

Messaging Service Platform Proposal

Service Level Agreement

By: BAB Int. For Specialized Services Corp.

For: ACIG Insurance

ACIG
التأمين بآمان



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Executive Summary

Communication with your users is an important aspect of the fast paced world that we are living in. Passwords, verification codes, alerts and many other vital pieces of information need to be delivered within seconds of their request. For the past 11 years, we have been developing and enhancing our SMS communication platform to meet the latest industry developments.

Our mission is to help clients improve productivity and significantly enhance performance through the intelligent use of technology. We pride ourselves of having executed projects for an extensive worldwide clientele. Our relationship with clients is based on honesty, evident hard and good work plus total commitment to our client needs. We are proud of our reputation of offering a friendly and flexible approach which ensures our long-term partnership with our clients.

With your different business units communicating about different products to different customer segments, CLIENT has a need for an SMS platform that can be easily integrated with the different business units, keeping a centralized management view on all the accounts activities.

We are confident that through BAB SMs platform we will deliver an outstanding solution which will enable CLIENT to meet its business and technical needs.

This proposal cover details of our understanding of the requirements, the technical and project management approach we will use, details on our approach of training and operational support, constrains and assumptions we have identified.

To ensure that the project proceeds smoothly, we will form a task force with the client's senior management to maintain close communication throughout the phases of the work. We will appoint a project manager to oversee all aspects of the relocation from design to installation. The manager will assure that assigned tasks are completed, all time schedules are met, and all phases of the project are completed to the client's complete satisfaction.

Based on the information provided in the requirements, BAB is proposing the solution described in this document. The effort estimate and project timeline are all based on the preliminary functional requirements understanding described in this document. We'll be able to evaluate any required updates or changes following the proposal acceptance, the extra effort for implementing changes, if any, will be handled through the change management approach.

Some of Our clients



كابيتال
جروب الدولية



NCB الأهلي



GIB | جي آي بي كابيتال
CAPITAL



المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation

وزارة الطاقة
MINISTRY OF ENERGY



الشركة السعودية للخدمات الأرضية
Saudi Ground Services Company

About Platform

With a mission to empower you to communicate digitally and because we constantly pursue to deliver the best, we would like to introduce you the BAB Platform.

Built with user experience in mind, we have created a beautiful and functional web interface, so you can easily create campaigns, connect your apps, top up balance, view reports, and get notifications and clear account balances and much more. We are confident that you are going to enjoy using our platform and it will change the way you communicate!

What is inside?

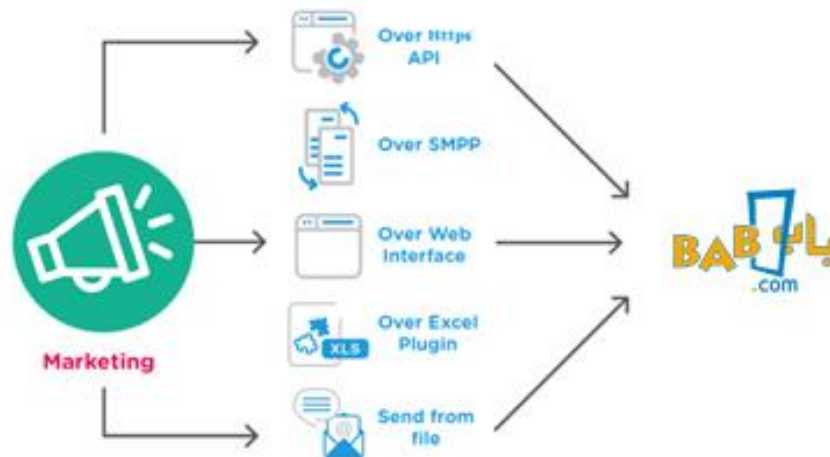
BAB platform is stable, faster and flexible. Supported with heavy-duty servers, the up time is 99.97%. It is much easier to set up and equipped with tons of new features you have always wished for!

- **Text message campaign:** Send web to SMS text messages campaign, schedule SMS campaign for future date & time and monitor your created messages. Resend, pause or resume messages sending from your out box.
- **Interactive messaging and keywords management:** Create inbound campaigns or allow your audience to reply to your messages to a dedicated number. Automate your replies based on created keywords.
- **API's and Developer's tools:** SMPP, HTTP and Restful API's, email to SMS and SDK's libraries.
- **SMPP Connectivity:** SMPP provides a fast connectivity to send billions of messages over the secured site-site VPN tunnel
- **Secure Integration with API:** Secure Integration with IP restriction and authorization of API using *AppSid*
- **Multiple Sender ID:** Each account can accommodate up to 20 Sender ID's which can have a max of 11 characters per Sender ID without additional price
- **Sub Accounts and Permissions Control:** Manage your subaccounts usage. Custom your audience, balance, packages and sender ID's sharing settings and control subaccounts permissions.
- **White labeling:** custom brand site looks and feel, change your domain URL and brand logo.
- **Billing Info & Statements:** Clear account balances, monthly invoices and low balance reminders. Set a low balance threshold reminder so you know that your balance is about to end and need to be charged.
- **Two-factor authentication:** verify users' phone numbers during sign-ups or secured logins.
- **Number Checker:** Know which numbers are active and eliminate the inactive ones.

- **Account settings:** Set your account preferences such as you time zone, currency settings and text messages sender ID's.
- **Audience management:** Manage your contacts in groups, import contacts. Send message to a contact or a group.
- **Notifications:** get notified of activities once they occurred. Get notified when you contacts been uploaded, your campaign got sent or when your sender ID is approved.
- **Multi-level campaign approval:** Control your campaigns quality through multi-level approval on the campaigns text and audience

BAB Platform enables business to send message for Notification and for awareness and campaigns

Connecting to our Service (Notification Scenario)



Developer Tools

BAB platform enable developers through number of features and integration API's Since BAB is cloud oriented, BAB is exposing all of its services VIA REST API in order to be called on any platform and software for fast an efferent Integration.

Charging and Coverage

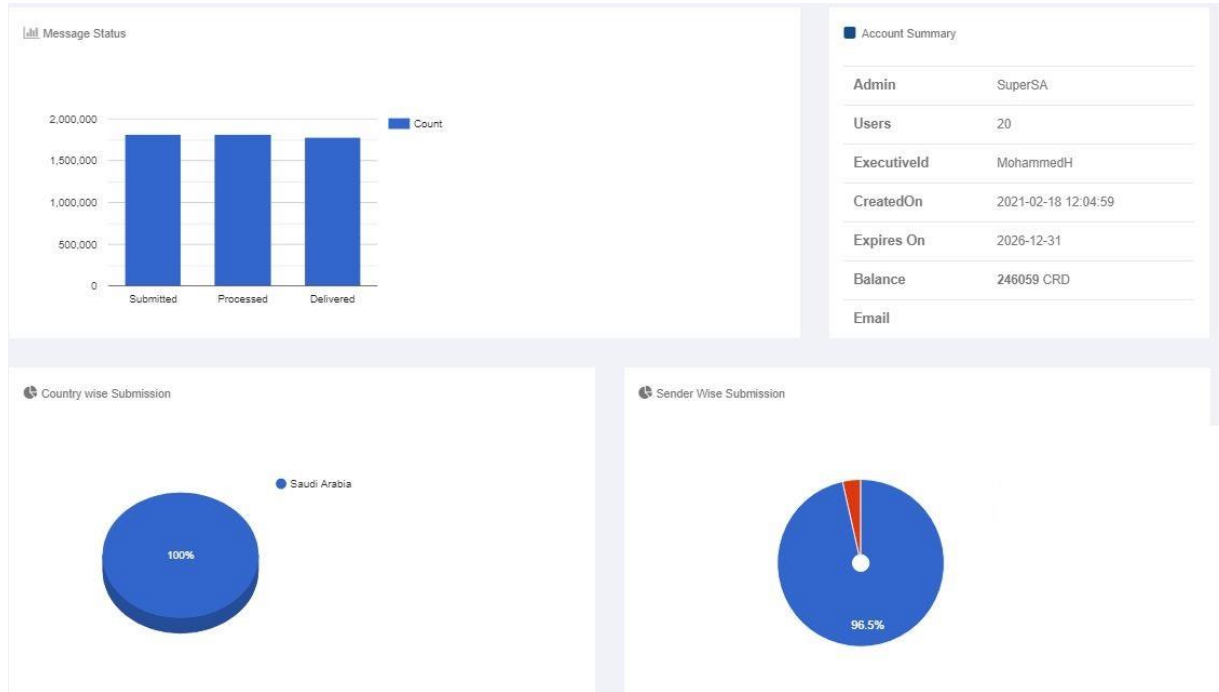
BAB Platform charges flat rate on all local operator including the ported number from operator to another.

Text limit for 1 message is Maximum of 160 English characters per message or 70 Arabic characters or 70 English + Arabic Characters per message

BAB Platform covers 172 country and have a direct relating and redundant connectivity with all operator in Saudi Arabia (STC, Mobily, Zain, Lebara, Virgin).

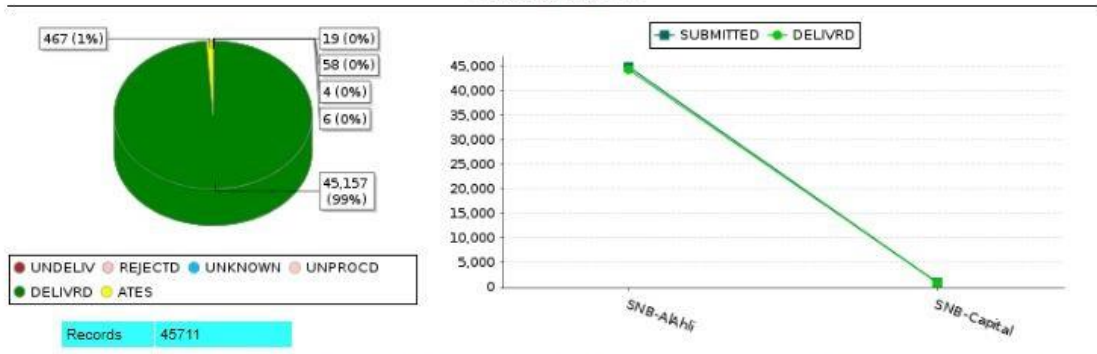
3 Reporting & Dashboard

Dashboard gives a very quick analyze of the overall statistics of the messages that can be filtered over the days, account type.



Advanced Message Reporting shows the status of each and every single message that passed the system with the Realtime information of the message like message: delivered, undelivered, sent to operator, at what time the message was sent and at what time the message was delivered etc.

Advanced Messaging System Delivery Report



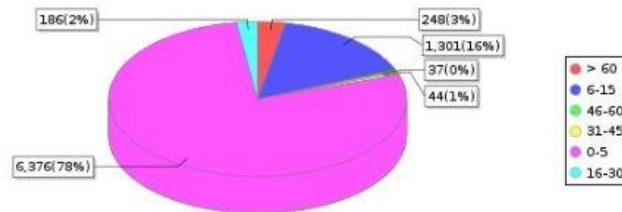
MessageId	Time	Destination	SenderId	Language	Units	DeliverOn	Content	Status	Cost
2021-09-07									
210907000004514731	00:00:00			English	1	2021-09-07 00:00:02	Your One time Password is 2603 For internet purchase SAR116.0 using card ending *1813 Date 06/09/2021 23:59	DELIVRD	0.000
2109070000010524781	00:00:01			English	1	2021-09-07 00:00:02	Requested an activation code 3889 for Login Authentication on 07/09/2021 00:00	DELIVRD	0.000
2109070000010854801	00:00:01			Unicode	1	2021-09-07 00:00:02	تم الدخول بنجاحية البصمة للأمنى سوبايك	DELIVRD	0.000
2109070000022584871	00:00:02			Unicode	1	2021-09-07 00:00:03	تم الدخول بنجاحية البصمة للأمنى سوبايك	DELIVRD	0.000

Advanced Latency Report:

- Latency report shows the latency of the account over a desired period of time (can be in days, hours, minutes or seconds).
- It also shows the report based on the operator, the number of messages sent to each operator and their response speed.

Advanced Messaging System

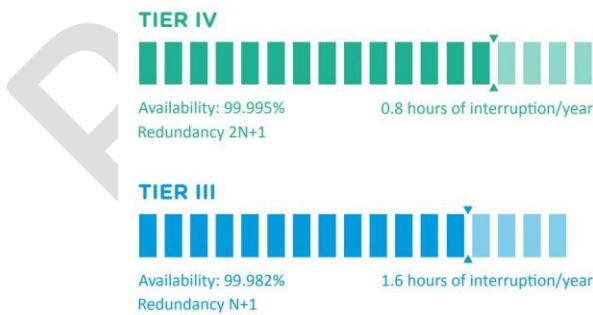
Latency Report



Username	SenderId	Country	Operator	Total	Delivered	0-5 Sec		6-15 Sec		16-30 Sec		31-45 Sec		46-60 Sec		> 60 Sec	
						Count	(%)	Count	(%)	Count	(%)	Count	(%)	Count	(%)	Count	(%)
		Saudi Arabia	Etihad Etisalat	1886	1844	1520	82.4	215	11.7	40	2.2	14	0.8	14	0.8	41	2.2
		Saudi Arabia	Lebara Mobile	6	3	0	0.0	0	0.0	3	100.0	0	0.0	0	0.0	0	0.0
		Saudi Arabia	Rest	86	0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
		Saudi Arabia	Saudi Telecom	5591	5540	4383	78.8	863	15.6	128	2.3	17	0.3	15	0.3	156	2.8
		Saudi Arabia	Virgin	37	19	0	0.0	1	5.3	0	0.0	0	0.0	0	0.0	18	94.7
		Saudi Arabia	zain	788	786	493	62.7	222	28.2	17	2.2	13	1.7	8	1.0	33	4.2
GrandTotal				8354	8192	6376	77.8	1301	15.8	186	2.27	44	0.54	37	0.45	248	3.03

Data center and Service Hosting

A BAB Tier IV data center provides the highest level of security possible: 99.99% availability. A BAB Tier IV data center can combat the most critical technical disturbance, and you won't ever experience a lapse in server availability. This is all because the architecture of a BAB Tier IV data center is fully redundant in terms of network, electrical circuits, cooling and more.

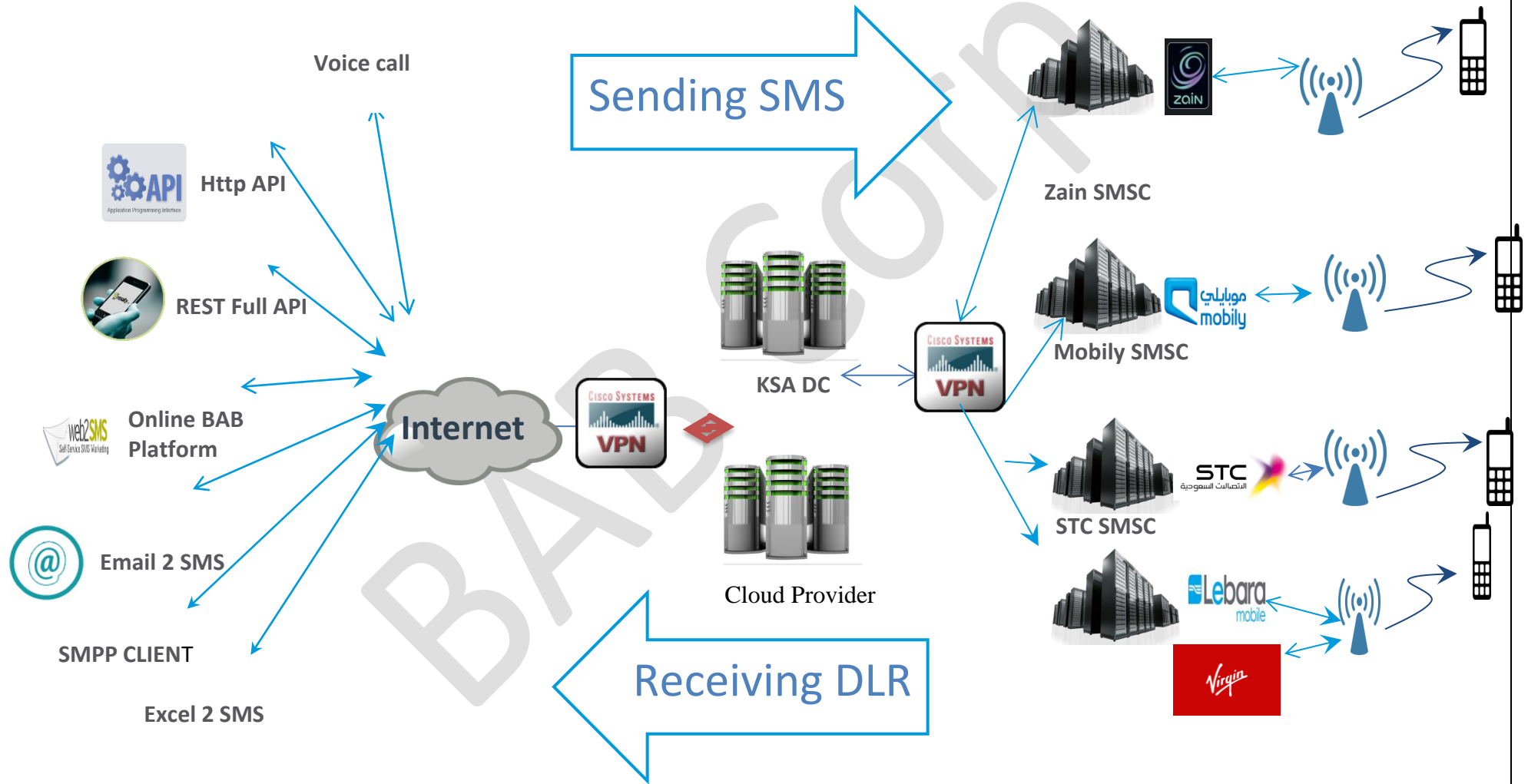


To deliver our promise of high availability BAB servers and databases hosted in multiple data centers in case one of the data centers went down for any reason.

Our servers and databases are hosted locally as listed below:

- On-Premise co-location service
- Local Hosting in Saudi Arabia on Mobily Public Cloud.

Proposed Solution Architecture



Service Level Agreement (SLA)

BAB will sign an SLA with CLIENT to assure best service delivery and compliance for the promise, The SLA main parts are:

Service Standards

BAB will put the best efforts to guarantee the below service standards:

Service	Service Standard	SLA
OTP	Availability	99.99%
	Average Latency	< 3 Seconds - 70% of traffic <7 Seconds - 30% of traffic
	Throughput	120 SMS/Second (if there is increase in traffic beyond this , throughput will be increased immediately)
Alerting Messages & Payroll	Average Latency	30 Seconds
	Throughput	120 SMS/Second
	Availability	99%
Marketing	Throughput	500,000 SMS/Hour

Standard Issues Priority & Response time:

BAB shall use the following severity classification and response time as outlined below:

- 3.1 Urgent: Business critical, represents a complete loss of service or a significant feature that is completely unavailable. Second Part on this stage is not able to use the service at all. Example: all messages to the end user are not delivered, server is down, or all sessions are down.
- 3.2 High: The system is partially inoperative but still usable by Customer. The inoperative portion of the product severely restricts Customer's operations, but has a less critical effect than a Severity Urgent. Example: a portion of client messages to the end user are not delivered all messages are Queued for the last 4 hours, or a connection is down.
- 3.3 Normal: Service is not performing as expected. Example: Delay in messages, all messages have been sent, no one complained but DLR was not received, All Messages have been sent but few end users called to complain about not receiving the message.
- 3.4 Low: General issue. Includes product and system questions. Example: how to add a Sender ID.

3.5 BAB will provide Active-Active connectivity with HA architecture on two datacenters to assure the availability and an responsive action of switching will take a place on any Severity matter, Then the following Response and Resolution Times will be provided for severity levels as defined in (3. 3.Standard Issues Priority & Response time):

Severity	First Response Time	Full Resolution Time
Urgent	30 Minutes	2 Hours
High	1 Hour	4 Hours
Normal	6 Hours	48 Hours
Low	1 Working	3 working

* When using the email channel, SLA will be applicable to emails coming from Second Party Domain emails.

* BAB will not guarantee The SLA if marketing and notification traffic is mixed with OTP traffic.

Support channels

Level	Designation	Contact
First Level	Technical Support Engineer	Mobile: +966 550 634979 Email: gameel.as@broadnetme.com
Technical Support 25% SLA Missed	Technical Support Engineer	Mobile: +966 535 533587 Email: Mustafa-aj@braodnetme.com
Technical Support 50% or more SLA Missed	Operation Manager	Mobile: +966 597 199990 Email: ismail@bab.sa

Handling System Failures:

BAB will handle the following system or infrastructure failure situations in the way it is explained in the below table:

Failure	Handling mechanism
Network	BAB has trusted ISPs network in order to handle any network failure in one with the other as backup.
Hardware	BAB shall propose a load balancing & failover architecture.

Handling Gateway's connectivity failures:

In case of connectivity failure with any one operator (e.g., STC), BAB will route the traffic through other available operator gateways (e.g., Zain and Mobily) and ensure delivery of SMSs are completed within the agreed response time for Second Party without additional cost. In case of failure to send the SMSs via other operators' gateways also, BAB will route the traffic through their international operator network at no additional cost and ensure delivery of SMSs is completed within the mutually agreed response time for both parties.

Escalation Matrix:

Issues should be resolved within stated time frame related to each severity level before escalating to higher levels and following the below Escalation Matrix

	Level 1	Level 2
Name	Engr. Falah Alzou'bi	Engr. Kahled Shehab
Designation	Sales Manager	Business development Director
E-mail	F.Alzoubi@bab.com.sa	kchehab@broadnet.me
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Phone	+ 9611 366 490 Ext. 301	+ 9611 366 490 Ext. 301