services provided by your staff during the assignment:		<ol style="list-style-type: none"> 1. Generic Strategy: built-in strategy with best practice policy rules 2. Advanced Strategies: automated custom Credit Data evaluation 3. Expert Strategies: Credit Data evaluation with Custom Input Fields 4. Dynamic Data Warehouse 5. Reporting using Power BI 6. Scoring Analysis 7. Risk Analysis 	

Provision of non consultancy services for Providing, Install and Managing the Command Centre Platform for Tanzania Tourist Board

Methodology & Project work plan 8th September, 2021



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Methodology

- (1) Purpose of this project proposal
- (2) Project Description
 - (3) Project Implementation Plan
 - (6) Project Constraints and Risks
- (7) Organisational Structure
- (8) Communication Plan
- (9) Project Quality Plan
- (12) Project Control Plan

Technical Proposal

- (14) Technical Proposal
 - (15) Proposed Solution
 - (16) Our offer
 - (17) What we do
 - (21) Key Features
 - (23) Deliverables
 - (27) Analytics
 - (31) Digital Command Centre
 - (34) Marketing Automation
 - (38) Conversational Commerce
 - (38) Destination Portal
 - (44) Solution Components
 - (45) Technology Stack

- (44) Marketing Strategy
 - (53) Command Center

- (54) Project Work plan

Methodology

Project Work Plan

Implementation

• *Governance: Roles & Responsibilities*

In order to promote the involvement of end-users, communication, education and training is key to the success of the project. To support this model, Through Mobile suggests 4 types of internal key stakeholders.



Executive Sponsor

- Provide the strategic direction and resources to ensure success.
- Suggested Requirements: Mandatory initial project scoping meetings.
- Participation in Quarterly Governance Meetings (QBRs)



Project Leads

- Define project objectives and communicate to Power Users
- Suggested Requirements: Mandatory Weekly meetings during the first quarter then moved to monthly meetings for the remaining first year.



Power Users / Ambassadors

- Key contact points within each department/team, they are advanced users ensuring adoption of the platform within teams.
- Suggested Requirements: Weekly meetings during the first quarter and then moved to monthly calls for the remaining year.



End Users / Brand Managers

- Use the platform on a daily basis and provide feedback to the Power Users
- Suggested Requirements: Weekly office hours to answer all questions after the first quarter

Through Mobile Services

Included services: We are here for you



Customer success management

We guide you through your digital journey with our proven success program and help you demonstrate the value of listening and analytics.

Meetings (QBRs)



Digital excellence center

Access our self-learning online resource center to enhance your skills and get certified on the platform.



Technical support

Need help? Contact support to troubleshoot any platform issues or answer technical questions.



Kick-start services

Our white glove service provides you with a completely customized solution based on your needs and objectives to roll out your global listening and analytics programs.



Educational services

Extend your knowledge and learn how to use Talkwalker the way it was designed. programs.



Expert service

We help you uncover additional insights and expand use cases by customizing your solution; designing topics, dashboards, and reports.

Resources to empower teams to utilize social data.



Mountain Climber Program

Become an online and social listening expert through Talkwalker's online certification program.



Daily/ Weekly Newsletters, Gamification, and Surveys:

Stay tuned with the latest tips & tricks on Talkwalker thanks to our newsletter directly from our internal power users.



Quarterly Workshops:

Webinars to animate your internal community of users, share common culture, best practices, and discover features and new releases.

Open to all users.



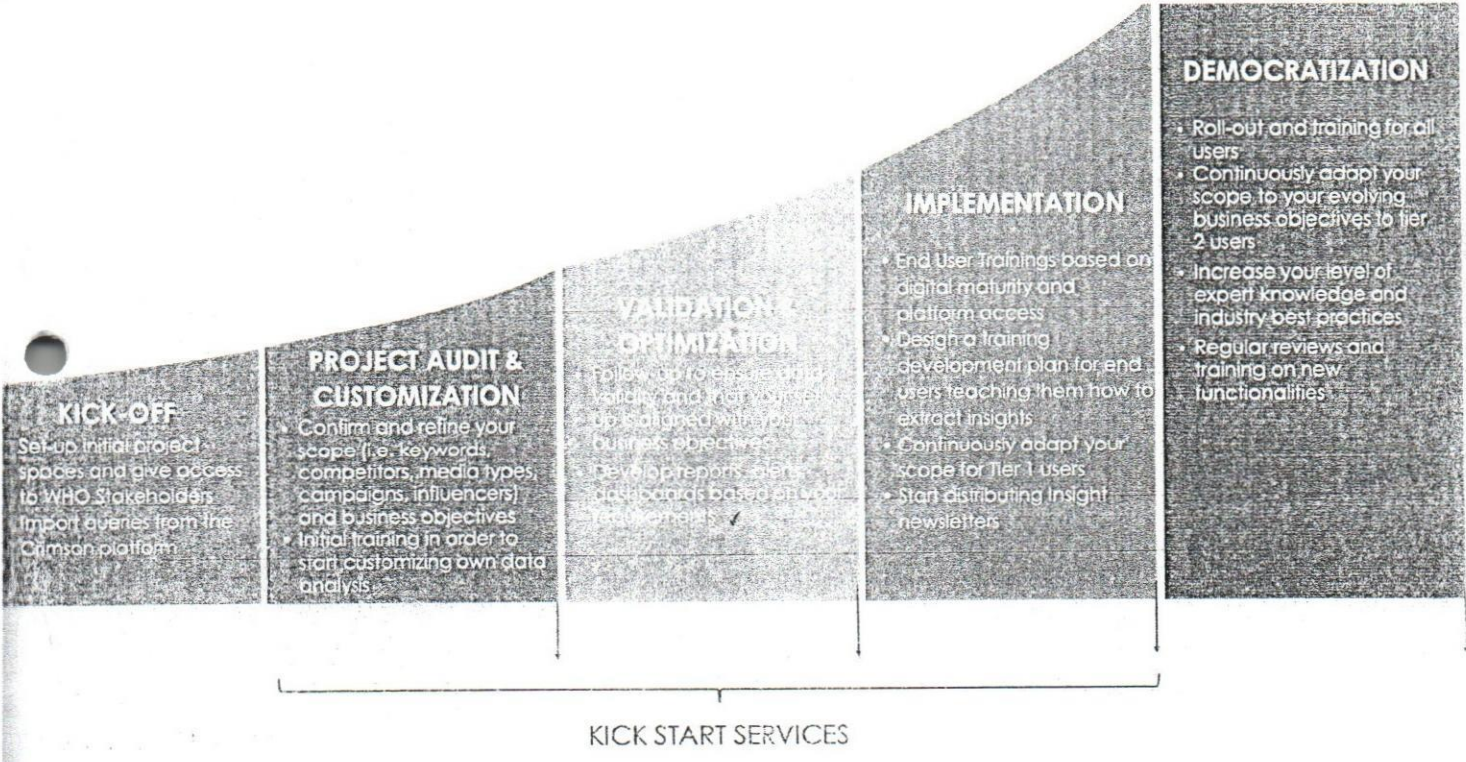
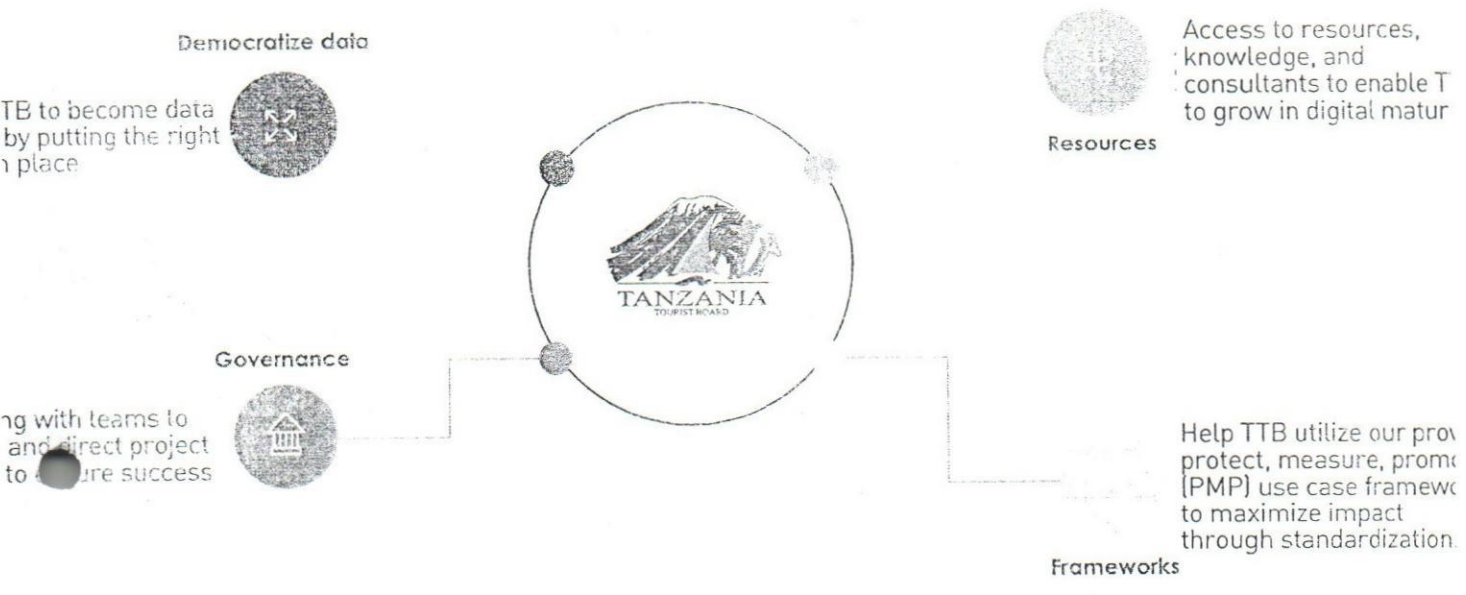
Digital Excellence Center:

Access our self-learning online resource center to enhance skills.

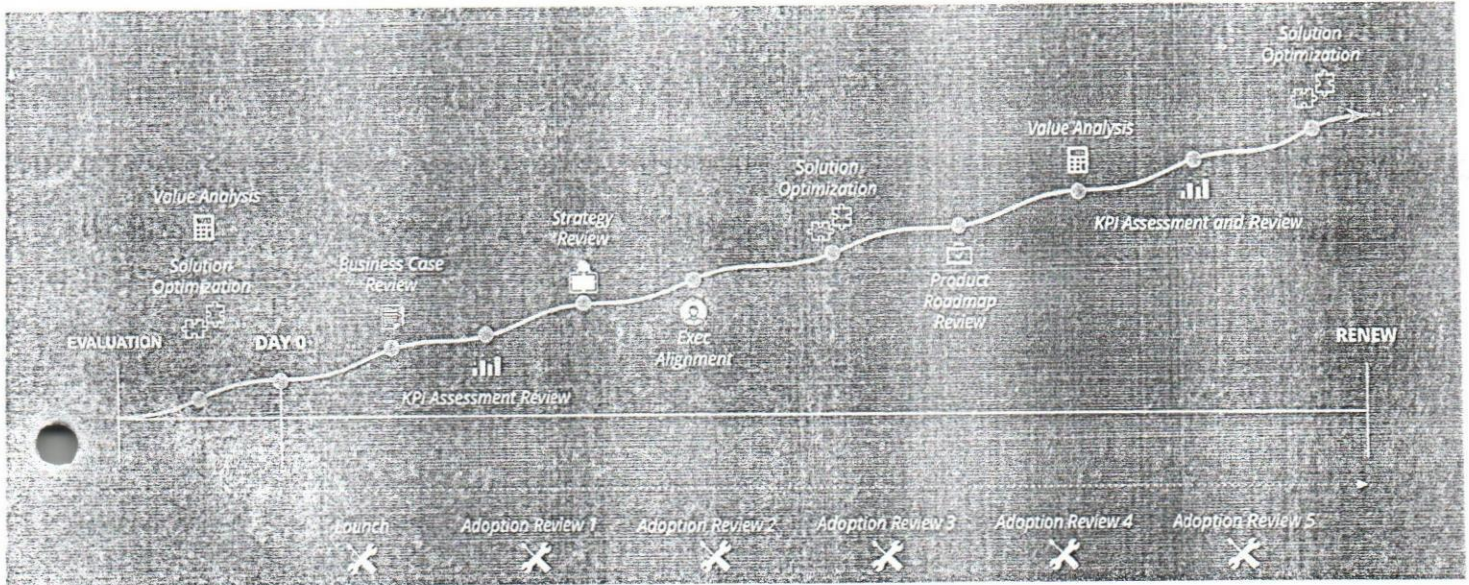
- User Manuals
- Tutorials & tips
- Case studies
- How-to-videos
- Implementation kit

Methodology

How Through Mobile will enable TTB's team



Customer Journey



Timeline

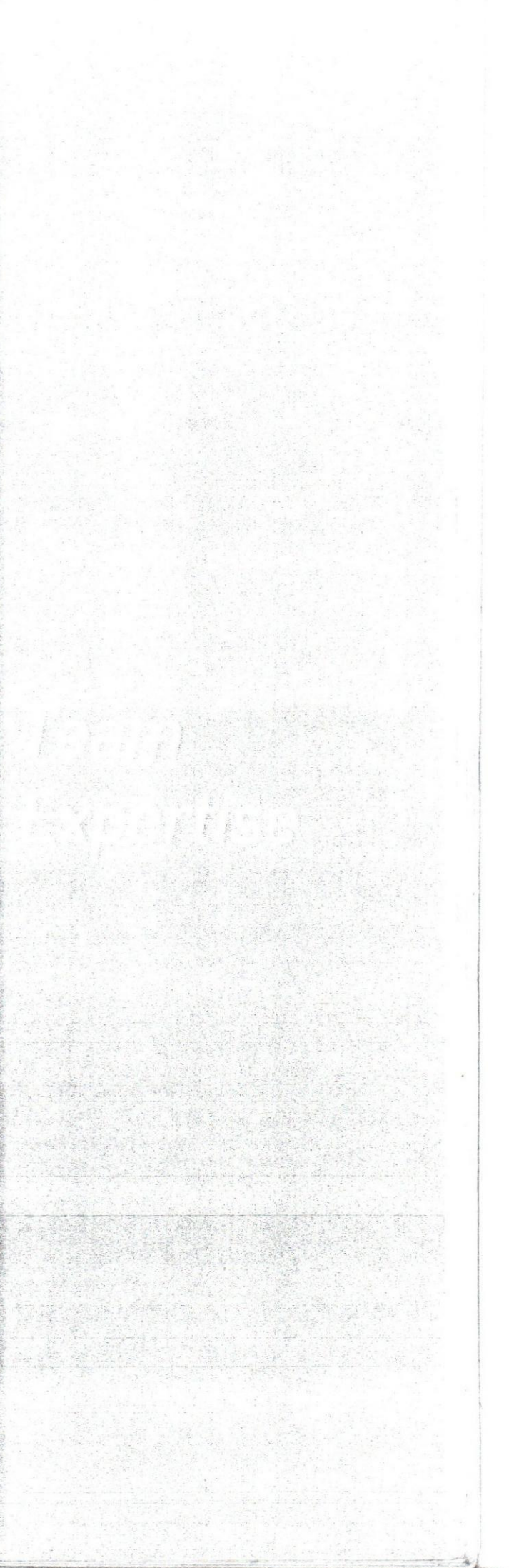
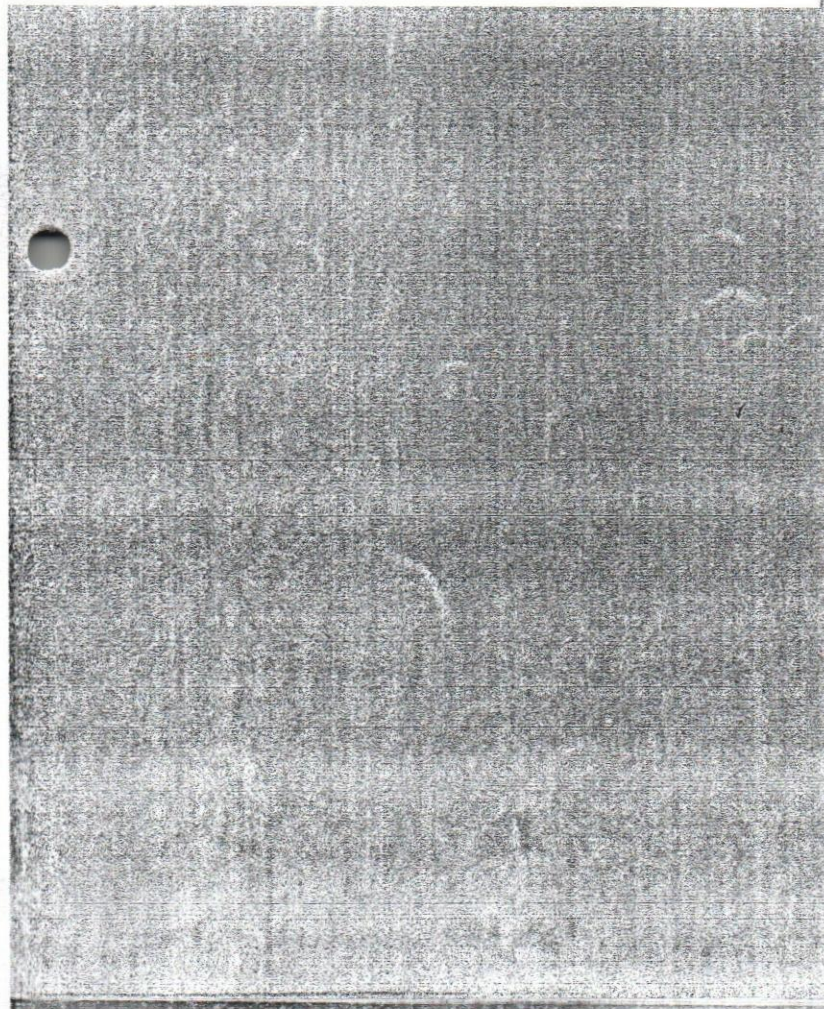
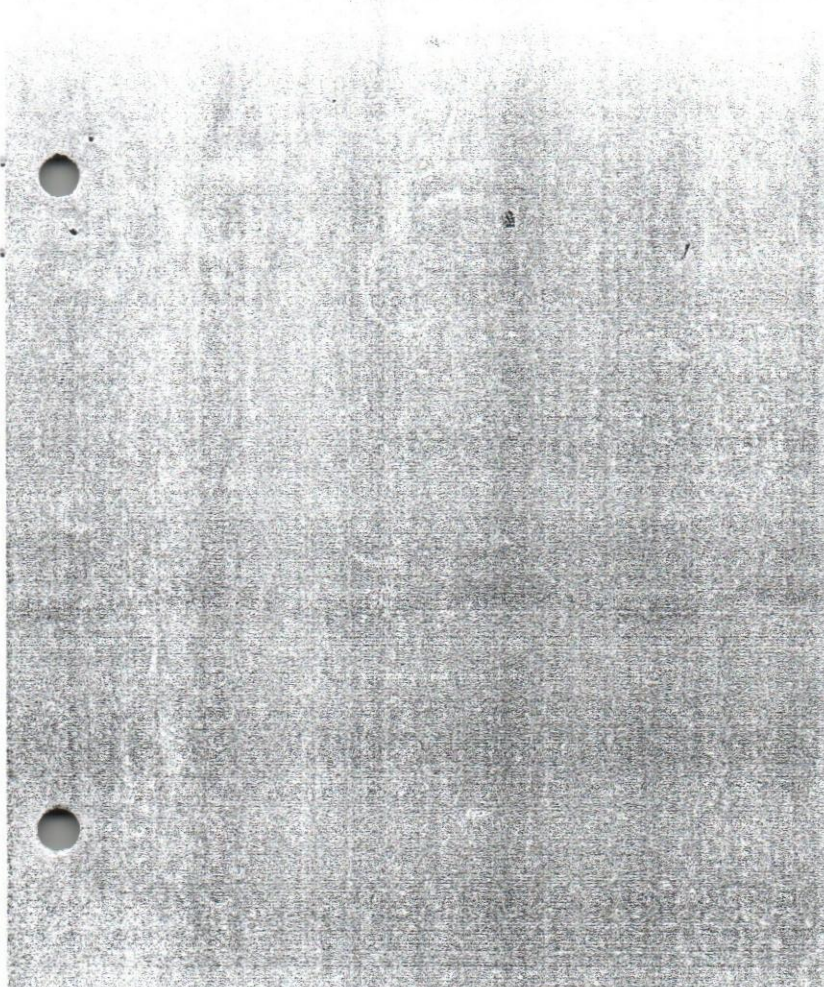
We propose that the key part of the project will take place over 6 Months. Monday to Friday. Prior to that we will need 4 days for preparatory work and 2 days for follow-up. The actual timing is to be agreed..

Measurement Framework

AL	Increase brand awareness & content reach			Increase Positive Sentiment	Drive program participation, support internal communication efforts	
	Total reach of shared content	Increase in content engagement on owned social!	Increase traffic to web pages	# increase in positive mentions around Jurassic Fibre	Adoption rate	Usage Rates
MEASUREMENT REQUIREMENT	Analytics	Analytics *Benchmark data before/after pilot period	Set up Google Analytics on website + UTM parameters in Hootsuite Publishing (HS to support with UTMs)	Brandwatch	Analytics	Analytics



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 752. **Summary**
 753. **Abstract**



PROFILE

I am on a mission to help businesses get closer to their customers by driving exceptional conversations that build meaningful relationships, to acquire, engage & retain customers leveraging the power of Artificial Intelligence.

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 www.throughmobile.co.tz

MUGETA MUMUNGU

Artificial Intelligence Advocate

EDUCATION

2015 - 2017
MSC INFORMATION SECURITY

Utica College
Utica, NY

2006 - 2009
BSC INFORMATION TECHNOLOGY

University of Greenwich
Greenwich, London

2004 - 2006
INTERNATIONAL GENERAL CERTIFICATE
IN SECONDARY EDUCATION (IGCSE)

Galaxy International School
Accra, Ghana

2001 - 2004
BASIC EDUCATION CERTIFICATE (BECE)

Galaxy International School
Accra, Ghana

REFERENCE

WILLIAMS KAZI
Country Director, Rom Solutions
Phone: +255 622 345 555
Email: willykazi@gmail.com

DANIEL CHUMU
HRD, SF Group
Phone: +255 782 091 871
Email: chumu75@yahoo.com

ABRAHAM MWAPONGO
DPS Director, WIACOM
Phone: +255 784 935 000
Email: amwapongo@wia.co.tz

EXPERIENCE

- Jan 2018 Present** **FOUNDER, THROUGH MOBILE**
Through Mobile is a Digital Transformation Agency with passionate mix of digital creative strategies, experience design, and Digital Innovation, that helps businesses seamless interactions between businesses and people by powering your mobile world. We specialise in understanding business goals & how to use technology to achieve them. Our team is strategically minded, commercially aware technologists who are proudly Service Obsessed. market.Obsessed.
- Nov 2016 Dec 2017** **HOD, DIGITAL TRANSFORMATION & VALUE ADDED SERVICES, WIA**
Build specific execution plans and prepare/execute lead line deployments.
Execute site specific start-up requirements, i.e. change management, initial and operational qualification.
Support lead line pilots to include develop plans of deployments
Support digital fluency across the organization and broader supply chains.
- Jan 2010 May 2015** **HOD, BUSINESS INTELLIGENCE, TANZANIA BREWERIES (SABMILLER)**
Gathering and compiling data from various functional areas across the enterprise
Developing and maintaining metrics repository.
Report and dashboard creation and updating
Analyzing the information and building insights into root cause and impact.
Providing analysis on the information with a business mindset of "why", "how" and "what"

CERTIFICATIONS

Microsoft Certified IT Professional (MCITP) - Enterprise Administrator
Microsoft Certified Technology Specialist (MCTS)
Microsoft Certified Solutions Expert (MCSE) - Messaging
Cisco Certified Network Associate (CCNA)
Oracle Certified Professional 11g (OCP)
ITIL Foundation Certificate in IT Service Management
CompTIA Security+ (SY0-401)
Certified Forensic Computer Examiner (CFCE)
AWS Certified Cloud Practitioner

HOBBIES

READING + TRAVELLING + DESIGN + PHOTOGRAPHY + INNOVATION



IAN OMONDI



CREATIVE / ART DIRECTOR

I am a creative/art director with a decade worth of experience in the creative and entertainment space and coming up with great ideas and content for different brands across Africa and the globe

EXPERIENCE

Freelance Art director : 2008 to 2012

Creative Director , RnV Media : 2012 to 2016

Creative Director DTM Group Tanzania: 2015 to 2018

Creative Consultant Times FM, Tanzania November 2012 - November 2013

Creative Consultant : Janus International Group: July 2017 - December 2018

Creative & Marketing Director, Through Mobile July 2018 till present

Ps _____

Ae _____

Ai _____

Id _____

SKILLS

Marketing

Graphic Design

Motion graphics, Animation & VFX

Web and App Design

Design , Brand & Market Strategy

Creative Conceptualization

CLIENTS



REFEREES

Zaheeda Suleiman
Head Of Events Safaricom PLC
+255 722 722 900

Nafisa Noor Mohammed
Managing Director GL Africa, London
+44 7771 436 354

Phil Bresson
Creative Director Insignia Productions
+254 708 242 443

CONTACT ME

+254 718 964 137

ian@throughmobile.co.ke

omondi.ian@gmail.com

PROFILE

I am an advocate in helping you create a bridge between business and customers. To bring more meaning to the business environment, build meaningful relationships, from acquiring them, retaining them with the power of Artificial Intelligence.

WASANDA MAGUBU
Digital Infrastructure Manager



P.O. Box 105191, Dar es Salaam, Tanzania



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EDUCATION

2008 - 2013

COMMUNICATIONS ELECTRONIC TECHNOLOGY

University of Eastern African
Baraton, Kenya

2006 - 2008

ADVANCED SECONDARY EDUCATION

Musoma Tech High School
Mara, Tanzania

2002 - 2006

ORDINARY SECONDARY EDUCATION

Tanga Secondary School
Tanga, Tanzania

REFERENCE

CHARLES WAMBURA

CEO, NEXUS DIGITAL

Phone: +255 754 648 620

Email: charles@tz2000.com

GODFREY JONATHAN

Senior Engineer, Adventist Media House

Morning Star & TV

Phone: +255 766 080 611

DANIEL DAUD

Managing Director, Fasthub Technologies

Phone: +255 754 088 816

Email: daniel@fasthub.co.tz

EXPERIENCE

2019

Present

DIGITAL INFANSTRUCTURE MANAGER, THROUGH MOBILE

A drive towards digital transformation with a capitalization on digital creative strategies, experience design, and Digital Innovation, we aim at helping businesses seamless interactions with their customers using the power of mobile world. With expertise in understanding business goals & how to use technology to achieve them. With the enthusiasm of our team we assure you quality of services

2008

2018

CHIEF TECHNICAL OFFICER, PUSH MOBILE

We open your mobile phone to support the business you do, creation of tailored products to enhance and support your business and aid to digital transformation.

2008

2012

IT TECHNICIAN, NEXUS DIGITAL

Network design, provide customer support, installation of VOIP systems, installation of fibre cables, sales and servicing new clients.

PROJECTS

Cognets Technologies

- TAFF registration portal and Database design
- TAMUFO registration portal and Database design

Push Mobile

- Mobile TV
- SMS & USSD systems intergrations to MNO & Vendors
- MNP
- Mobile Money - Rita project
- Airtime transfer gateway.
- ICB project
- Ads Server

Push Observer

- Volicon online monitoring tool
- Planing & Designing Media monitoring expansion in Tanzania

CERTIFICATIONS

Cisco Certified Network Associate (CCNA)

Google Cloud Certified - Professional Data Engineer

Certified Forensic Computer Examiner (CFCE)

HOBBIES

READING + ADVENTURE + GARDENING + SPORTS + INNOVATION

PROFILE

Extremely passionate and talented Application Developer and Designer helping people and build and improve their business presence by collaborating both programming skills and graphic design.

Having worked in both Creative and ICT industry with brands such as CRDB Microfinance, Ifakara Health Institute, FSDT ID8 project, Windhoek, Twiga Cement, IMF, Puma Energy, TCRA, LEOCEM, Agriinsight UK

ERIC JUSTO MARO
Digital Experience & Innovation (UI/UX)



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EDUCATION

2009 - 2011
BSC INFORMATION SYSTEMS

University of Dodoma
Dodoma, Tanzania

2008 - 2009
HIGH SCHOOL (A-LEVEL)

Sheabah Robert
Dar Es Salaam, Tanzania

2002 - 2005
SECONDARY EDUCATION

Ebrodhani Secondary School
Dar Es Salaam, Tanzania

1995 - 2001
PRIMARY EDUCATION

Zanaki Primary School
Dar Es Salaam, Tanzania

REFERENCE

PATRICK GUYVER

Agriinsight
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Email: patrick.guyver@agriinsight.com

MIHAYO WILMORE

CEO, Twigalpha
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Email: mihayo@twigalpha.com

ANDREW KIDYALLA

Puma Energy
Phone: +255 715 224 784
Email: andrew.kidyalla@puma-energy.com

EXPERIENCE

2018 - Present **DIGITAL EXPERIENCE & INNOVATIONA MANAGER, THROUGH MOBILE**

lead the design and delivery of world-class customer experiences, and drive measurement, benchmarking, and continuous improvement of customer experience (CX) across the enterprise.

Projects:

Bank of Africa consumer portal with AI integration for intent recognition

2015 - Present **HEAD OF SOFTWARE DEVELOPMENT & INTEGRATION, TWIGALPHA**

Projects:

System Design for SimAccount Recruitment App for CRDB Merchants.
Joint Venture & Acceleration: IIM Limited - Founder and Managing Partner of Digital Creative Media Agency "Start UP" with Capital Investment from Twigalpha, IIM is grooming at team of 8 Creative Software & APP Developers, Graphics Designers, and Photo/Videographers.

2013 - 2015 **CREATIVE DIRECTOR & SYSTEM DEVELOPER, PIXELBASE**

2011 - 2013 **SYSTEM INTEGRATIONS, ENTERCOM DYNAMICS**

PROJECTS

- IHI IRB Portal, Website with, Profile Management, Project management module
- Agriinsight Ubiasoko Recruitment Application
- Resolution Insurance Micro Health Insurance Platform
- SimAccount Recruitment App for CRDB Merchants.

SKILLS AND COMPETENCE

Software Development

• Languages: VB.Net, SQL Server, PHP, MySQL, Javascript, css, Mongo DB, Nodejs, Python, JSON End Point, Android Java, IOS Swift, Flutter.

Creative

• Software: Photoshop, InDesign, Illustrator, Microsoft Projects

PROFILE

RESUME

TUMAINI MOSHA
Digital Infrastructure & DevOps Engineer



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EDUCATION

2016 - PRESENT

MSC INFORMATION SYSTEMS
MANAGEMENT

University of Dar Es Salaam
Dar Es Salaam, Tanzania

2011 - 2015

BSC COMPUTER ENGINEERING AND
INFORMATION TECHNOLOGY

University of Dar Es Salaam
Dar Es Salaam, Tanzania

REFERENCE

TONNY MISSOKIA

HOD Sales & BD, Credit Info

Phone: +255 769 876 874

Email: missokia@gmail.com

MUGANYIZI TIBAJUKA

CEO, Milembe Insurance

Phone: +255 754 272 295

EXPERIENCE

RESUME

Sept 2018

DIGITAL INFRASTRUCTURE AND DEVOPS ENGINEER, THROUGH MOBILE

Present

- Resolve and implement day to day technical challenges while communicating any risks or issues associated with the activities.
- Work with Digital Metrics development teams (both onshore and offshore) to ensure infrastructure needs are being met.
- Stay current with relevant emerging technologies, assess application for DevOps Support challenges or opportunities determining business benefit and impact.

Projects

- Bank of Africa (T) Ltd; Development of Customer Relationship Management System, Website and Conversational AI
- Milembe Insurance Company; Omni-Channel Digital Sales Platform Development

Sept 2017

PLATFORM DEVELOPER, WIA GROUP

Aug 2018

- Designing and implementing high availability, cost- efficient, fault-tolerant, and scalable distributed systems on Cloud and On-premise

Projects

- Development of ERP and CRM targeted towards Small and Medium Enterprises.

July 2015

SPECIALIST APPLICATION DEVELOPMENT AND BANKING, MAXCOM

Aug 2017

- Coordinating and Agile development team in payments and banking products
- Solution design and development
- Infrastructure planning, setup and deployment

Projects

- MCB Bank; Mobile Banking Solution, as Technical Project Lead
- Dar Rapid Transit (DART); Integration of Fare Collection System with Mobile Money, Bank and Points-of-Sale payment systems as Developer.
- EXIM Bank (T) Ltd; Mastercard/VISA Certification of Merchant POS as Technical Lead for Certification process.

TRAINING AND CERTIFICATIONS

RESUME

AWS Certified Solution Associate - Mar 2018

HUAWEI HCIA Routing & Switching - Aug 2019

SKILLS AND COMPETENCE

RESUME

Software Development
Business Process Engineering
Infrastructure and Networking
Project Management

PROFILE

EDGAR EMMANUEL
Innovation Delivery Specialist



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EDUCATION

2017 - 2018

COMPUTER SCIENCE

University of Dar Es Salaam
Dar Es Salaam, Tanzania

2009 - 2011

HIGH SCHOOL (ACSEE)

Alpha High School
Dar Es Salaam, Tanzania

2005 - 2008

SECONDARY SCHOOL (OCSEE)

Peace Secondary School
Kagera, Tanzania

REFERENCE

TONNY MISSOKIA

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OPHORO LEKEY SMITH

Retired CIO, Access Bank
Phone: +255 754 270 803

EXPERIENCE

Sept 2018
Present

INNOVATION DELIVERY MANAGER, THROUGH MOBILE

As the Innovation Delivery Manager (IDM) my primary responsibility is to successfully lead multidisciplinary project teams for the integrated delivery of the larger Innovation and Renovation projects to market (Value Delivery) and to support the in-market performance of the project in market till project closure.

Oct 2017
Aug 2018

WEB AND MOBILE DEVELOPER, WIA GROUP

Develop web and mobile apps.
Notable projects include wired CRM web application (<https://crm.wired.co.tz>), Wired CRM mobile app, Wired website (<https://wired.co.tz>), Wired checkout web app (<https://checkout.wired.co.tz>)

Jan 2017
Oct 2017

SENIOR BUSINESS DEVELOPER, ACCESS BANK

Work on digitization process of reporting and performance tools, Eliciting of businesses requirements. Planning and monitoring of data-driven projects. Designing of data-driven project

Feb 2015
Jan 2017

BUSINESS DEVELOPER, ACCESS BANK

Develop dashboards for reporting purposes and mobile apps. Notable achievements include; data warehouse for in-house reporting. Customer acquisition mobile app,

TRAINING AND CERTIFICATIONS

AWS Certified Solution Associate - Mar 2018

SKILLS AND COMPETENCE

Cloud Computing & Solution Architecture: AWS, Microsoft Azure, Google Cloud,
Vultr Software & Web Development: Java, PHP, C, NodeJS, Python, JavaScript, Typescript, Laravel, Android, iOS, Desktop, Web Based Applications, HTML, CSS, Angular 4, WordPress, VueJS
Database Management: MySQL, MS SQL Server
Data Analysis & Visualization: ElasticSearch, Splunk, Kibana

HOBBIES

MOVIES + MUSIC + DESIGNING + CODING + TECHNOLOGY

PROFILE

PETER KISINGA
Digital Solutions Architect

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EDUCATION

2011 - 2015
BSC COMPUTER ENGINEERING AND
INFORMATION TECHNOLOGY
University of Dar Es Salaam
Dar Es Salaam, Tanzania

REFERENCE

TONNY MISSOKIA
HOD Sales & BD, Credit Info
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Email: missokia@gmail.com

TUMSIFU LEMA
Technical Director, Maxcom
Phone: +255 685 714
Email: tumsifulema@maxcomafrika.com

EXPERIENCE

- Sept 2018
Present
DIGITAL SOLUTIONS ARCHITECT, THROUGH MOBILE
Working with Business Analysts and Developers to translate project business requirements into existing or future application needs. Developing best practices for integrating new applications into existing application frameworks.
- Projects**
- Bank of Africa Website Development, Chatbot
 - ERP Web and Mobile App
 - Business and Personal Mobile Wallet
- Nov 2015
Present
FOUNDER, SOFTWARE DEVELOPER & SOLUTIONS ARCHITECT, STONEK
- Projects**
- Flendly - SME Lending Platform
 - Maxcom Africa - Revenue Collection POS App
 - Maxcom Africa - Electronic Ticket Booking System
 - ORYX - SMS Based Products Verification System
 - UTSS - Education Program Management System
 - Sou Sou (South Africa) - Nijiri platform solution architecture design
 - id8 - id8 platform solution architecture design
- July 2015
Nov 2015
SOFTWARE DEVELOPER, MAXCOM
- Coordinating and Agile development team in payments and banking products
 - Solution design and development
 - Infrastructure planning, setup and deployment
- Projects**
- Payment Services Portal and POS App for Maxmalipo Agents

TRAINING AND CERTIFICATIONS

AWS Certified Solution Associate - Mar 2018

SKILLS AND COMPETENCE

Cloud Computing & Solution Architecture: AWS, Microsoft Azure, Google Cloud,
Vultr Software & Web Development: Java, PHP, C, NodeJS, Python, JavaScript,
Typescript, Laravel, Android, iOS, Desktop, Web Based Applications, HTML, CSS,
Angular 4, WordPress, VueJS
Database Management: MySQL, MS SQL Server
Data Analysis & Visualization: ElasticSearch, Splunk, Kibana

HOBBIES

MOVIES + MUSIC + DESIGNING + VIDEOGRAPHY + TECHNOLOGY

PROFILE

I am on a mission to help businesses get closer to their customers by driving exceptional conversations that build meaningful relationships, to acquire, engage & retain customers leveraging the power of Artificial Intelligence.



Dar Es Salaam, Tanzania



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ERIC OCHAKA
Information Security Specialist

EDUCATION

SEPT 2018 - TO DATE

COMPUTER SYSTEM INFORMATION SECURITY

Saint Petersburg National Research University of Information Technologies,
Saint Petersburg, Russia

2019 - 2020 (EXCHANGE PROGRAM)

MSC. CYBER SECURITY

Tallinn University of Technology
Tallinn, Estonia

2013 - 2016

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS AND TECHNOLOGY

United States International University - Africa
Nairobi, Kenya

2008 - 2012

O-LEVEL SECONDARY EDUCATION (CSEE) SCIENCE, DIVISION II, 18 POINTS

Anthony's Secondary School
Dar Es Salaam, Tanzania

MEMBERSHIP

IBM ACADEMY

EC COUNCIL

YALI NETWORK

USIU-AFRICA ALUMNI ASSOCIATION

REFERENCE

PLEASE DO NOT HESITATE TO CONTACT ME IF YOU REQUIRE REFERENCES FROM ANY OF MY PREVIOUS EMPLOYERS

EXPERIENCE

Dec 2018 - Current: CYBER SECURITY SPECIALIST, THOUGH MOBILE

Dec 2016 - To Date: CYBER SPACE SECURITY AND DIGITAL FORENSICS EXPERT, KABOLIK

Jan 2016 - Mar 2016: ACTING CHAIRPERSON AT TANZANIAN STUDENTS ASSOCIATION OF KENYA.

Aug 2015 - Jan 2016: DIRECTOR OF ICT AT AFRICA MODEL UNITED NATION CONFERENCE 2016

May 2015 - Jan 2016: VICE CHAIRPERSON AT TANZANIAN STUDENTS ASSOCIATION OF KENYA

Jan 2014 - Jan 2015: CHAIRPERSON AT USIU AFRICA TANZANIAN COMMUNITY

TOOLS

ProDiscover, Belkasoft, Kali Linux, Nyuki Forensics, Sleuth Kit, Autopsy, Redline, Helix, Paladin, AccessData FTK, EnCase, HxD, eMailTrackerPro, and ReadNotify

WireShark/Ethereal, WEFA, Network Miner, Nessus, Maltego, HTTrack, Recon-ng, Social Engineering Toolkit, X1 Discovery

PGP, CrypTool, Data Transform, JPHS, and Steg Hyena, Pro-RAT, and Other C|EH Tools.

Sentinel Visualizer, UFED 4PC, Physical Analyzer, and Cloud Analyzer.

IBM BigInsight

CERTIFICATIONS

Certified Ethical Hacker (C|EH) v9

EC-Council

License: ECC29944602661

Certified IBM-Big Data Specialist with IBM BigInsight v2.1

IBM-Academy

License: 1080-1471-5085-9271

International Cyber Conflicts

The State University of New York

License: 3QWJLE3G8U7F

SKILLS

COMPUTER FORENSICS, COMPUTER INVESTIGATION, INFORMATION SYSTEMS AUDIT, COMMUNICATION, RESOURCE MANAGEMENT, COMPUTER PROGRAMMING

PERSONAL STATEMENT

A highly focused Systems Developer with many years of experience in a variety of development and engineering positions. Proven experience in designing and implementing short and long-term strategic goals for managing and maintaining systems and software. Organised, methodical and a keen eye for detail results in solid coding and trustworthy software programmes. Understanding client requirements and communicating the progress of projects are core values in achieving long lasting business relationships.

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KENNETH YANKYERA

Digital Transformation Advocate

EDUCATION

BUSINESS SYSTEMS ANALYSIS

University of Cape town (South Africa)
Capetown, South Africa

BSC (HONS) IN COMPUTER SCIENCE

Valley View University
Accra, Ghana

REFERENCE

PLEASE DO NOT HESITATE TO CONTACT ME IF YOU REQUIRE REFERENCES FROM ANY OF MY PREVIOUS EMPLOYERS

EXPERIENCE

- 2016 **CONSULTANT (PAYMENT SYSTEMS DEVELOPER), LOITA GROUP**
Design, create and monitor the implementation of end-to-end integrated systems.
Develop Soap and Restful API integrations with third-party Apps
Write and review source code using Agile development and DevOps practices.
Mobile POS, ATM and USSD application development and support.
- July 2013 **R&D ENGINEER, EFT CORPORATION LTD**
2016 Write and review source code using Agile development and DevOps practices
Mobile POS, ATM and USSD application development and support.
Design and implementation of data storage (Oracle, MySQL, MSSQL).
Development of custom software within the framework such as: Terminal Driving Nodes, Interchanges, Integration drivers, Postcard plugins, Office extracts/ settlement components, Merchant Settlement Systems, Cards, USSD, EMV, ATMs, POS
- July 2011 **SOFTWARE ENGINEER, RLG COMMUNICATIONS, GHANA**
July 2013 Maintaining performance of existing client Systems.
Suggesting improvements on design and functionality.
Maintaining continuity throughout all Systems both technically and creatively.
Providing aftercare support for clients on assessing the performance of their Systems.
- Aug 2010 **INTERN JAVA DEVELOPER, ACCRA INSTITUTE OF TECHNOLOGY, GHANA**
Jul 2011 Working alongside the senior developers to deliver optimum performance of clients' software.
Preparing presentations and keeping clients up to speed with the development process.
Auditing Systems and reporting any performance issues to senior developers

PROJECTS

1. Nmb Tz, Visa and Master Card integration. - Tanzania (2015)
2. Swazi Bank, Swaziland. ATM Utility Payment - Eswatini
3. Prudential Bank Ghana - PowerCard Acquiring - 2017
4. Soap API Development for Malawi National Switch - Malawi
5. Ecobank eProcess AMT Integration with Transware - Ghana
6. BPR Bank - Rwanda, Switch Development - Rwanda
7. GTbank - Ghana, ATM reconciliation System - Ghana (2016)
8. Zenith Bank Ghana - PowerCard Acquiring - 2017
9. Zenith Bank - Visa Card Project Development - Ghana (2017)
10. CBZ Switch Upgrade and Card Production Implementation - Zimbabwe (2018)
11. CBA Prime Integration with Switch - Kenya (2019)
12. KPOSB Mobile POS integration - Kenya (2019)
13. MasterCard PTS Soap Webservice Integration - Tanzania, Kenya (2019).
14. CBZ Card Production Web Portal - Zimbabwe (2019)
15. EMV-Instant Card Issuance For ECOBANK GROUP - 2013

PROFILE

5 years of experience in digital marketing and media buying with a strong competency. History of extensive knowledge in the marketing and advertising planning in Tanzania. I have worked with a number of big brands in Tanzania in retailing, Automobile, Education, Healthcare, FMCG, and Telecommunication industries.

A contributor to the report that highlights some key data on the Tanzanian digital landscape post-COVID.



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EXPERIENCE

WORK

2019

MEDIA MANAGER, THROUGH MOBILE

Present

Identifying which media platforms will best advertise our client's brand or product to their target audience.

Maximizing the impact of advertising campaigns through a range of media platforms.

Responsible for placements and the negotiation of the price for all advertisements.

2015

DIGITAL ACCOUNT EXECUTIVE, AIM GROUP

2019

Responsible for planning, developing, and managing clients' digital strategies to improve their web presence and achieve their digital marketing goals.

Responsible for building and managing relationships with existing and potential clients.

2008

CUSTOMER SERVICE, VODACOM TANZANIA

2012

Troubleshooting and resolving customer queries escalated via remedy, e-mails, and media touch-points as a customer service agent and later back office coordinator

SKILLS

SKILLS

- Social
- Resilience
- Negotiation
- Dynamic Prioritisation
- Budget Management
- In-depth knowledge of Media Channels
- Ability to Analyze and Manage Big Data

REFERENCE

Mr. R. Gideon
Through Mobile
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rgideon@throughmobile.co.tz

HOBBIES

READING + ADVENTURE + TRAVELLING + SPORTS + INNOVATION