

REQUEST FOR
EXPRESSION OF INTEREST (EOI)
FOR PROCUREMENT OF
“ENTERPRISE BULK EMAIL
SOLUTION”



STATE BANK OF INDIA

**Request for EOI No.: SBI/GITC/Platform Engineering-
I/2019/2020/38**

Dated: 30.12.2019

**Platform Engineering-1 Department,
GLOBAL IT CENTRE,
SECTOR-11, CBD BELAPUR,
NAVI MUMBAI-400614
(MAHARASHTRA)**

1. Introduction:

State Bank of India (**SBI**) is the largest Bank with a network of over 20000 branches spread across India. The Bank also has presence in 32 countries across the globe. The Bank offers wide range of products and services to both Corporate and Retail Customers. The Bank also has one of the largest network of more than 50,000 ATMs spread across geographical locations. Bank also provides services to its customers through alternate channels such as Internet Banking, Debit Cards, and Mobile Banking etc. To expand further reach, Bank is also forging ahead with cutting edge technologies and innovative new banking models.

SBI invites Expression of Interest (**EOI**) from companies/firms (**Applicants**) wishing to be considered for short listing for participating in bidding process of the proposed procurement of standardized '**Enterprise Bulk Email Solution**', hereinafter referred to as the **solution**. SBI is planning to implement the proposed solution at all Bank level

Please note, this is the first stage of a multi-stage procurement process. The objective of this Request for EOI is to identify and pre-register eligible applicants who are interested in providing the proposed solution and have suitable capacity, capability and experience.

2. Background:

Bank's Bulk Mail Project - Status

Currently, Bank is using Microsoft Exchange for sending bulk emails which includes Email Alerts, Transactional emails and Promotional emails.

The statistics of emails sent (Transactional and Promotional) during FY -2018-19 is as follows:

Type of Mail	FY – 2018 -19
Transactional Emails	116.80 Crore Approximately
Promotional / Campaign Emails	175.20 Crore Approximately

There is a growing demand from various Applications of the Bank to use bulk email services for sending Transactional and Promotional / Marketing emails to Bank's customers.

In order to meet the growing demand and for advance features such as improved inbox delivery and MIS / Analytics requirements, the Bank desires to procure Enterprise Level Bulk Emailing Solution for Transactional and Promotional / Marketing emails

Expression of Interest (EOI) are invited in sealed envelope superscripted as **Expression of Interest – Enterprise Bulk Email Solution**

- a. From the applicants who meet the eligibility criteria as set out in **Annexure- 'A'**,
- b. Who have solution strictly in line with the technical parameters as set out in **Annexure- 'B'** and
- c. Agree to abide by the terms and conditions contained in this Request for EOI document.

Sealed envelope containing complete set of hard copy of EOI and a soft copy thereof (in a CD/DVD) should be submitted by Post to or delivered in person at the below mentioned Office: -

**The Dy. General Manager (PE-1),
State Bank Global IT Centre, Platform Engineering-1 Department,
Sector-11, CBD Belapur, Navi Mumbai – 400 614.
Phone: 022-27565111**

3. Applicant's Eligibility Criteria:

This process is open to all applicants who fulfill the eligibility criteria as set out in **Annexure- 'A'** of this document. The applicants should furnish information on the lines of Annexure-A in their EOI proposal.

4. Technical Parameters of the solution/Scope of Work: -

The applicant should describe how their solution will fulfill the requirements as desired in **Annexure 'B'** of this document. The applicants should furnish information on the lines of Annexure-B in their EOI proposal.

5. Process before submission of EOIs: -

- i. **Raising of queries/clarifications on Request for EOI document:** The applicants requiring any clarification on this document should submit their written queries on or before 15.01.2020 to:

Name	Designation	Mobile No.	Email Id
Prashant Wani	Chief Manager (S)	9619665160	prashant.wani@sbi.co.in
Pankaj Gedam	Manager (S)	9967575123	pankaj.gedam@sbi.co.in

- ii. **Modification in Request for EOI document:** At any time prior to the deadline for submission of EOIs, SBI may modify any part of this document. Such change(s) if any may be in the form of an addendum/corrigendum and will be uploaded in Bank’s website – <https://bank.sbi>. All such change(s) will automatically become part of this Request for EOI and binding on all applicants. Interested applicants are advised to regularly refer the Bank’s URLs referred above.
- iii. **Extension of date of submission of EOIs:** Request for extension of date for submission of EOIs will not be entertained. However, the Bank at its discretion may extend the deadline in order to allow prospective applicants a reasonable time to take the amendment/changes, if any into account.
- iv. **Briefing session:** SBI may, at its sole discretion, organize a briefing session to respond to the queries received by the scheduled date and time from the applicants. The exact date, time and location of such session will be communicated through SBI website(s). Applicants may also seek clarifications at the briefing session. All clarifications will be e-mailed to the applicants who raise queries and participate in briefing session.

6. Format and Signing of EOI:

- i. The applicant should prepare EOI strictly as desired in this Request for EOI document.
 - a. EOI should be typed and submitted on A4 size paper, spirally and securely bound and with all pages therein in serial order.
 - b. All pages of the EOI should be signed by only the authorized person(s) of the company/ firm. Any interlineations erases or overwriting shall be valid only if the person(s) signing the EOI authenticates them. The EOI should bear the rubber stamp of the applicant on each page except for the un-amendable printed literature.

- c. Contact detail of the authorized signatory and an authorized contact person on behalf of the applicant is to be provided as under: -

Particulars	Authorized signatory for signing the EOI	Authorized contact person.
Name		
Designation		
Email id		
Landline		
Mobile No.		
Fax No.		
Address		

- ii. The applicants should demonstrate in EOIs that they meet all parameters given in **Annexure- ‘A’** and **Annexure ‘B’** of Request for EOI.
- iii. In case any discrepancy is observed between hard and soft copy, the hard copy will be considered as the base document.

7. Last Date for submission of EOI:

The last date for submission of EOI is 31.01.2020 up to 15.00 Hrs. In case the designated day happens to be a holiday; the next working day will be deemed as the last date for submission of EOI.

8. Process after submission of EOIs:

- i. All EOIs received by the designated date and time will be examined by the Bank to determine if they meet criteria/terms and conditions mentioned in this document including its subsequent amendment(s), if any and whether EOIs are complete in all respects.
- ii. On scrutiny, the EOIs found NOT in desired format/illegible/incomplete/not containing clear information, in view of SBI, to permit thorough analysis or failing to fulfill the relevant requirement will be rejected for further evaluation process.
- iii. SBI reserves the right, at any time, to waive any of the requirements of this Request for EOI document if it is deemed in the interest of SBI.
- iv. If deemed necessary, the Bank may seek clarifications on any aspect of EOI from the applicant. If a written response is requested, it must be provided within 7 days, beyond which the response received, if any will not be considered. However, that would not entitle the applicant to change or cause any change in the substances of their EOI document already submitted. Bank may also make

enquiries to establish the past performance of the applicants in respect of similar work. All information submitted in the application or obtained subsequently will be treated as confidential.

- v. After examining the EOI, some or all of the applicants may be asked to make presentation of the solution and demonstrate proof of concept.
- vi. SBI may shortlist the applicants who fulfill the eligibility criteria, have solution as per the requirement of the Bank and are agreeing to abide by the terms and conditions of the Bank. Bank's judgment in this regard will be final.
- vii. Bank may issue a Request for Proposal (RFP) to shortlisted applicants for inviting technical and indicative commercial bids for next process of procurement. However, please note that short listing of applicants should not be treated as a contract for the proposed work.
- viii. Applicants will be advised about shortlisting of their EOIs or otherwise. However, applicants will not be provided with information about comparative position of their EOIs with that of others.
- ix. Nothing contained in this EOI shall impair the Bank's Right to issue 'Open Tender' on the proposed solution.

9. Terms & Conditions

- i. Lodgement of an EOI is evidence of an applicant's consent to comply with the terms and condition of Request for EOI process and subsequent bidding process. If an applicant fails to comply with any of the terms, its EOI may be summarily rejected.
- ii. Willful misrepresentation of any fact in the EOI will lead to the disqualification of the applicant without prejudice to other actions that the Bank may take. The EOI and the accompanying documents will become property of SBI. The applicants shall be deemed to license, and grant all rights to SBI, to reproduce the whole or any portion of their product/solution for the purpose of evaluation, to disclose the contents of submission to other applicants and to disclose and/or use the contents of submission as the basis for EOI process.
- iii. SBI reserves the right to accept or reject any or all EOIs received without assigning any reason therefore whatsoever and the Bank's decision in this regard will be final. No contractual obligation whatsoever shall arise from the EOI process.
- iv. Any effort on the part of applicant to influence evaluation process may result in rejection of the EOI.
- v. SBI is not responsible for non-receipt of EOIs within the specified date and time due to any reason including postal delays or holidays in between.

- vi. SBI reserves the right to verify the validity of information provided in the EOIs and to reject any bid where the contents appear to be incorrect, inaccurate or inappropriate at any time during the process of EOI or even after award of contract.
- vii. Applicants shall be deemed to have:
 - a. examined the Request for EOI document and its subsequent changes, if any for the purpose of responding to it.
 - b. examined all circumstances and contingencies, having an effect on their EOI application and which is obtainable by the making of reasonable enquiries.
 - c. satisfied themselves as to the correctness and sufficiency of their EOI applications and if any discrepancy, error or omission is noticed in the EOI, the applicant shall notify the Bank in writing on or before the end date/time.
- viii. The vendor shall bear all costs associated with submission of EOI, presentation/POC desired by the Bank. Bank will not be responsible or liable for any cost thereof, regardless of the conduct or outcome of the process.
- ix. Applicants must advise the Bank immediately in writing of any material change to the information contained in the EOI application, including any substantial change in their ownership or their financial or technical capacity. Copies of relevant documents must be submitted with their advices. For successful applicants, this requirement applies until a contract is awarded as a result of subsequent bidding process.
- x. Shortlisted applicants must not advertise or publish the same in any form without the prior written consent of SBI.
- xi. Brief overview of the proposed procurement/scope of work given in this document may be further elaborated, viz., more details may be included in the Request for Proposal (RFP) document to be issued as a result of evaluation process of EOIs.
- xii. SBI shall have the right to cancel the EOI process itself at any time, without thereby incurring any liabilities to the affected Applicants. Reasons for cancellation, as determined by SBI in its sole discretion include but are not limited to, the following:
 - a. Services contemplated are no longer required.
 - b. Scope of work not adequately or clearly defined due to unforeseen circumstance and/or factors and/or new developments.

- c. The project is not in the best interest of SBI.
 - d. Any other reason.
- xiii. The Selected Vendors (Service Providers) have to get themselves annually audited by external empanelled Auditors appointed by the Bank/ inspecting official from the Reserve Bank of India or any regulatory authority, covering the risk parameters finalized by the Bank/ such auditors in the areas of products (IT hardware/ software) and services etc. provided to the Bank and the vendors are required to submit such certification by such Auditors to the Bank. The Selected bidder and or his / their outsourced agents / sub – contractors (if allowed by the Bank) shall facilitate the same. The Bank can make its expert assessment on the efficiency and effectiveness of the security, control, risk management, governance system and process created by the Service Provider. The Service Provider shall, whenever required by the Auditors, furnish all relevant information, records/data to them. All costs for such audit shall be borne by the Bank.

Where any deficiency has been observed during audit of the Vendor on the risk parameters finalized by the Bank or in the certification submitted by the Auditors, the Vendor shall correct/ resolve the same at the earliest and shall provide all necessary documents related to resolution thereof and the auditor shall further certify in respect of resolution of the deficiencies. The resolution provided by the Vendor shall require to be certified by the Auditors covering the respective risk parameters against which such deficiencies have been observed.

Vendors shall, whenever required by the Bank, furnish all relevant information, records/data to such auditors and/or inspecting officials of the Bank/Reserve Bank of India and or any regulatory authority. The Bank reserves the right to call and/or retain for any relevant material information / reports including audit or review reports undertaken by the service provider (e.g., financial, internal control and security reviews) and findings made on Selected bidder in conjunction with the services provided to the Bank.

- xiv. In the event of failure of the Service Provider to render the Services or in the event of termination of agreement or expiry of term or otherwise, without prejudice to any other right, the Bank at its sole discretion may make alternate arrangement for getting the Services contracted with another vendor. In such case, the Bank shall give prior notice to the existing Service Provider. The

existing Service Provider shall continue to provide services as per the terms of contract until a 'New Service Provider' completely takes over the work. During the transition phase, the existing Service Provider shall render all reasonable assistance to the new Service Provider within such period prescribed by the Bank, at no extra cost to the Bank, for ensuring smooth switch over and continuity of services. If existing vendor is breach of this obligation, they shall be liable for paying a penalty of (The penalty clause will be applicable as per RFP Terms) on demand to the Bank, which may be settled from the payment of invoices for the contracted period.

10. Disclaimer:

SBI is not committed either contractually or in any other way to the applicants whose applications are accepted. The issue of this Request for EOI does not commit or otherwise oblige the Bank to proceed with any part or steps of the process.

Subject to any law to the contrary, and to the maximum extent permitted by law, SBI and its directors/officers/employees/contractors/agents and advisors disclaim all liabilities (including liability by reason of negligence) from any loss or damage, cost or expense incurred or arising by reasons of any person using the information and whether caused by reasons of any error, omission or misrepresentation in the information contained in this document or suffered by any person acting or refraining from acting because of any information contained in this Request for EOI document or conduct ancillary to it whether or not the loss or damage arises in connection with any omission, default, lack of care or misrepresentation on the part of SBI or any of its officers, employees, contractors, agents or advisors.

Please Note: Since this is not a Request for Proposal (RFP), commercials are not required to be submitted at this stage.

Annexure - 'A'

Eligibility Criteria

Sr. No.	Eligibility Criteria	Compliance (Yes/No)	Supporting documents to be Submitted
1	<i>The vendor must be a firm/ company/ organization registered under Companies Act/ Partnership Act/ LLP Act etc.</i>		<i>Copy of the Certificate of Incorporation issued by Registrar of Companies and full address of the registered office</i>
2	<i>Vendor should have existing Bulk Emailing solution.</i>		<i>The details to be provided as per Annexure- 'B'.</i>
3	<i>The solution should have been implemented in at least 2 large scale organizations.</i>		<i>Two reference with following details for each reference to be provided:</i> <ol style="list-style-type: none"> <i>1. Name of the Organisation</i> <i>2. Name of the Official</i> <i>3. Contact number of Official</i> <i>4. E-mail Id of Official</i>
4	<i>The company/ firm should be profit making organization for last 3 years.</i>		<i>Audited Balance Sheet for the last 3 years should be enclosed.</i>
5	<i>The company/ firm should not have been declared ineligible for corrupt and fraudulent practices by the Govt. of India/ State Governments/ Regulatory Agencies/ PSU/ Private Company.</i>		<i>Declaration to be provided</i>

Annexure – ‘B’

<p>Bulk Emailing solution Technical Criteria/Scope of Work</p>

- ✓ **Architecture:** The solution can be a on-premises setup or a Hybrid Setup (partly on-premises and partly on cloud)

- ✓ **Functionality related:**
 - i. The proposed solution should be capable of handling at least 5 crore emails per day and should be able to broadcast minimum 5 lakh emails per hour.
 - ii. The solution should have capability to increase the rate of email delivery and capacity to deliver total number of emails on the fly as per the business requirement.
 - iii. The solution should ensure that mails sent should not get classified as junk mail or spam mail by leading email service providers.
 - iv. The solution should provide real time Dashboards to the user departments and should provide various Analytical reports on the following lines. The list given below is only indicative and does not cover all Analytical requirements.
 - Email campaign sent report
 - Emails sent user wise
 - Email sent by specific subject
 - Emails from specific IP's
 - Emails successfully delivered.
 - Email failed for delivery with reason for the same.
 - Total campaign in a specific duration.
 - Reports should be downloadable at the user end.
 - v. A dedicated Help Desk should be setup at SBI premises for providing support to end users in SBI for the proposed bulk mail solution with adequate number of staffing to provide 24*7*365 support.
 - vi. The solution should also have capability for un-subscription management.

- ✓ **Deployment methodologies:** The solution can be an on-premises setup or a Hybrid Setup (partly on-premises and partly on cloud)

- ✓ **Services required –**
 - i. Help desk requirements
 - ii. MIS report generation
 - iii. Backups

- ✓ **Period for completion of the project.** – The Bank’s aims to roll out the project in April 2020

- ✓ **Other requirements, if any**

The applicant should describe how their solution will meet the required parameters and provide details thereof in their EOI proposal on the following lines:

Sr. No.	Parameters	Compliance (Yes/No)
1.	The proposed solution (if has a Cloud component) should have Cloud setup hosted in India based Data Centers.	
2.	The solution should be capable to handle at least 5 crores emails per day and should be capable to broadcast 5 Lakh emails per hour.	
3.	The solution should have capability to increase the rate of email delivery and capacity to deliver total number of emails on-the-fly as per the business requirement. (The mechanism of such on-the-fly capacity upgrade is also to be submitted by the participants)	
4.	Data at rest and data in transit should always be in encrypted format.	
5.	Managing delivery in Inbox and avoiding Spam filters	
6.	The solution should have capability to mask sensitive data.	
7.	The solution should be able to capture the IP (Public/Private) which are generating the emails.	
8.	Solution should follow DKIM / DMARC standards	
9.	The solution should have capability to filter email based on content.	
10.	The solution should have capability to block specific sender/mail containing specific keywords, sensitive contents etc.	
11.	The solution should provide Real time email tracking with bounce management	
12.	Separate Unsubscribe options should be available for both	

	promotional and transactional emails.	
13.	Prioritization for time bound emails such as OTP Mailers, Transaction Alerts, etc.	
14.	Real time email tracking and Reporting	
15.	Following are the desired features for Mail Campaigns: -	
	i. Ability to define and schedule campaigns to run immediately, date, or event triggered	
	ii. For each campaign maintain detailed information.	
	iii. Should be able to store and use detailed contact History of User for any Campaign	
	iv. Capability to attach files with campaign	
	v. Save and reuse campaign templates	
	vi. Automation Centre – APIs to upload data send campaigns & pull back reports to CRM.	
	vii. Creating tags for each campaign for better reporting	
	viii. Getting Spam score of any template	
16.	The solution should provide real time Dashboards to user departments for email tracking and should provide various Analytical Reports.	
17.	Solution should have a portal with customized roles such as Admin, Super Admin, Report Viewer, Campaign Maker, Campaign Checker, etc.	
18.	Dedicated Help Desk at SBI premises for providing support to end users in SBI for the proposed bulk mail solution with adequate number of staffing to provide 24*7*365 support.	
19.	Backup and recovery of email logs should be available as a part of the solution and service provider to ensure backup of all the data /Logs along with the restoration of same.	

Note: The applicants may please note that the above parameters may be further elaborated, viz., more details may be included in the Request for Proposal (RFP) document to be issued as a result of evaluation process of EOIs.