



**REQUEST FOR PROPOSAL SUPPLY, IMPLEMENTATION AND SUPPORT OF A
VERIFICATION SYSTEM**

RFP No: MGL/ICT/VS/2025

VENDOR'S NAME:

Table of Contents

1) CORPORATE OVERVIEW	3
2) INVITATION TO TENDER	3
3) TENDERING INSTRUCTIONS.....	3
4) PRE-QUALIFICATION INFORMATION	4
5) TECHINICAL PROPOSAL	5
6) TECHNICAL PROPOSAL SUBMISSION FORM	6
7) FINANCIAL PROPOSAL & EVALUATION	7
8) FINANCIAL PROPOSAL SUBMISSION FORM.....	8
9) FINANCIAL PROPOSAL	9
10) BUSINESS QUESTIONNAIRE	9
11) SWORN STATEMENT (MANDATORY)	14
12) TECHNICAL REQUIREMENTS FOR A SCALABLE, FLEXIBLE VERIFICATION SYSTEM	15

1) CORPORATE OVERVIEW

Madison Group is a leading Kenyan-owned financial services company, offering life and general insurance as well as investment management through its three subsidiaries—Madison Life Assurance, Madison General Insurance and Madison Investment Managers. With a national presence of 27 branches organized under four regional offices, the Group provides tailored financial solutions under its motto "*Life Without Worry.*"

Headquartered in Nairobi, Madison has shown consistent growth, managing over KES 10 billion in investment funds and engaging in innovative community projects such as affordable housing and professional indemnity for healthcare workers. Its commitment lies in delivering accessible, reliable insurance and wealth management services to secure clients' financial futures.

2) INVITATION TO TENDER

Madison Group invites qualified vendors to submit proposals for supplying, implementing, and supporting a comprehensive biometric-based Verification System to ensure annuity payouts are made exclusively to living policyholders, thus minimizing risks of erroneous payments.

The vendor shall provide the following:

- Biometric Enrolment Module (Fingerprint and Facial Recognition).
- Monthly Remote Verification Workflow.
- Automated Notification System (SMS/Email).
- Verification Dashboard with Anomaly Detection.
- Comprehensive Audit Trail.
- Contract Addendum Management Interface.
- Secure Cloud-based Deployment (AWS, Azure, or Google Cloud).
- Integration APIs with existing core insurance systems, notification gateways, and optional identity verification services.
- Scalability to include other insurance verification processes.

3) TENDERING INSTRUCTIONS

3.1. Eligibility

The RFP is open to registered Kenyan and international companies with valid business licenses and either KRA tax compliance or an equivalent from their respective jurisdictions.

3.2. Submission of Tender Documents

Completed tender documents should be sent via email to the email address procurement@madison.co.ke not later than 04th August 2025.

Submission of bids shall be in two password protected pdf documents clearly named:

- **MGL/ICT/VS/2025– Technical Proposal**
- **MGL/ICT/VS/2025– Financial Proposal**

The bids should be addressed to:

**The Group Procurement
Madison Group Limited,
Madison House, Upper Hill Close
P.O Box 41163-00100,
NAIROBI, KENYA.**

Tel No: +254 20 2864000, +254 70 9922000

3.3. Clarifications

Prospective bidders can request for clarifications by sending an email to the Procurement Office, procurement@madison.co.ke. The Procurement office will respond in writing to requests for clarification received not later than five (5) days prior to the deadline for the submission of tenders.

3.4. Additional Information

The Company reserves the right to request submission of additional information from prospective bidders.

3.5. Withdrawal of Tender

The Company may at any time terminate this procurement process before the award of contract and shall not be liable to any person for the termination.

3.6. Tender Currencies

Prices shall be quoted in Kenya Shillings / USD.

4) PRE-QUALIFICATION INFORMATION

Attached to this document is a questionnaire (No. 7) to be completed by prospective bidders. The bidders must ensure that they provide documentation to support the information provided in the questionnaire. In addition to the questionnaire bidders will be required to provide information to satisfy the requirements set out from 5.1, 5.2, 5.3 and 5.4 below. Please note that incomplete tender documents will not be considered. All the documents that form part of the proposal must be completed in English.

It is understood and agreed that the tender documents for prospective bidders are to be used by the Company in determining, according to its sole judgement and discretion, the qualifications of prospective bidders to carry out the project.

Bidders will not be considered qualified unless in the judgment of the Company they are authorized, have the capability, experience, qualified personnel and working capital sufficient to satisfactorily execute the project.

4.1 Experience

Bidders must have at least five (5) years' experience in carrying out a similar task. They must demonstrate competence, willingness and capacity to provide the service within reasonable timelines.

Past performance will be given due consideration in the evaluation. Bidders must provide proof of having **successfully carried** out similar projects over the last two (2) years, preferably in the insurance and banking sector. The proof should be in the form of documented and verifiable references, extract of contracts and purchase orders/service orders.

4.2 Personnel

The bidders must provide the names, qualifications and experience and detailed CVs of the key personnel to execute the actual implementation. Bidders must provide a written undertaking that staff proposed for the work will be present for the whole project duration.

4.3 Financial Condition

Bidders must provide evidence of financial ability to execute the project. The vendor's financial condition will be evaluated using the audited financial statements for the last two years.

5) TECHNICAL PROPOSAL

The bidders must ensure that they provide documentation to support the information required in the technical evaluation. Please note that incomplete tender applications will not be considered. All the documents that form part of the proposal must be completed in English.

It is understood and agreed that the tender applications for prospective bidders are to be used by the Company in determining, according to its sole judgment and discretion, the qualifications of prospective bidders to carry out the project.

Bidders will not be considered qualified unless in the judgment of the Company they are authorized, have the capability, experience, qualified personnel, and working capital sufficient to satisfactorily execute the project.

Points awarded for the evaluation of Full Technical Proposals are as below:

Ref	Evaluation Criteria	Points
1	<p>Mandatory Documents (10 Marks)</p> <ul style="list-style-type: none">i. Certificate of Registration/Incorporation.ii. Valid and certified copy of Business permit/ relevant business licencesiii. Current CR12 issued by the Registrar of Companies (Not older than 6 months)iv. Tax compliance certificatev. VAT & PIN Certificatesvi. Current partner/reseller authorization certifications and compliance documentationvii. Filled Confidential Business Questionnaire Formviii. Duly filled, signed & stamped Sworn Statementix. Technical Submission Formx. Financial Submission Form <p>Please note that failure to submit some of the above documents could lead to disqualification of your bid.</p>	10
2	<p>Key Personnel</p> <ul style="list-style-type: none">i. Provide current CVs of a minimum of 3 key staff members who will be engaged in the assignment highlighting role in the Company, number of years of experience and number of years with the company (3 marks).ii. Provide copies of academic/professional certifications of the key staff members above. Bachelor's degree in a related qualification, project management, certification on the proposed platform and relevant	 3 3

	information security certifications should be included as well. (3 marks)	
3	<p>Past/present Clients Bidders must submit documentary evidence demonstrating successful execution of similar projects within the last five (5) years, preferably within the insurance and banking sectors.</p> <p>Each submission should include:</p> <ul style="list-style-type: none"> • At least four (4) client testimonials, reference letters or project completion certificates. • Supporting documentation clearly indicating the value of each project, such as Local Service Orders (LSOs), contracts, or equivalent documents. • Completed details of each client as per Section B of this document. <p>Each qualifying client reference will be awarded 4 marks, up to a maximum of 16 marks.</p>	16
4	<p>Documentation and a sample Service Level Agreement (3 marks each) Highlight:</p> <ul style="list-style-type: none"> • Support contacts • Turnaround times • Escalation matrix 	9
5	<p>Terms of Reference Verification system Terms of Reference (Duly filled with the required responses)</p>	50
6	<p>Project Management Approach (5 marks)</p> <ol style="list-style-type: none"> Provide a detailed methodology in regard to the requirements Provide a work plan indicating the timelines for the engagement <p>Business Impact & ROI (4 Marks) Indicate how your solution will contribute to the following</p> <ol style="list-style-type: none"> Value addition to business decision-making Reduction in data retrieval and processing time Cost-effectiveness and resource optimization 	<p>5</p> <p>4</p>
	TOTAL TECHNICAL SCORE	100
	FINANCIAL PROPOSAL	30

The minimum technical score required to qualify for the Financial Proposal Evaluation is **70 Points**.

The Financial Proposal for bidders whose technical scores are less than 70 points will be rejected.

6) TECHNICAL PROPOSAL SUBMISSION FORM

[_____ Date_____

To: _____ [Name and address of Client)

Ladies/Gentlemen:

We, the undersigned, offer to provide **the design, implementation and support of a**

Verification System for _____ accordance with your Request for

Proposal dated _____[Date] and our Proposal. We are hereby submitting our

Proposal, which includes this Technical Proposal, [and a Financial Proposal].

We understand you are not bound to accept any Proposal that you receive.

We remain,

Yours sincerely,

_____ [Authorized Signature]:

_____ [Name and Title of Signatory]

_____ [Name of Firm]

_____ [Address)

7) FINANCIAL PROPOSAL & EVALUATION

Bidders shall provide a detailed price schedule as guided in the table below. In addition to the price schedule, bidders will be required to provide evidence of financial ability to execute the project including audited financial statements for the last three years.

Financial Proposal Evaluation (Weight 30%): The Evaluation Committee will determine whether the Financial Proposal has included all pricing components as per the tender document and evidence of financial capacity. Failure to provide the information requested may result in the rejection of the bid as non-responsive. Financial bids shall be compared for the complete scope of work as per the Price Proposal Schedule, inclusive of all taxes and duties.

Summary of Costs:

Costs	Amount (KES)
Provision of the supply, implementation and support of a verification system for Madison Life Assurance Kenya Limited as per the terms of reference	

Implementation Services	
A breakdown of training costs on the platform (Where applicable)	
A breakdown of certification costs on the platform (Where applicable)	
Taxes	
Total Costs in KES	

Recurrent Costs from 2nd year onwards	Amount (KES)
Annual Maintenance Costs – AMC	
Support and Service Level Agreement (SLA)	
Taxes	
Total Costs in KES from 2nd year onwards	

Overall Ranking:

The combined result of the technical and financial proposals will determine the final, overall ranking. The company is not bound to award the tender to the highest-ranked bidder.

8) FINANCIAL PROPOSAL SUBMISSION FORM

_____ [Date]

To: _____

[Name and address of Client]

Ladies/Gentlemen:

We, the undersigned, offer to provide a scalable, flexible Verification System for
 (_____) in accordance with your Request for Proposal
 dated (_____) [Date] and our Proposal. Our attached Financial
 Proposal is for the sum of

(_____)

[Amount in words and figures] inclusive of the taxes.

We remain,

Yours sincerely,

_____ [Authorized Signature]

_____ [Name and Title of Signatory]

_____ [Name of Firm]

_____ [Address]

9) FINANCIAL PROPOSAL

Bidders must provide a financial proposal separate from the technical proposal.

10) BUSINESS QUESTIONNAIRE

A. COMPANY INFORMATION

Company Name: _____

As per certificate of incorporation

Trading Name: _____

If different from company name

Date of incorporation: _____

Nature of Business: _____

Physical Location: _____

House: _____ Street/Road: _____

Postal Address: _____ Post Code: _____

City/Town: _____

KRA PIN: _____ Tax Compliance Status: _____

No. of Staff: _____ Permanent: _____ Casual/Temporary: _____

Key Partnerships/Certifications

(i) _____ (iv) _____

(ii) _____ (v) _____

(iii) _____ (iv) _____

(Attach all relevant business licences, current partner / reseller authorisation certifications and compliance documentation)

B. DIRECTORS AND SHAREHOLDING

Attach current CR12 (Not older than 6 months)

C. KEY PERSONELL

1. Name: _____
Academic Qualifications: _____
Professional Qualifications: _____
Role in the Company _____
No. of years of experience: _____

No. of years with company: _____
(Attach current CV and copies of Certifications)

2. Name: _____
Academic Qualifications: _____
Professional Qualifications: _____
Role in the Company _____
No. of years of experience: _____

No. of years with company: _____
(Attach current CV and copies of Certifications)

3. Name: _____
Academic Qualifications: _____
Professional Qualifications: _____
Role in the Company _____
No. of years of experience: _____

No. of years with company: _____
(Attach current CV and copies of Certifications)

4. Name: _____
Academic Qualifications: _____
Professional Qualifications: _____
Role in the Company _____
No. of years of experience: _____

No. of years with company: _____
(Attach current CV and copies of Certifications)

D. PAST/PRESENT CLIENTS

1. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with client, testimonials/references)

2. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with client, testimonials/references)

3. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with client, testimonials/references)

4. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with client, testimonials/references)

11) SWORN STATEMENT (MANDATORY)

Having studied the information in the document for the above project we/I hereby state:

- a. The information furnished in our application is accurate to the best of our knowledge.
- b. That I/We understand that I/We shall be disqualified should the information submitted here for purpose of seeking qualification be materially inaccurate or materially incomplete.
- c. We enclose all the required documents and information required for the RFP evaluations.

Company Name

Represented by

Date

Signature

(Full name and designation of the person signing and stamp or seal)

12) TECHNICAL REQUIREMENTS FOR A SCALABLE, FLEXIBLE VERIFICATION SYSTEM

1. Business Requirements

The primary objective of the proposed Verification System is to ensure that Annuity payouts are made only to living policyholders, thereby reducing the risk of fraudulent or erroneous payments. The system aims to:

- Replace the current manual, annual verification process with a more efficient, biometric-based monthly verification.
- Extend verification to include clients within the guaranteed period, with appropriate contractual adjustments.
- Improve the customer experience by reducing the need for physical visits to branches.
- Enhance operational efficiency and reduce administrative overhead.
- Provide a scalable platform that can be extended to other benefits and claims verification processes.

2. Key Functional and Technical Requirements

Functional Requirements

- Biometric Enrollment Module: Capture and store annuitants' biometric data (e.g., fingerprint, facial recognition).
- Monthly Verification Workflow: Enable clients to verify their existence remotely using biometric authentication.
- Notification System: Automated reminders via SMS/email for monthly verification.
- Verification Dashboard: For internal staff to monitor verification status and flag anomalies.
- Audit Trail: Maintain logs of all verification attempts and outcomes.
- Contract Addendum Management: Interface for underwriters to manage and track addendum agreements.

Technical Requirements

- Biometric Integration: Support for biometric devices and mobile biometric SDKs.
- Secure Data Storage: Encrypted storage of biometric and personal data in compliance with data protection laws.
- API Integration:
 - Core insurance system for policy and payment data.
 - SMS/email gateway for notifications.
 - Identity verification services (optional, for enhanced validation).
- Role-Based Access Control (RBAC): Secure access for different user roles (clients, underwriters, admin).
- Scalability: System should support future expansion to other insurance products.

3. Estimated User Volumes / Transaction Load

- Total Annuity Clients: 2,354 (current)
- Monthly Verifications: 2,000–2,500 biometric verifications
- Expected Growth: 5–10% annually
- Concurrent Users: 50–100 (including clients and internal staff)

4. Deployment Preference

- Preferred Deployment: Cloud-based
- Rationale:
 - Easier scalability and maintenance
 - Improved accessibility for remote verification
 - Enhanced disaster recovery and uptime
- Recommended Providers: AWS, Azure, or Google Cloud with local data residency compliance