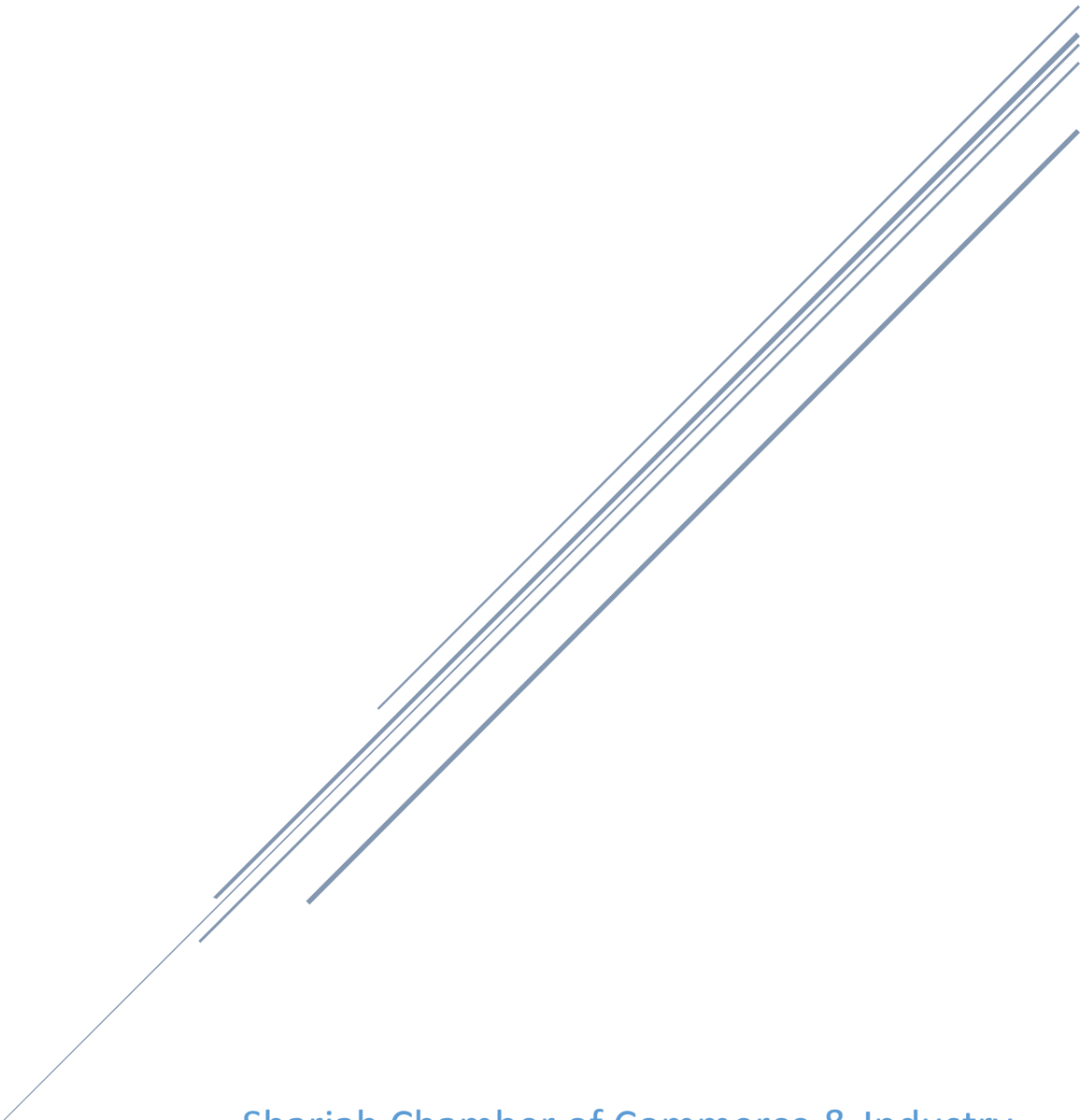


Implementation of SAP CRM Cloud

Request for Proposal



Sharjah Chamber of Commerce & Industry

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Statement of Confidentiality

All information presented in this document or shared with the addressee, as part of the proposing process is considered strictly confidential. As such, the addressee should not disclose this document or any attachments in whole, or in part to any third party without the prior written consent of Sharjah Chamber of Commerce & Industry.

The addressee also acknowledges that information shared here within is the intellectual property of Sharjah Chamber of Commerce & Industry and is subject to a disclosure agreement as recognized by the copyright and intellectual property protection regulations.

1. Introduction

SCCI invites qualified vendors to provide a proposal for the implementation of a comprehensive, fully-integrated SAP CRM Public Cloud System for SCCI.

Services associated with the implementation of the Customer Relationships management System would include: project management, system design, any software customization to meet specifications, interface development, systems integration, data migration, testing and implementation.

2. Project Intent

SCCI is currently seeking to build from scratch new omni-channel integrated CRM system based on latest technology (e.g. customer experience, Cloud, Analytics, Machine learning, etc.). This new CRM will help SCCI to have one unique, single point of trust through a complete single customer database which gives SCCI a single view of each customer – helping to align their information beyond sales, marketing, and service to their business network to develop lasting relationships with SCCI's customers.

3. About Sharjah Chamber of Commerce & Industry (SCCI)

Sharjah Chamber of Commerce & Industry- (SCCI) was established in order to effectively and vitally participate in the organization of economic life and the prosperity of its trade, industry and professions sectors on all levels and in cooperation with the concerned establishments and bodies and local departments. The chamber is keen to include in its membership all the companies and establishments practicing economic activity in the emirate whether it is trade, industries or professions. It follows the economic and civilization development witnessed by United Arab Emirates a matter that naturally requires change on the different services and activities of the chamber.

4. Scope of Work

Proposals are being sought through this RFP for a project that includes acquisition of SAP License and Implementation services for the following modules covering the entity as listed above:

- Complete customer, contacts database to provide customer 360 degree view.
- Complete Customer 360 with back-office integration.
- Integration with Sharjah Economic Department & Development Members Database
- Account and Contact Management,

- Gain business insight with ready-made and out of the box analytics and dashboards.
- Activity management: Tracking all activities, interactions between SCCI and its members.
- Providing additional tools for customer analytics, personalization, social media, and collaboration to drive omni-channel customer engagement.
- Hybris Marketing to provide SCCI with a single, unified platform for managing all their marketing activities, including brand management, segment and list management, and campaign management locally and internationally.

5. Preferred Solution

SCCI plans to implement a standard, commercial and modular software solution that is configurable by the SCCI staff and requires few, if any, modifications to the software to meet the SCCI business needs.

The Preferred solution will be SAP Hybris Cloud Solution (CRM)

SCCI is looking to establish a long-term relationship with a vendor. As such, SCCI is looking for a vendor whose primary business is the Public Sector and has a proven track record of

- Financial stability
- Successfully implementing its system with similar sized organizations
- Sustained history of significant re-investment in its software to keep it modern in terms of functionality and platform.

It is critical to the success of this project that the vendors perform extensive business analysis and provide process improvement recommendations to take full advantage of the proposed solution's potential. Solutions that are inflexible and require complete changes to our existing process are unlikely to be selected. A balanced approach that allows for configuration changes to adjust the software to meet our needs is the most likely to succeed.

6. Objectives

The objectives of this deployment include:

- Provide the flexibility to create consistent and personalized customer experiences
- Drive the organization to more consistent, relevant interactions across all channels & touch
- Support end-to-end processes within public sector value chain
- Uncover valuable business insights and analyze data in real time
- User centric Journeys (Flexible & personalized user journeys)
- Operate within a modern digital government architecture

- Automate and integrate functions currently requiring manual intervention
- Automate manual processes to reduce staff workloads
- Reduce/eliminate redundant data entry
- Provide improved data analysis and reporting through easy for average users to use, customizable reporting tools and modern analytical toolsets
- Move to a system that provides a high degree of configurable parameters instead of customization
- Encourage new process development.
- High scalability
- Based on latest technologies and open standards.
- Seamless integration with SAP S4HANA Cloud edition.

7. Functional & Technical Requirements

SCCI intends to cover the following functional requirements for the implementation services for SCCI:

Customer Relationship Management	
<ul style="list-style-type: none"> • Account and Contacts managements • Customer 360 degree view. • Interaction management • Install base view. • Work allocation management • E-mail and calendar integration 	<ul style="list-style-type: none"> • Social Engagement • Real-time analytics, Dashboards, KPI and collaboration features • Complaints management • Mobility
Marketing	
<ul style="list-style-type: none"> • Dynamic customer profiling. • Customer and Marketing Data management • Customer Segmentation. 	<ul style="list-style-type: none"> • Campaign Planning and Execution. • Marketing analytics (Dashboards and KPI)
System Integration	
<ul style="list-style-type: none"> • Integration with SAP S4HANA ERP Cloud • Integration with SEDD Database 	<ul style="list-style-type: none"> • Social Media Integration

8. SAP License - Requirements

Following table describes the SAP Cloud License Requirements

Item #	Description	Metrics	Quantity
1	SAP Hybris Sales/Service, test tenant	Users	1
2	SAP CP Integration for SAP cloud app	Users	1
3	SAP Hybris Service Cloud, enterprise edition	User	50
4	SAP Hybris Marketing Cloud, standard edition	Contacts(100k)	1

9. Proposal Guidelines

9.1 Proposal Content

- The proposal should be submitted in two copies separately for – Technical Proposal for Implementation Services and Commercial Proposal – License and Implementation Services.
- The Technical Proposal should be complete in all aspects covering the functional requirements, Training, Project Management, Project plan and resource plan.
- The commercial Proposal should be in two sections giving the detail pricing for Implementation services covering both the entities listed above.
- Commercial Proposal for License should include the License Subscription pricing for three years.
- All the proposals should be submitted on or before the deadline as mentioned, proposal received after the deadline will be disqualified.

The RFP cover the bill of items and the scope of services to be provided by the vendors. Vendors are also requested to state all conditions on the use of the proposal. We will take reasonable steps to honor these conditions regardless of whether the proposal is accepted or not. The vendor responses should be structured as follows:

9.1.1 Executive Summary

This section should introduce the company submitting the proposal. If additional third party systems have been considered, vendors are requested to include details of all associated solutions and vendors and explain how the vendor would carry out the implementation as a single point of contact for SCCI.

This section should contain a summary of the proposed system vendor's proposal written for nontechnical personnel. The summary may be included in the covering letter, but should contain:

- Overall solution including systems and applications proposed, implementation services and methodologies
- How the system is fit to cater to requirements of SCCI.
- What relevant experience can the vendor leverage for timely and effective implementation?
- Summary of costs and investments.

9.1.2 Vendor Profile

This section should provide a profile of the vendor organization and any partners. The following should also be included:

- Evidence that show that the vendor is an established partner of major software product vendors (if the solution proposed uses the software products).
- Certifications and capabilities in areas of software process management, quality assurance.

9.1.3 Proposed Solution / System

This section should contain a detailed description of the proposed software solution(s). The following should also be included:

- An overview of the solution components, their brief descriptions and their contribution to the overall solution to achieve SCCI's objectives.
- The proposed solution architecture; if the proposed solution consists of more than one software product from the same or different vendors, the integration architecture and approach also needs to be mentioned
- Any related sales and technical literature detailing the proposed system features
- Benefits of the proposed system and solution that SCCI would achieve
- It should be clearly mentioned:
 - Whether the solution supports n-tier architecture.
 - Whether the solution components are compliant with open standards / industry standards
 - Does not have any specific dependency / technology platform limitations / constraints

9.1.4 Training

- Administration training which will be conducted for the IT which will cover the application operations activities (such as configuration, user management, etc) as well as system operations activities (such as backups, restores, etc).
- End user training which will cover training on the system functionalities and processes including the screens, reports, outputs, etc.

9.1.5 Documentations

Vendor should specify the type of documentation which will be handed over to SCCI for example but not limited to User Manuals, Admin manuals, technical setup documents & installation guides.

9.1.6 Source Code/ Technical Setup

SCCI will have the ownership of the source code/ Technical Setup for all the modules & the vendor shall submit a complete detailed document of the source code that can be understood by SCCI technical resources.

9.2 General Terms and Conditions

This RFP was developed to provide you with the necessary information to prepare a proposal. Information presented in the document is exclusive to SCCI and shouldn't be distributed using any other means outside the recipient organization.

This restriction does not limit the right of the recipient to use the information and disclose it to third party or make it public, if it is available from another sources without any restriction or if law requires such disclosure.

9.2.1 Liability

The issuance of this document and the receipt of information in response to this document shall not in any way cause SCCI to incur any liability or obligation to you, financial or otherwise. SCCI assumes no obligation to reimburse or in any way compensate you for expenses incurred in SCCI discretion, to solicit additional responses. SCCI may also accept or reject portions of a proposal.

9.2.2 Use and Disclosure of Information

SCCI reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials submitted by the vendor that are considered confidential must be clearly marked as such. In the event that confidentiality cannot be afforded, the vendor will be notified and will be permitted to withdraw its proposal.

The information contained in this RFP is proprietary to SCCI. All vendor candidates, in consideration of being given this opportunity, agree to treat all the information contained in this RFP as confidential. The information is to be used by each vendor candidate only for the purpose of preparing a proposal in response to this request. The information in this RFP may not be used or shared with any other parties for any other purpose, without first obtaining SCCI prior written consent. If you need to disclose any RFP information to a third party in order to prepare your proposal, contact SCCI. If requested, vendor candidate will destroy the copy of SCCI confidential information received, and provide certification of destruction. SCCI may request clarification of said proposal, or additional supplemental information.

9.2.3 Proposal Validity

Pricing information supplied with the response to this RFP must be valid for at least 60 days from the submission date.

9.2.4 Duties of the Vendor

- The Vendor shall perform all the services and works required under this document, together with such additional services and works that SCCI may require and that have been mutually agreed in writing between the parties.
- The Vendor, his staff, employees and attached specialists shall respect the laws and customs of the United Arab Emirates and shall carry out all his responsibilities in accordance with the highest professional standards of his profession.
- The Vendor shall provide all the expert technical advice and skills which are normally required for the class of services for which the Vendor is engaged and the Vendor shall ensure that sufficient technical staff and personnel and all other required resources are available at all times so as to ensure the timely and efficient completion of the Services.
- During the period of the Services, the Vendor shall promptly prepare and submit all required reports as to the status of the Services
- The vendor shall adhere to the maximum level of confidentiality and security of any documents as a result of the services, works, and the final products.
- The bidder should detail the Project Management, quality assurance, quality control, and quality audit procedures that will be used in the project.
- Vendor should provide General method and project approach statement, detailing the execution of the requested services and work.
- Project quality assurance/quality control detailed plan and organization.
- Bidders should hold partnership with their principals and certified for their offered solutions.