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BH Telecom Joint Stock Company Sarajevo

Franca Lehara 7, 71000 Sarajevo, B&H

Executive Directorate for Business Development

tel: +387 33 256 400; fax: +387 33 256 401

DIGITAL GAMING VOUCHERS BH Telecom

REQUEST FOR INFORMATION

Date: 07/15/2024

Sarajevo Cantonal Court No. **UF/I-520/04** ID No. **4200211100005** Tax No. **0107880400** VAT No. **200211100005**

Bank Accounts of BH Telecom JSC Sarajevo

ASA Banka JSC Sarajevo, main bank account of BH Telecom KM: 1340011110000176, IBAN: BA39 1340 0112 0062 2426, SWIFT: IKBZBA2X; RAIFFEISEN BANK JSC BiH, KM: 1610000030950092, IBAN: BA39 1611 0000 0124 8933, SWIFT: RZBABA2S; UNICREDIT BANK JSC Mostar, KM: 3383202250226088, IBAN: BA39 3383 2048 9065 5134, SWIFT: UNCRBA22; NLB BANKA JSC Sarajevo, KM: 1322600311707003; INTESA SANPAOLO BANKA JSC BiH, KM: 1540012000318547; SPARKASSE BANK JSC BiH, KM: 1990490005000203; UNION BANKA JSC Sarajevo, KM: 1020500000020853; NOVA BANKA JSC Banja Luka, KM: 5550050047194638; BOSNA BANK INTERNATIONAL JSC Sarajevo, KM: 1410010000000941; PRIVREDNA BANKA SARAJEVO JSC Sarajevo, KM: 1010000050732105; ZIRAATBANK BH JSC Sarajevo, KM: 1860001060841009;





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CONTENT

1. PURPOSE	3
2. INSTRUCTIONS FOR POTENTIAL PARTNERS	3
3. ABOUT BH TELECOM	3
4. INTRODUCTION	4
5. BH TELECOM AND PARTNER LIABILITIES	4
5.1. BH Telecom Liabilities	4
5.2. Partner Liabilities	4
6. DIGITAL VOUCHERS PLACEMENT FUNCTIONALITIES	5
7. PARTNER AND SOLUTION INFORMATION	5
7.1. Main Company's Data	5
7.2. Main Data on Proposed Solutions Feasibility	7
7.3. Main Business Model Data	7
7.4. Professional Support	7
7.5. Solution Implementation Methodology Proposal	8
7.6. Technical Solution Implementation Cost Assessment	8
Table 2: Solution implementation cost assessment	8
7.7. Project Timeline	8
7.8. Generated Revenues Assessment	8
8. SOLUTION PRESENTATION	8
9. ADDITIONAL PROPOSALS	8

Sarajevo Cantonal Court No. UF/I-520/04 ID No. 4200211100005 Tax No. 0107880400 VAT No. 200211100005

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1. Purpose

The purpose of this document is to identify potential digital gaming vouchers distributors being interested in the partnership with BH Telecom for the purpose of providing the high-quality gaming content to our subscribers. Our aim is to collect relevant information on potential distributors, their competences, experience and products they offer. Through this partnership, we would like to offer a wide range of digital video gaming vouchers which can support our customers' interests and affinities and improve their gaming experience.

Individual, joint, mutual and all other actions/activities/products, performed/created in line with this RFI, make no obligation for the parties to conclude any partnership contract.

Each party will bear all its costs incurred after performance of the actions/activities in accordance with this RFI, i.e. they cannot be submissive to any request/procedure for their compensation.

2. Instructions for Potential Partners

Communication about this RFI will be carried out through e-mail messages exclusively.

Contact persons on behalf of BH Telecom are as follows:

- Amer Halilović: amer.halilovic@bhtelecom.ba
- Mahira Hafizović: mahira.hafizovic@bhtelecom.ba

If you find that it is necessary to conclude a non-disclosure agreement for the purpose of information submission, we can furnish you with the template upon request.

The deadline for your offer submission is **09 Aug., 2024**.

You can send your RFI replies to above stated contact persons electronically.

3. About BH Telecom

BH Telecom JSC Sarajevo, having the head office in Sarajevo, Franca Lehara 7, tel: 00387 33 256 400, fax: 00387 33 256 401, internet page: www.bhtelecom.ba, has been the biggest provider of telecommunication services in Bosnia and Herzegovina in the fields of fixed and mobile telephony, data and multimedia services.

BH Telecom has more than 75 points-of-sale in the territory of Bosnia and Herzegovina.

BH Telecom has a low indebtedness level, developed technological infrastructure in almost all network parts and own professional potential.

BH Telecom has been committed to providing innovative services and solutions to our users. Within our commitment to enhancement of our users' experience and engagement, we have researched the possibilities to offer digital vouchers/codes for online gaming to our subscribers. We believe that the partnership with the distributors being already established in the gaming industry will enable us to give additional value to our users and to expand our digital offer.

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4. Introduction

Grounded on the data documented herein, our potential partner should be able to assess the business opportunity of BH Telecom, to propose the concept and technical solution, partnership cooperation method, to present himself, his competences and references in the field of digital vouchers placement for online gaming. Through this partnership, we would like to offer a wide range of digital online gaming vouchers which can support our customers' interests and affinities and improve their gaming experience.

We need for potential distributors to offer us the following:

1. **Services/gaming vouchers catalogue:** comprehensive catalogue of digital gaming vouchers covering a wide range of platforms, genres and titles;
2. **Integration:** impeccable integration of online gaming vouchers into our already existing platforms and systems, i.e. our mobile application and web shop;
3. **Content management:** tools and solutions for management and update of gaming vouchers catalogue in order to provide for our subscribers to have recent and interesting gaming selection;
4. **User support:** user support to inquiries, issues and technical assistance referring to digital gaming vouchers;
5. **Reporting and analytics:** providing reporting tools and analytics for follow-up of voucher utilization, users engagement and performance metrics.

You will find below the main liabilities of BH Telecom and the partner.

5. BH Telecom and Partner Liabilities

5.1. BH Telecom Liabilities

- a) To provide and to support telecommunication services necessary for service operation,
- b) To provide integration with already existing solutions important for end-to-end service provision,
- c) To provide digital sale channels (mobile application, web shop, etc.) and to sell the service,
- d) To provide functional and technological improvement of digital sale channels following the market demands,
- e) To provide payment over digital channels (direct carrier billing and card payment),
- f) To provide the first support level,
- g) To furnish end users with vouchers through SMS or e-mail message,
- h) Marketing/promotional activities,
- i) End users service billing.

5.2. Partner Liabilities

- a) To provide voucher catalogue review - over REST API,
- b) To provide continuing extension of vouchers catalogue in line with the market demands,
- c) To provide REST API for voucher delivery and verification,
- d) To provide REST API for voucher activation,

e) Vouchers delivery to BH Telecom,

Sarajevo Cantonal Court No. UF/I-520/04 ID No. 4200211100005 Tax No. 0107880400 VAT No. 200211100005

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- f) Marketing/promotional activities,
- g) To provide maintenance/support according to SLA (Service Level Agreement) parameters,
- h) To provide continuing functions harmonization with applicable laws,
- i) To provide reporting tools and analytics for follow-up of voucher utilization, users engagement and performance metrics.

Note: Partners showing their interest in this RFI are not obliged to provide all above stated functionalities, i.e. several partners, having different tasks, can take part in solution implementation.

6. Digital Vouchers Placement Functionalities

System management:

- Reporting system enabling detailed analytics (including in real time) related to digital vouchers activation – (review/catalogue of vouchers available for activation, data for activations number analysis, activations values, activations timeline, etc.),
- Reporting system enabling detailed analytics for follow-up of support activities (the number of received and resolved complaints, complaints resolution time, etc.).

Placement/sale to end users:

- Real time review of complete available vouchers catalogue,
- Electronic (real time) service payment over the following:
 - Mobile application
 1. bank card - BH Telecom services users,
 2. prepaid BH Telecom users from their Ultra accounts,
 3. postpaid BH Telecom users through their monthly bill (one-time or payment in instalments),
 - Web shop
 1. bank card – all users,
 2. prepaid BH Telecom users from their Ultra accounts,
 3. postpaid BH Telecom users through their monthly bill (one-time or payment in instalments).

7. Partner and Solution Information

Within your reply on our RFI, you will describe and present the new trends referring to placement and sale of digital gaming vouchers and answer referred questions.

Accordingly, you will find various questions hereinafter. You do not have to answer each question (if the company has no answer on certain question, it can state it or skip the question).

7.1. Main Company's Data

1. Description of your company's activities (is digital vouchers sale your main or additional activity).
2. Head office and geographic coverage of your company (global reach).
3. Is your company self-standing or a part of certain group?

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4. If your company is a part of certain group, do other companies from the group operate in the BiH territory?
5. Business results – state your total 2023 revenues and revenues stream per years (review of minimum 3-year revenues stream).
6. Previous experiences and references in the following fields:
 - a. telecommunications,
 - b. digital vouchers implementation,
 - c. digital gaming vouchers implementation in telecom industry.

(Please make a detailed description and, if possible, send us your users references about the following: how many digital vouchers your company implemented or participated in their implementation so far, who received the solutions being stated, what kind of business operations were performed by the companies to which the solutions were provided, as well as registered level of each solution (in)efficiency – solution capacity, implementation date and location, test or commercial implementation).

Although most of questions can be found above, we ask you kindly one more time to give us your answers in below Table 1.

Question	Answer
Company name	
Company address	
Company web page	
Main products/services	
Main market/consumers	
Number of years being present in the market	
Company site/s	
Employees	
Service portfolio	
Research and development	
Marketing and sale	
Contact person in charge of answers on this RFI	
Telephone	
E-mail	
Conditions stated in RFI which cannot be fulfilled	
Description of products or services being already delivered to users today, comparable with requests of this RFI	
Order of consumers using your comparable products or services (including contact information) in TELCO industry	
Order of consumers using your products or services today, although they are not comparable with requests of this RFI (including contact information)	

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Offices in the world, local presence

Table 1: Format for the main company's data delivery

7.2. Main Data on Proposed Solutions Feasibility

To have a better perspective of your company and possibilities for your digital vouchers delivery, you should furnish us with the following information:

1. Can your company provide reporting system for follow-up of detailed digital vouchers analytics?
2. Can your company provide reporting system for follow-up of support?
3. Can your company provide REST API transmission technology for real time review of complete catalogue of available vouchers and for activation, verification and delivery of digital vouchers? If your company is unable to provide REST API transmission technology, please state preferred communication method.

If your company can offer all technical elements we requested, we ask you kindly to answer the following set of questions:

1. Can the partner provide digital vouchers delivery to end users through SMS or e-mail messages if necessary?
2. Does the partner have test platform to be used during solution implementation and testing?

7.3. Main Business Model Data

1. Basic resources and activities important for implementation – business model for solution offer, utilization and billing:
 - o Which resources does BH Telecom need to have in order to provide conditions for technical integration with the partner's system?
 - o If your company applies revenues share, how and to what extent would it be done? (BH Telecom prefers this cooperation model with its partners, including payment of the partner's share after collection of funds from end users.)
 - o If your company applies services billing provided during service creation and implementation, please define the type and grounds for costs calculation, costs amount and their payment period.
2. What is the method for your company to contract a partnership with other companies? Do you prefer contracting a partnership with or without the mandatory contract period? Do above costs amount or revenues share depend on the contract period?
3. How does your company address the partner's early contract termination?

7.4. Professional Support

1. What is the qualification level of your company's human resources? How many employees of your company would take part in digital gaming vouchers sale and/or technical solution maintenance?

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2. Can your company offer expertise during development of partner strategy, marketing and staff training by means of BH Telecom brand identity? Can you engage a committed project manager and regular status verifications during the solution implementation and delivery?
3. Does your company offer the guarantee for service quality and 24/7 user support, i.e. technical support, and is it possible to be provided in local language?

7.5. Solution Implementation Methodology Proposal

Please propose/describe the methodology for solution implementation and delivery, in referred chapter.

7.6. Technical Solution Implementation Cost Assessment

In the case that your business model requires platform maintenance or another service subscription fee, please fill in below Table referring to solution implementation cost assessment.

Description	Price
Licenses	
Implementation and integration	
Training	
Annual maintenance including maintenance licenses	
Other (please state) _____	
TOTALLY	

Table 2: Solution implementation cost assessment

7.7. Project Timeline

Please give us timeline for solution implementation and timeline for partnership contract implementation period, in referred chapter.

7.8. Generated Revenues Assessment

Please make assessment of revenues to be generated from digital gaming vouchers sale in the period of the first three years, in referred chapter.

8. Solution Presentation

Within our RFI procedure, you will have a possibility to present your solution in the BH Telecom premises or online in the period of two hours from 12 Aug. to 16 Aug., 2024. We ask you kindly to furnish us with your preferred presentation time within your reply on this RFI.

9. Additional Proposals

Feel free to make any additional proposals and suggestions (ICC, education, etc.) not being included in this RFI, in referred chapter.

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