

Request for Quotation

Telecommunication Services Supplier Mapping Project

9th April 2019

dial Digital
Impact
Alliance



BILL & MELINDA
GATES *foundation*



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1 Introduction

Mobile Network Operators (MNO), Aggregators and Digital Service Providers provide access to telecommunication services, such as Short Messaging Service (SMS), Unstructured Supplementary Service Data (USSD), Interactive Voice Response (IVR), other voice services, mobile data and mobile money. These communication channels, widely used by NGO's to drive development projects globally, allow quick and easy access to a large populace at a go.

There is limited online data available on aggregators and digital service providers, causing poor visibility of which countries and services are accessible to integrate for launching services. This brings about excessive time spent by NGO's to find the right aggregator and or digital service provider to launch their services.

1.1 Current Scenario

NGOs dedicate a reasonable amount of time in searching suitable aggregators and digital service providers that provide the required communication services in countries they wish to run their projects. This activity not only turns out to be time consuming, but expensive and could be a hit-or-miss where services committed do not meet the requirements of the NGOs or technical integrations turn out to be a lengthy process.

1.2 Purpose

The purpose of this Request for Quotation is to determine if there are qualified contractors who can support DIAL in identifying national and international telecommunication service aggregators and digital service providers within the countries defined per region (refer Appendix 1).

DIAL's strategy is to bridge the gap between aggregators, digital service providers and NGOs. DIAL intends to design a tool which will be an easily accessible repository for NGOs detailing telecommunication services and value-added services of aggregators and digital service providers globally.

The selected contractors to this RFQ will identify national aggregators and digital service providers and their capabilities, assisting DIAL to enhance their ICT4D strategies by addressing challenges faced by NGOs.

The information gathered will remain confidential and proprietary to DIAL, but the identified aggregators and digital service providers will work closely with DIAL to determine what information can be released to the public.

2 Request for Quotation

2.1 Schedule

All communications regarding this RFQ may be directed to:

Tanvir Singh Natt
Platform & Services

Digital Impact Alliance at the United Nations Foundation
1750 Pennsylvania Ave.
NW, #300,
Washington, DC 20006

Email: tsinghnatt@digitalimpactalliance.org

Tentative Schedule	Date
RFQ issued	Mon, June 03, 2019
Deadline for Submission of Questions and Requests for Clarification	Fri, July 08, 2019
Deadline for Submission of Responses	Mon, July 12, 2019

2.2 Questions and Requests for Clarification

Please submit any questions or requests for clarifications about this RFQ in writing to tsinghnatt@digitalimpactalliance.org by the deadline for submission of questions and requests for clarification identified in the RFQ Schedule. Preferred method of submission is email. Please send any questions to RFP@digitalimpactalliance.org by 08 July 2019. DIAL will make every effort to respond to questions in a timely manner and may choose to share the questions and answers from these bilateral discussions with other Respondents.

2.3 Intent and disclaimer

This RFQ is made with the intent to identify a consultant to deliver results as described in this RFQ. DIAL will rely on Consultant's representations to be truthful and as described. DIAL assumes it can be confident in Consultant's ability to deliver the product(s) and/or service(s) proposed in response to this RFQ. Any information that is found to not be within this intent may be cause for not accepting a proposal, awarding a contract, and/or cancellation of the resulting contract.

If DIAL amends the RFQ, copies of any such amendments will be sent to all Respondents.

2.4 Contract terms

The UN Foundation will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon pre-selection. All contracts are subject to review by UN Foundation's Business Services Budget Reporting (BSBR) team. Once a draft contract is reviewed by BSBR, DIAL's Program Administrator will contact the Consultant. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms proscribed by the funding partners including USAID, the Bill and Melinda Gates Foundation, SIDA, and the UN Foundation.

2.5 Release

Consultant understands that DIAL has chosen to solicit an RFQ for consulting services, and that Consultant's response does not guarantee that DIAL will enter into a new contract with Consultant or continue any current contract(s) with Consultant.

Consultant agrees that DIAL may, in its sole discretion:

- Amend or cancel the RFQ, in whole or in part, at any time
- Extend the deadline for submitting responses
- Determine whether a response does or does not substantially comply with the requirements of the RFQ
- Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFQ
- Negotiate with all consultants UNF deems acceptable
- Issue multiple awards
- Copy the responses

This RFQ is not an offer to contract. DIAL assumes no responsibility for Consultant's cost to respond to this RFQ. All responses become the property of DIAL.

The Consultant, by submitting a response to this RFQ, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFQ.

Consultant represents that it has responded to the RFQ with complete honesty and accuracy. If facts provided in Consultant's response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from DIAL during the RFQ process ("Confidential Information"). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFQ process and to not reveal Confidential Information directly or indirectly to any other person, entity, or organization without the prior written consent of DIAL. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to delivery ecosystem-wide, meaningful value.

2.6 Intellectual Property (IP) considerations

DIAL's mission is to create public goods that enable a more efficient digital economy for everyone's common benefit. To serve this goal in partnership with other organizations and individuals, DIAL funds the development of important hardware and software, databases, computer protocols, research and useful industry standards.

Intellectual property ("IP") is at the heart of all things creative and inventive. DIAL's IP policy is shaped by our key funders' (i.e., the Bill and Melinda Gates Foundation (BMGF), United States Agency for International Development (USAID) and the Swedish International Development Cooperation Agency (Sida) policies. DIAL's work products thus must comply with BMGF's "Open Access" policy. Further, any IP DIAL funds should be licensed for free use worldwide. This is accomplished through open source and Creative Commons licensing and by open standards, unencumbered by restrictive copyrights and patents.

The scope of work for this project and deliverables will, as such, abide by DIAL's intellectual property (IP) policy and its donor's compliance requirements. If special considerations are required, DIAL will negotiate those on a case by case basis with selected vendors.

As required by its donors, DIAL is committed to "Global Access". As such, DIAL will ensure that knowledge and information gained from any project and any deliverable produced will be promptly and broadly disseminated under a creative commons license, and any funded developments will be made available at an affordable price to:

- a. People most in need within developing countries and /or
- b. In support of the U.S. educational system and public libraries, as applicable

DIAL will take into consideration consultants' intellectual property issues as part of the selection process.

3 Scope

3.1 Description of Services

The contractor is to collect detailed information of aggregators and digital service providers and map their country presence, MNO integrations, telecommunication service offering, value-added services e.g. funds disbursement, behavior change analysis, monitoring and evaluation, market research / survey, data collection, data analytics, content design using telecommunication channels such as SMS, USSD, IVR etc (for list of services to be mapped refer to Appendix 2).

3.2 Target Users

This RFQ is intended to serve NGOs who are considering gathering information on MNO, Aggregators and Digital Service Providers to integrate with to launch their services.

NGOs and Governments: The repository is intended to be solely accessible by NGOs and Governments. The intended function of this tool is to provide NGOs and Governments access to contacts of aggregators and digital service providers, detailing services offered, active countries and available MNOs. DIAL will take reasonable measures to follow this intention such as a vetting process and put in place controls to access but cannot make any guarantees about who will ultimately access and what/how information will be used.

3.3 Expected Outputs

The contractor shall be expected to deliver the following outputs by the respective specified deadlines:

1. Individual company profiles of Aggregators and Digital Service Providers in either Microsoft word or PDF
2. Completed excel template (refer to Appendix 2) detailing service availability per country and per MNO

3.4 Response Format and Content

Contractors are asked to provide responses in word for company details in the format below:

Organization Details

- Company Name
- Contact name, phone number, and email
- Business name, address, and phone number
- Number of Employees (technical, operations etc)
- Country presence (Head Office, local offices, contacts)
- Products and Services offered
- Knowledge / Experience with the Development Sector
- A list of at least three (3) client references for solutions implemented and scope of the solution proposed. References must include some or all the core mobile services, and if applicable value

add (content delivery, monitoring and evaluation etc). For each reference, the following information should be included at minimum:

- a. A brief solution overviews
- b. The client agency name and location
- c. Client contact including name, title, phone number and email address

Service and Technical Details

Contractors are asked to provide technical responses in excel format (*refer Appendix 2: RFQ Response Template*)

NOTE: Contractors are asked to gather estimated costs per service i.e. cost per One Way SMS, Two Way SMS, Bulk SMS, USSD, IVR etc to help DIAL understand acquisition and on-going costs. Any cost estimates requested are for budgeting purposes only. Aggregators and digital service providers will not be held to price estimates provided as part of the RFQ.

3.5 Enclosures

Contractors are asked to list the documentation submitted below:

1. Insert a list of the type of enclosures submitted.
Examples: Company Profile, Capabilities, specifications, product literature, services etc
2. The files should be shared via email
3. If the files are above 8MB then share them via Dropbox, WeTransfer, OneDrive or any other secure means

3.6 Expected Milestone Payment Schedule

#	Services	Format	Quantity	Means of Verification	Due Date	Payment Due (in USD, inclusive of taxes)
1	Signed Completion Certificate	Electronic version and Scanned	One electronic copy	Program Officer verifies submission meets expected output criteria and signs completion certificate		100% of contract value

3.7 Qualification of Contractor

The Contractor will need to describe its approach to delivering the Services, demonstrating appreciation of the key issues and stakeholders for achieving the objectives and having an appropriate methodology and work plan for delivering the Services in the specified timeframes.

The Contractor will also need to provide evidence of ability and experience to undertake the specified objectives/duties in this Request for Quotation, including:

- 1 evidence of in-depth knowledge of aggregators, digital service providers, mobile network operators and telecommunication services projects and activities;
- 2 experience working broadly in the selected regions and familiarity with aggregators and digital service providers in the selected regions.

The contractor may choose to select a region or several regions as their proposal to conduct their research in. When submitting the proposal, the contractor **must** indicate region(s) and country(ies). The 58 countries are broken into 7 regions as below.

<u>North Africa</u>	<u>West Africa 1</u>	<u>West Africa 2</u>	<u>Central Africa</u>	<u>East Africa 1</u>	<u>East Africa 2</u>	<u>South Africa</u>
Algeria	Cabo Verde	Benin	Angola	Burundi	Eritrea	Botswana
Egypt	Gambia	Burkina Faso	Cameroon	Ethiopia	Seychelles	Lesotho
Libya	Guinea	Ivory Coast	Central African Republic	Kenya	Comoros	Namibia
Morocco	Guinea Bissau	Ghana	Chad	Rwanda	Mauritius	South Africa
Sudan	Liberia	Mali	Congo, Dem. Rep	South Sudan	Mayotte	Swaziland
Tunisia	Mauritania	Niger	Congo, Rep	Uganda	Reunion	
Western Sahara	Saint Helena	Nigeria	Equatorial Guinea	Malawi	Djibouti	
	Senegal	Togo	Gabon	Tanzania	Somalia	
	Sierra Leone		Sao Tome & Prinipe	Zambia	Madagascar	
				Zimbabwe	Mozambique	

3.8 Qualifications Review Committee

Review of Responses will be by a committee formed by DIAL and may include employees and contractors of the United Nations Foundation.

3.9 Evaluation Process

DIAL will review all written proposals and may request a phone or in-person interview and/or updated submission to address questions or provide clarification. Responses not meeting all mandatory criteria will be rejected without further consideration. Responses that do meet all the mandatory criteria will then be assessed and scored against the desirable criteria. Responses not meeting a minimum score in a category will not be considered further. Qualified Respondents will be contacted and notified by email. The evaluation committee will use the following criteria to evaluate candidates' response.

The selection decision will be based on the following criteria:

Criteria	Score (1-5)
1. Research Approach	
Detailed description of proposed deliverables is efficient will provide sufficiently comprehensive results	
2. Structure of Deliverables	
The proposed deliverables are well structured and will provide sufficient information for carrying the program to the next implementation phase	
3. Subject Matter Expertise (Past Performance)	

Criteria	Score (1-5)
Solid understanding of underlying market drivers for mobile services and value-added services	
Experience in developing demand and market sizing models	
Experience in working in the telecommunication field, particularly in emerging markets	
Experience working in the field of global development	
4. Project Management	
Demonstrated understanding of their proposed scope of work	
Achievable action plan that will deliver the project on time and on budget	
Effective staffing and/or team structure	
Thoughtful risk identification and mitigation strategies	
Delivery time within strict timelines or defined parameters	
5. Capabilities and Experience	
Demonstrated firm experience with similar projects	
Team members with demonstrated skills and experience with similar projects and activities	
A network of experts and potential partners who can be called upon for opinions and feedback on the program design	
Appropriate access to resources and knowledge centers	
Experience working with emerging markets and the field of global development	
Track record and working knowledge of region(s) or country(ies)	
Working knowledge of services and works of aggregators, digital service providers and mobile network operators	
6. Value	
The proposed pricing is within budget	
The proposed pricing demonstrates a competitive price and good value for the money	

3.10 Budget

Subject to the satisfactory completion of the Services, DIAL shall pay the selected Contractor(s) up to **US \$900 (United States Dollars Nine Hundred Dollars) per Country**. The Bidder is required to prepare a detailed itemized budget in submitting their proposal, including consultancy fees, administrative support charges, with unit cost and the number of hours/days proposed to be devoted to the project. This maximum amount payable per country to the selected Contractor is comprised of Contractor Fee, Travel Expenses and any other expenses accrued by the Contractor for this project.

3.11 Acceptance of Responses

This RFQ is not an agreement to purchase services. DIAL is not bound to enter into a Contract with any Qualified Respondent. Responses will be assessed in-light of the qualification review

criteria. DIAL will be under no obligation to receive further information, whether written or oral, from any Respondent.

3.12 Request for Quotation

It is anticipated that a contract will be issued to all Qualified Respondents within 2 months.

3.13 Definition of Contract

Notice via email to a Respondent that it has been identified as a Qualified Respondent will not constitute a Contract nor give the Respondent any legal or equitable rights or privileges relative to the service requirements set out in this RFQ or in any subsequent RFQ. Only if a Qualified Respondent and DIAL enter into a subsequent full written Contract, as a result of an RFQ, will a Respondent acquire any legal or equitable rights or privileges.

3.14 Receipt Confirmation

Respondents are advised to email Receipt and Participation Confirmation of this RFQ. All subsequent information regarding this RFQ, including changes made to this document, will be directed to Respondents who email Receipt and Participation Confirmation. Subsequent information will be distributed by email.

Appendix 1

Regions:

<u>North Africa</u>	<u>West Africa 1</u>	<u>West Africa 2</u>	<u>Central Africa</u>	<u>East Africa 1</u>	<u>East Africa 2</u>	<u>South Africa</u>
Algeria	Cabo Verde	Benin	Angola	Burundi	Eritrea	Botswana
Egypt	Gambia	Burkina Faso	Cameroon	Ethiopia	Seychelles	Lesotho
Libya	Guinea	Ivory Coast	Central African Republic	Kenya	Comoros	Namibia
Morocco	Guinea Bissau	Ghana	Chad	Rwanda	Mauritius	South Africa
Sudan	Liberia	Mali	Congo, Dem. Rep	South Sudan	Mayotte	Swaziland
Tunisia	Mauritania	Niger	Congo, Rep	Uganda	Reunion	
Western Sahara	Saint Helena	Nigeria	Equatorial Guinea	Malawi	Djibouti	
	Senegal	Togo	Gabon	Tanzania	Somalia	
	Sierra Leone		Sao Tome & Prinipe	Zambia	Madagascar	
				Zimbabwe	Mozambique	

Appendix 2

RFQ Response Template

RFQ Response Template					
General Information					
Company Name and Address:					
Company Overview		Please provide your company profile which includes: <ul style="list-style-type: none"> - Number of Employees (technical, operations etc.) - Country presence (Head Office, local offices, contacts) - Products and Services offered - Knowledge / Experience with the Development Sector 			
Service Offering		NOTE: Identify per country per MNO and integration type: Direct MNO Integration: no brackets e.g. Orange, Safaricom Indirect MNO Integration: MNO in brackets e.g. (Airtel), (Glo)			
Core Services	Country 1 e.g. Kenya	Country 2 e.g. Malawi	Country...	Average Cost (USD \$)	Remarks
SMS					
One Way (MT)	MNO1(I) e.g. (Safaricom), Airtel, Telkom	(MNO1), MNO2, MNO3 e.g. Airtel, (TNM)	(MNO1), (MNO2), MNO3		
Two Way (MT & MO)					
Bulk SMS					
Delivery Reports (MT & MO)					
Sender ID Configuration / Number Masking					
Standard Billing					
Premium Billing					
Zero Rating					
Reverse Billing					
Dedicated Short Code Provisioning					
Shared Short Code: Keyword Provisioning					
Long Code Provisioning					
SMS SPAM Filter					
Automated regulatory compliance					
Traffic / Capacity / Bandwidth (Transaction Per Second)					

RFQ Response Template					
USSD					
One Way (MT)					
Two Way (MT & MO)					
Session Reports					
Standard Billing					
Premium Billing					
Zero Rating					
Reverse Billing					
Hosted Menu					
Short Code Provisioning					
Traffic / Capacity / Bandwidth (sessions)					
VOICE					
Interactive Voice Response (IVR)					
Leased Lines					
VoIP					
Premium Billing					
Zero Rating					
Reverse Billing					
Hosted IVR Menu					
Short Code Provisioning					
Long Code Provisioning					
Reporting					
Traffic / Capacity / Bandwidth					
Airtime					
Transfer to Subscriber(s)					
Transfer to Business					
Balance Check					
Delivery Notification					
Reporting					
Mobile Internet					
URL / IP Configuration for specialized billing					
Standard Billing					
Zero Rating					
Reverse Billing					
Private APN Provisioning					
Mobile Money					
Business to Subscriber(s)					
Subscriber(s) to Business					

RFQ Response Template					
Bulk Transfer					
Balance Check					
Delivery Notification					
Reporting					
Over-The-Top Services					
WhatsApp					
Facebook Messenger					
Media Streaming					
User Interface					
Graphical User Interface					
Customized User Creation					
Operations & Monitoring					
Alarm Support					SMS, EMAIL
Consolidated Reports (Balance, Delivery, Fail, Success)					Reports: SMS, USSD, IVR, Mobile Data
Automated real-time alerts					SMS, EMAIL
Configure & Monitor Message length					
Threshold Monitoring					Available Messages, Minutes, MB
SPAM Control					Filtering, Block List, Do-not-Disturb List
Hosted Services					
Content Management					
Subscription Management					
Campaign Management					
Portal Management					
Recommendation Engine					
Advertisement Platform					
Analytics and Reporting					
Service Level Commitment					
Reliability % (Uptime, SMS Delivery, Voice)					
High Availability					
Redundancy					
Support (Customer Care)					
Security Policies					
Data Integrity					
Connectivity Options					

RFQ Response Template					
SMPP					
HTTP					
HTTPS					
XML / RPC					
XML / HTTP					
FTP					
GUI / Self Service					
Data Integrity					
VPN					
Other API support (SOAP, XML RPC, REST)					

Glossary of Terms

Term	Definition	Example
Mobile Network Operator (MNO)	Is an organization that provides wireless communications services	Verizon, Telus, MTN, Vodafone, Vodacom
Mobile Aggregator	Is an organization that integrates with various MNOs, providing access to MNO communication services through their aggregation application.	Cellulant, Twilio, Nexmo, InfoBip, Africa's Talking, Synq Africa
Digital Service Provider (DSP)	Is an organization that either integrates with various MNOs or integrates with a mobile aggregator to provide access to MNO communication services. DSPs along with aggregation services provide value added services such as content delivery, conducting surveys, setting up hotlines through the various communication services.	Praekelt, EngageSpark, TolaData, Mobile Accord, Souktel, Viamo

Mobile Capabilities	Description
SMS	A text messaging service (Short Message Service) used to communicated with Subscribers or Applications
SMS One Way (to Subscriber)	Text Message sent by an application to a Subscribers mobile device e.g. Bulk SMS is a popular product offered by Service Providers.
SMS Two Way	Interactive text messaging services, initiated by a Subscriber or Application and optional to respond to e.g. services such as mAgri services.
SMS Delivery Reports	Detailed report for successful and unsuccessful delivery and receipt of text messages.
	Aggregator: Notification of SMS delivery receipt to Aggregator from the Application and / or Aggregator to the Operator ONLY. Operator: Notification of SMS delivery receipt to Subscriber from the Operator ONLY.
SMS Zero Rating	The service is configured as non-chargeable i.e. text messages sent or received are not billed.
SMS Reverse Billing	The service is configured where by the Digital Service Provider is billed for both sending and receiving text messages.
Host Flows	An intelligent automated interactive text messaging service between a Subscriber and an Application, which is normally hosted by a Digital Service Provider
Message Counter	A text message length "calculator" that informs a user if they have exceeded 160 Latin or 70 non-Latin characters
Automatic Character Substitution	An automated solution that identifies and replaces special characters such as ^, {, }, \, [,], ~, "" and €
Maximum Spend Limits	An automated solution where a user can define a threshold on spend amount for messaging services e.g. fix the spend for a messaging service to \$100 regardless the number of SMS sent.
Send re-attempt	A feature which queues and schedules undelivered text messages for a delivery retry

SMS Sender ID	Short / Long Code associated by an Alphanumeric ID. Useful for adding credibility to a message e.g. signalling that a message originates from an organization (e.g. the telco) or a ministry (e.g. Ministry of Health).
Mobile Originated (MO)	MO messages are initiated by a Subscriber or Application which are delivered to Subscribers or Application
Mobile Terminated (MT)	MT messages are messages that have been delivered to a Subscriber or Application
USSD	<i>The Unstructured Supplementary Service Data (USSD) is a protocol primarily used to delivery text messages to Subscribers or Applications within a defined USSD Session (refer USSD Session Reports)</i>
USSD One Way (to Subscriber)	Network Initiated: Mobile Network Operator initiated USSD Session to inform the Subscriber of services, warning or updates.
	Service Provider Initiated: Digital Service Provider initiated USSD Session to inform the Subscriber of services, warning or updates.
	Typically, USSD Flash Messages cannot be saved to the device.
USSD Two Way	Interactive USSD session initiated by a Subscriber using their mobile device by dialling a USSD short code e.g. *123#, or initiated by an Application for Subscriber feedback
USSD Session Reports	USSD interactions are defined in session lasting from 60 seconds to 180 seconds. A USSD session report maintains data of successfully and unsuccessfully initiated USSD sessions of subscribers and or applications.
USSD Zero Rating	The service is configured as non-chargeable i.e. USSD sessions are not billed.
USSD Reverse Billing	The service is configured where by the Digital Service Provider is billed for the USSD session.
Hosted Flows	An intelligent automated interactive USSD service between a Subscriber and an Application or vice versa, which is hosted by either the Digital Service Provider or Mobile Network Operator
Voice	A Mobile Telephone Service used as a communication where Voice is the medium.
Inbound Calling (IVR)	Normally, a subscriber-initiated call to an Interactive Voice Response (IVR) platform which routes calls to an Individual or an intelligent automated voice service e.g. customer care.
Outbound Dialling	A B2C initiated call to Subscribers.
Call Queue / Forwarding	An automated service where inbound calls are kept either put on hold till e.g. A customer care agent is available or redirected to a service a Subscriber requires
Call Detail Record	This is data detailing Subscribers network usage related to calls, text messages, data usage etc
Zero Rating	The IVR service is configured as non-chargeable i.e. voice calls are not billable.
Reverse Billing	The service is configured where by the Digital Service Provider is billed for the call e.g. Toll Free or Collect Call.

Hosted Flows	An intelligent automated interactive voice service between a Subscriber and an Application or vice versa, which is hosted by either the Digital Service Provider or Mobile Network Operator
Provisioning	This is an activity carried out by, primarily, the Mobile Network Operator with some input from Digital Service Providers to configure network services / channels for specialized projects e.g. configuration of reverse / zero billing for text messaging services.
Dedicated Short Codes	Is a 5 to 6-digit number acquired and solely owned by a specific organization to address SMS traffic to Subscribers or Applications
Share Short Codes	Is a 5 to 6-digit number acquired and owned by an Aggregator to address SMS traffic to Subscribers or Applications for multiple organizations
Standard Short Code	Is a 5 to 6 digit randomly generated non-sequential number to address SMS traffic to Subscribers or Applications
Premium Short Code	Is a 5 to 6-digit sequential number requested by an Organization e.g. 435763 which spells "HELPME"