WAPA PUBLIC RELATIONS SERVICE PROVIDER

RFP / RFQ

1.   INTRODUCTION TO WAPA

The Wireless Access Providers Association (WAPA), established in 2006, is a non-profit trade association acting as a collective voice for the wireless industry. WAPA has nationwide reach, representing over 240 organisations ranging from operators to hardware vendors and systems integrators. The majority of members are independent wireless operators. WAPA has a number of members who are internationally based – albeit in the minority.

WAPA's primary objective is to promote the growth of the wireless industry by facilitating self- regulation, promoting best practices, and educating both members and the market about new wireless technologies and business models. WAPA offers its members regulatory advice, a forum for knowledge-sharing and business-enablement opportunities.

WAPA is positioned to be an interface between the government regulator (ICASA), network operators, service providers, and consumers. WAPA regularly makes submissions and presentations to the government on regulations affecting the wireless industry, specifically including efficient spectrum management. WAPA employs the services of an advisory consultancy which specialises in this sector. Ellipsis Regulatory Solutions is Cape Town-based and not only guides WAPA on regulatory matters but also assists WAPA members who require licensing by guiding them through the application process.

WAPA members range from service providers, who are required to be ICASA licensed, and qualify as full members, to hardware providers and support services (Associate members) to a variety of NPOs and interested stakeholders. We require that all members that provide ISP services comply with all applicable regulatory requirements and our Code of Conduct. In simple terms we discourage pirate operators, encourage best practice compliance, and advocate a positive working relationship with the Regulator.

The WAPA Executive is made up of volunteer individuals who are elected at the annual AGM in September to lead the organisation. In light of this being a volunteer position, the Exco outsources the Secretariat / Management to a third party. Mo-Tseleng Marketing were appointed to this position in February 2015, following a tender process. At present the Exco is comprised of a Chairperson, deputy Chair, Treasurer, Regulatory & Spectrum Champion, and Technology Champion.

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Management Committee:
Ellie Hagopian (Chairperson), Jens Langenhorst (Deputy Chair), Ian Anderson (Treasurer),
Mark Day, Gert du Toit, Arno Hart
Dawn Klatzko(Secretariat)

WAPA is an Association not for Gain currently registered under the Non-Profit Organisations Act. Registration No: 58 -776-NPO

2. BACKGROUND TO OUR NEED

One of WAPA's key aims is to promote best practices and industry self-regulation. A related, secondary objective is to enable service providers that are following best practice and providing high quality services to businesses and consumers to differentiate their offerings from those providers that may not perform work at the same level of quality.

WAPA published a best practices guide for high sites in 2014. While useful, this is incomplete because a best practices guide does not exist for customer premise installations. This means that residential and business customers have no way to differentiate installation services from various providers apart from each other. As a result, many consumers may be afraid of wireless ISPs, or so confused about how to select the right one, that they revert to ADSL or a 3G or LTE offering from one of the mobile carriers.

When it comes to installation of fixed wireless broadband connections, there is not, at present, an industry standard that all parties can reference. This increases the costs for operators, each of which must research and implement best practices, and creates confusion not only among the market but among service providers about what is the "right" way or acceptable range of ways to do things.

3. OUR NEED

WAPA therefore intends to publish a best practices guide for fixed wireless installations. This document will be the starting point for future initiatives designed to educate members about best practice and enable self-certification, and, eventually, potentially a professional WAPA certification of individual installations or customer installations.

The purpose of this scope of work is to act as a master document that can be used to educate service providers about how to perform customer premises installations.

The document should assume a basic level of technical competence, but must include a glossary and complete description as though a professional from another sector of the industry were being taught how to perform a wireless installation.

Selection of customer premise equipment should be excluded, but cabling considerations for different types of fixed wireless equipment should be included.

3.1 Deliverables

This document will have several deliverables:
- Detailed best practices guide, with context, full descriptions (i.e. a technical support reference manual). In practice this will not be

used often, except as reference material, or potentially by new operators.
- A quick reference guide, designed for field use. This assumes the knowledge of the reader of the detailed guide, and is designed for pocket reference when in the field as a reminder of considerations and best practices.
- A checklist for use both by field installers and as an input to a certification programme.
- Informal thoughts (i.e. for WAPA Exco use, not for printed publication) around how to use the other deliverables to produce a self-certification programme for service providers to validate their own installations against best practices

4. **SELECTION CRITERIA**

4.1 Costs

As a member-representative, non-profit body we have a fundamental responsibility to our members to utilise their funds carefully. Proposals need to take this into consideration.

The RFQ response must also be split into:
- Detailed best practices guide & checklist.
- Quick reference guide.

4.2 Evaluation Criteria

From a governance perspective we will consider 3 RFP/RFQ submissions for the Executive Committee's consideration. The Secretariat will receive all proposals for review and based on their experience and recommendations, the final 3 will be submitted to Exco for selection.

To assist prospective candidates we have allocated the following weightings;

Description	Weighting
Demonstration by the candidate that they have the insight, skills and ability to meet the required needs. This will be evidenced by similar projects successfully delivered for reference clients, a portfolio of written work, and technical credibility.	50 points
Economically viable proposed cost. Must be fixed bid, not time and materials.	40 points
Innovation – any insights or added value thinking.	10 points
Total	100 points

Please note that all communication in relation to this RFP/RFQ are to be directed to Dawn Klatzko at secretariat@wapa.org.za . Each candidate's submission will be treated in confidence to avoid providing competitive candidates with proprietary insight.

Timing : WAPA seek to have work begin on this project by late June / early July, for completion prior to our AGM in mid-September.