



## "Request for Proposal for Implementation & Maintenance of Bulk Mailing Solution

[Ref: LIC/CO/IT-BPR/BMS/RFP/2023-24 Dated 26/10/2023]"

### CLARIFICATIONS TO PRE-BID QUERIES

#	RFP Document Reference(s)	Page No.	RFP Clause	Query from bidder	Response from LIC
1	5.2.1 (x)	71	The service provider should provide API based integration of Email service that can embed into LIC existing software application. Emails generated from LIC applications are Transactional and Promotional in nature which is sent to intended recipients only. The Bidder needs to provide portal which should have the facility to send manual emails by uploading the data.	Daily and monthly volume of both promotional (PROMO) and transactional (TRANS) emails. - How often will LIC use the portal to send manual emails, and what's the expected data volume for each upload?	Estimated percentage shall be as follows: Transactional Mails - 35% Promotional Mails - 55% OTP Mails- 10%
2	5.2	71	LIC reserves the right to carry out the PoC during the technical evaluation for assessing the suitability of the provided solution in its context	Clarify if the POC is part of the tender evaluation process or if LIC will conduct it with the selected vendor. - What are the specific expectations and deliverables during the POC?	POC is required for checking the dashboard functionality, user creation with different access levels with test campaign and statistics on Bidder's platform through internet.
3	5.2.10 (ii)	78	Reports and Analysis : Options should be given to download all the Reports in CSV format with all details	Determine the total archives required for log data. - Specify how much data needs to be available on the portal for report downloads.	Retention of transactional logs shall be for a period of 6 months, <b>with forensic readiness</b> , after which it can be purged after sharing the data with LIC.
4	Annexure-XI	117	2. Payment shall be made to the successful bidder/s on the actual no. of mails delivered successfully, as per unit MAIL cost calculated on pro-rata basis (L1 Price / 50,00,00,000).	Email Billing and Delivery: - Confirm that email billing will be based on submission and that email delivery depends on the database.	Billing will be based on submission and not on delivery of emails.
5	5.2.7 (v)	77	Sending attachments.	Provide the expected attachment size for emails	Please be guided by the RFP document.
6	5.2.1 (xi) & Annexure(X)	72 108	xi. Bidder will be responsible for providing software including OS for on-premises relay server including applicable licenses and related ancillary components. On-premises Hardware, software, Webserver, sufficient storage and any other software required will be provided by bidder and integration of this hardware into the entire solution and SIEM integration of the solution will be under bidder's scope.	Procurement of Hardware and Software: - Clarify whether the bidder is responsible for procuring hardware and software, or if LIC will handle this. - If the bidder is responsible, specify whether the cost should be included in the commercial line items.	Please refer Pg 72 Point 5.2.1 (xi) of the RFP for procurement of hardware and software. The indicative cost for Mail solution mentioned in Annexure-XI includes all the deliverables and scope of work mentioned in the RFP (including Hardware and Software). Bidder should take into consideration that LIC has MySQL and RHEL server licenses (Enterprise level) which can be used in the the proposed solution, if required.

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7	2.1	13	The bidder needs to provide middleware including software and all licences which will be placed at LIC datacentre and will function as a middleware between LIC users and service provider. The bidder needs to perform CA-VA and hardening of the hardware.	LIC needs one SMTP middleware which will receive the email from the LIC server and this will relay the email to our MTA and from our MTA it will deliver to recipient servers. LIC needs an onprim application also which they will use to send the emails and all the reporting capabilities we need to build over there.	The middleware will act as a relay to bidder's MTA server(s)/Gateway(s) using secure communication channels. Dashboard and logs are desirable, though not not mandatory, in the middleware setup. Dashboard should be on secure https which will be accessed at bidder's portal on cloud/Vendor Infra and should have complete visibility on user-wise, date-wise, month-wise, campaign-wise and receipt-wise statistics. There should be provision to prioritize OTP messages on the middleware.
8	Generic		Submission	Submission is on online or any thing needs to submit Offline as well. Please let us know the offline submission documents	Please be guided by the RFP document.
9	Annexure-XV	122	Tender Value	Please let us know the tender value as annexure 15 asked to get the certified	Make in India certificate to be submitted on company's letterhead signed by Authorised Signatory.
10	5.2.1 (i)	71	The proposed hybrid model will have relay server on premise middleware and Delivery server can be on Cloud/Vendor Infra.	1) Please share Daily/weekly/monthly email traffic details	Please refer to response given to Point No.1
11	5.2.1 (ii)	71	Proposed solution should be in OPEX model.	2) 5L/hr TPS for all email solutions panel/API/SMTP or needed individual product wise 5L/hr TPS capacity.	5 lakhs mails per hour is applicable at the MTA of the bidder.
12	5.2.1 (iii)	72	Should have a setup of multiple Data Centers - Disaster Recovery and Business Continuity Plan. The system should be able to handle the disaster situation. The DR site should be active in case of failure of mail site.	3(What will be promotional and transactional email traffic bifurcation daily/weekly/monthly.	Please refer to response given to Point No.1
13	5.2.1 (iv)	72	Bidders need to ensure requisite hardware as per sizing to match the broadcast volume of LIC. The Mass email service should be available 24 x 7 without any down time. Bidder need to facilitate multiple public IPs to address broadcasting. Any service/patch Upgradation to be performed in non-working hours.	4) What will be everage email attachment size for panel/API/SMTP solution?	Please be guided by the RFP document.
14	5.2.1 (v)	72	The proposed solution must support email sending through API in addition toSMTP/SMTPTS relay. The consumption of API by each application must be secured with a unique key/password.	5) What are the time sensitive email categories i.e OTP, also what is the maximum delivery time for such emails?	Please be guided by the RFP document.

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15	5.2.1 (xi)	72	Bidder will be responsible for providing software including OS for on-premises relay server including applicable licenses and related ancillary components. On-premises Hardware, software, Webserver, sufficient storage and any other software required will be provided by bidder and integration of this hardware into the entire solution and SIEM integration of the solution will be under bidder's scope.	9) On-premise hardware should be owned by Vendor? (5.2.1)	Bidder will be responsible for providing software including OS for on-premises relay server including applicable licenses and related ancillary components. <b>On-premises Hardware, software, Webserver, sufficient storage and any other software required will be provided by bidder</b> and integration of this hardware into the entire solution and SIEM integration of the solution will be under bidder's scope.
16	5.2.1 (xv)	72	Intelligent spam manager, know spam score based on various parameters.	6) Please explain more about spam manager?	Some key roles of Spam Manager are (a) Develop and implement spam prevention policies and procedures. (b) Monitor and analyze email campaigns for signs of spam; (c) Stay up-to-date on the latest anti-spam laws and regulations; (d) managing blacklists and whitelists, developing and maintaining email templates; and (e) Spam Score Analysis: Spam Manager should provide spam score based on various factors such as the use of certain keywords, formatting issues, or suspicious elements.
17	5.2.1 (xvi)	72	Capable to send multiple mails in single XML hit.	10) What is a requirement of XML single hit for campaign	Same text sent to multiple users eg. Cc, bcc
18	5.2.1 (xvii)	72	Email server should take daily scheduled back up.	7) What types of backups needs to schedule and what will be the backup retention period?	Please refer to response given to Point No.3
19	5.2.1 (xx)	73	The proposed solution must support SIEM integration.	8) LIC will integrate their own SIEM or vendor SIEM will be suffice?	The on-prem middleware solution shall be required to be integrated with LIC SIEM.
20	5.2	71	The vendor shall also provide a web portal to LIC to check the status of emails. The Bidder should also provide deep rich analytics dashboard for Email status and reports. AI capability also needed by LIC for proper engagement of Emails and increasing the opens and clicks.	What are the expectations with AI enabled algorithms?	AI enabled algorithms refers to data analytics and no reference to AI capabilities.
21	5.2.2 (ix)	73	Scheduling of Emails, high Volume Rapid Sending, Large pools of IPs, Queue Management, auto de-dupe before sending, Test before Sending, Call back request, Send Reminders, send statements/Points.	1. "How long system needs to store the logs? 2. Please elaborate the rate limiting functionality required for same subject and same recipient like checks?	Please refer to response given to Point No.3

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22	5.2.3 (xv)	75	The support and services required for design and creating content/body of the transactional mail is the responsibility of the bidder. The content/body of the transactional mail may have images which may change time to time.	1. Is managed services required for design and htmlisation of the email body? (5.2.3)	RFP is modified. Please refer to Corrigendum-I dated : 15/11/2023
23	5.2.1	72	The proposed solution should have internet-based web interface and internal web interface which should have AD based authentication and no local user authentication and should have capability of delivering minimum 50 Lakhs Email per day for the entire contract period of 5 years.	1)AD to be integrated for user /application and with which solution Promotional Bulk Mails Or Transactional Bulk Mails ? 2) If solution is completely Cloud based how would LIC wish to have AD integration? 3)Kindly share across the current setup details ? 4)Sending domain names? 5) Whether LIC want promotional Bulk Mail over cloud or in premise deployment. Or BOTH ? 6) In our opinion, LIC wants SMTP relay for triggered Mails and Bulk Emails would go from Web based Cloud Platform	RFP is modified. Please refer to Corrigendum-I dated: 15/11/2023
24	5.2.1	72	Bidder will be responsible for providing software including OS for on-premises relay server including applicable licenses and related ancillary components. On-premises Hardware, software, Webserver, sufficient storage and any other software required will be provided by bidder and integration of this hardware into the entire solution and SIEM integration of the solution will be under bidder's scope.	We expect LIC to supply infra / Hardware & required OS for the same.	RFP condition stands.
25	5.2.1	72	The proposed solution must support SIEM integration.	Elaborate on the same	The solution shall be required to be integrated with LIC SIEM.
26	5.2.1	72	Details for hourly Transactional Email Traffic for API, SMTP/SMTPS relay	This are required mandatory for hardware suggestion	Please refer to response given to Point No.1
27	5.2.1	72	Email server should take daily scheduled back up.	1)Does LIC need email server? If yes what it will be it usage. 2) What is expected from daily scheduled back up	RFP is modified. Please refer to Corrigendum-I dated: 15/11/2023
28	5.2.1 (xiv)	72	Proposed solution should support hassle free delivery of 5,00,000 mails / hour.	Share across the break for the same	Please refer to response given to Point No.1

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29	5.2.1 (xxi)	73	The proposed solution shall be integrated with all existing setup and new infrastructure /Assets/ applications of LIC. The necessary integration by the way of API or any other manner to be performed by vendor without any additional cost. The required APIs/any other mode to be developed by the bidder, there after deployed and integrated with LIC's setup without any additional cost to LIC during the contract of 5 years.	Please let us know the number of application and SOW and use cases.	API details has to be shared by the bidder which will be integrated by LIC team. The bidder shall facilitate the integration.
30	2.1	13	The bidder needs to perform CA-VA and hardening of the hardware	This is to be perform by LIC as per LIC duration, policy and parameters. Partner can help in patching if any VA found.	CA-VA on the on-prem middleware will be conducted by LIC and the vendor shall be responsible patching.
31	5.2.2 (vi)	73	Automation Email with Journeys and flows feature for event based or trigger based	Elaborate on the same	User, campaign, type of mails, relay type, end point delivery report- Data Analytics to be provided
32	7	83	Penalties for delay in delivery	Email delivery is subjected to the sender reputation(IP/Domain) , mailer size, ISP acceptance rate etc.	RFP condition stands.

15-11-2023

Executive Director (IT/SD; BPR / InsureTech)