

# Business Profile



## **1. INTRODUCTION**

SMSONE a leading software and content company that specializes in provision of tools and solutions that enable enterprises, individuals and government entities to engage and delight their customers using technology. We work as a non-conventional company that emphasizes an atmosphere of creativity and challenge, which has helped us provide unique but robust solutions to our business partners. We only focus on solutions that provide the greatest social impact in the communities and businesses we work with.

SMSONE began its business operations in 2008 as a telecommunications service provider partnering with all the major telecom operators across East Africa. The Company has since grown and expanded its operations into various sectors including government, banking & finance, large enterprises, NGOs, media, security and the education sector.

This profile summarizes our company legalities, vision, mission and work ethics. It also includes a description of our key products and services plus the relevant case studies. It is our sincere hope that this document will give you sufficient insights into what SMSONE does and how we work, but most importantly, how we can provide you with the best and relevant solutions. We will not bore you with lengthy information but do not hesitate to contact us should you need any clarification or further information. Our contact information is detailed at the end of this document.

## **2. ABOUT SMSONE**

SMS ONE (U) LTD is fully registered private company in the Republic of Uganda. The company was established in 2008 and within the past eight years of operations SMSONE has expanded from a small family company to a regional company known as an innovative and reliable partner in the software development and digital content business.

SMSONE develops secure software solutions that run mission-critical operations in government agencies and enterprises. We design, develop and implement these software, including providing the security of confidential data they contain and the services they make possible, throughout their life cycle. Our clients come from some 11 countries, and comprise many of the world's best-known enterprises, government ministries, telecom mobile operators, banks and financial institutions, media operators and a vast number of other industries looking for gains in efficiency, security and simplicity.

Our purpose is to enable our clients to offer trusted and convenient technology-driven services to millions of individuals across Africa. We're striving to be a world leader in developing and implementing secure and efficient enterprise and government solutions. For telecommunications, our strategy is to leverage the ubiquity of the GSM/3G/4G network

coverage in Africa to provide the most advanced and functional value-added services to both corporate and individual mobile subscribers.

## 2.1 Our Mission and Vision

**Our Vision** - To become a symbol of innovation and elegance behind the digital transformation across Africa.

**Our Mission** - To enable governments and businesses to provide to convenient technology-driven services to millions of individuals across Africa.

## 2.2 Our Work Ethic

In pursuit of our mission, SMSONE strives to:

- provide solutions and services that are recognized for excellence in quality and value, seeking market leadership in what we do,
- provide superior levels of Customer service, focusing on specific customer needs, offering customer value propositions and integrated solutions that are mutually rewarding,
- establish a working environment which encourages creativity, innovation and integrity and actually, ensure talent development and reward,
- be good corporate citizens while providing the various services and solutions.

As a growing company, SMSONE distinguishes itself by operating to the highest levels of integrity and quality in delivering services. We therefore believe in working as a long term technical partner to our customers.

## 3. KEY SERVICES

SMSONE has developed dependable expertise in provision of various ICT related services to clients ranging from SMEs, government agencies, NGOs and large enterprises. These services are categorized as ICT Consultancy, Software Development, Telecom Services, and Managed Services.

CATEGORY	DESCRIPTION	TARGET CLIENTELE
ICT Consultancy	Majority of businesses and other entities across Africa are beginning to adopt ICT in their operations. We offer consultancy starting with needs assessment and audit including project implementation requirements. For others we can implement new technology according to the clients' requirement or upgrading, enhancing the existing facilities in the clients end with the new technology integrated with the existing one. SMSONE offers a full range of	Government agencies, NGOs, & large enterprises

	consulting services to help analyze your business requirements for effective implementation of solutions.	
Software Development	<p>Traditionally, governments and enterprises have always opted to buy off-shelf software. But with increasing need for workflow innovations and rapid changes, the off-shelf software is unable to cope up this incapacitating the entire organization.</p> <p>Be it custom application or framework including extending your existing software to deliver greater returns, or you're looking to improve performance to cope with increasing demand and complexity, we will design, develop and implement this for you.</p> <p>SMSONE's services span the following application development lifecycle:</p> <ul style="list-style-type: none"> <li>• APPLICATION DEVELOPMENT – Providing end-to-end development from requirement analysis to deployment and rollout.</li> <li>• APPLICATION MAINTENANCE – Changing or enhancing software to meet changing or increasing business demands in the post-rollout phase of an application</li> <li>• APPLICATION SUPPORT – Providing first, second, third line support and on-call support. On-call support further includes Gold (24x7), Silver and Bronze support.</li> <li>• APPLICATION INTEGRATION/MIGRATION/TRANSFORMATION – Replacing, migrating and integrating legacy or bespoke systems with new products.</li> <li>• APPLICATION MANAGEMENT – The application management layer cuts across all software engineering activities listed above. SMSONE takes complete ownership of the outsourced suite of applications as per the agreed scope and manages the support. This typically involves transition management, project management, proactive risk and scope change management, quality management, SLA management etc.</li> </ul> 	Government agencies, SMEs, NGOs, schools

Telecom Services	<p>Besides the cost of integration, connectivity to a number of Telecom billing systems requires thorough expertise. We have an in-house technical team that can seamlessly integrate our SMS/USSD aggregation platform with your application system based on a number of communication protocols.</p> <p>Our team has worked with a number of telecom vendors billing systems such as Ericsson, Huawei, Comverse etc. to provision enterprise value added services based on SMS, USSD, WAP and IVR.</p>	Government agencies, SMEs, NGOs, schools
Managed Services	<p>SMSONE has the expertise and experience to manage an enabling infrastructure and applications and run outsourced operations for enterprises and government agencies to run smoothly.</p> <p>SMSONE's Managed Services offerings cover the entire array of IT outsourcing services including networks and security, cloud IT infrastructure, applications and business processes. This provides our customers the best of both worlds - control and flexibility over their information systems without either the pain or cost of running them.</p>	Government agencies, SMEs, NGOs, schools

## 4. PRODUCTS OFFERING

We offer a range of products to various industries. A number of these can be customized to meet the client needs.

### ■ GOVERNMENT AGENCIES

- Enterprise Resource Planning (ERP)
- Labour Management Information System (LMIS)
- National Examination Management Information System (NEMIS)
- Bulk & Alerts Messaging Platform
- Municipal Utility (water & electricity) Billing & Alerts
- Municipal Waste management Information System
- Automated Vehicle Speed & Security Monitoring System
- Road Toll Billing & Payments System
- SMS/USSD Gateway

### ■ ENTERPRISE & NGO MARKET

- Enterprise Resource Planning (ERP)
- Distribution Chain & Order Management System
- Bulk & Corporate Messaging Platform

- Audience measurement & Polls platform
- Automated Media (Radio & TV) Monitoring
- Promotion & Prize Draw application
- Bulk Airtime & Mobile Money Payments platform
- Village Health Teams (VHT) Monitoring System
- SMS/USSD Gateway
- Cloud Hosting Management
- Document Management
- Event Tickets Billing & Management
- School Management ERP

## ■ FINANCIAL SOLUTIONS

- Third-party payments - Core Banking Interface
- Deposit Management API
- Portfolio/Loan Management Solution
- Microfinance/SACCO Management System
- Mobile Banking Applications
- Airtime & Utility Bill payments Interface
- Core Banking SMS/Email Alerts
- SMS/USSD aggregation

## ■ TELECOM SOLUTIONS

- Pre-paid & Post-paid Content Billing
- Content Management Solution (CMS)
- Dynamic Voice (IVR) Platform
- E-Top Up Solution
- SMS/USSD Gateway
- Short Code Aggregation
- Music Catalog
- Video Catalog

## 5. SELECTED CASE STUDIES

### 5.1 Labour Management Information System

<b>Client</b>	Ministry of Labour, Gender & Social Development
<b>Location</b>	Uganda
<b>Timeframe</b>	2017-2019
<p>BACKGROUND</p> <p>The upsurge of Ugandans employed in the Middle East brought to light the weaknesses and abuse of the labour export process. While Uganda had bilateral agreements which granted employees' rights, these rights were abused because of lack of system to license exporters, ease job matching and attendant processes.</p> <p>The Ministry of Gender Labour and Social Development turned to SMSONE to design and develop and integrated External Employment Management Information system to plug these gaps.</p> <p>CLIENT OBJECTIVES.</p> <p>As the line ministry for labour management, the Ministry of Gender Labour and Social Development wanted to bring more accountability transparency and efficiency in the administration of external employment services via automation and digitization of key processes.</p> <p>SOLUTION DESCRIPTION.</p> <p>SMSONE delivered a secure and integrated External Employment Management System for the Ministry of Gender Labour and Social Development. The web-based system has already processed more than 100,000 job applications and licensed close to 100 export companies.</p> <p>THE RESULTS</p> <p>As a result of using the system:</p> <ul style="list-style-type: none"> <li>• Time to get license reduced by over 85%</li> <li>• Eased access to real-time information and insights</li> <li>• Increased accountability and transparency</li> <li>• More job openings are filled because of the portal</li> <li>• Made it easier to identify illegal exporters</li> <li>• Cost of papers, and transport have been eliminated</li> <li>• Improved the confidence of foreign agencies</li> <li>• Increased the overall job landscape</li> </ul>	

## 5.2 Distribution & Retail Information Management System (DRIMS)

<b>Client</b>	TOTAL UGANDA
<b>Location</b>	Uganda
<b>Timeframe</b>	2016-2018
<p>BACKGROUND</p> <p>As a leader in the petroleum sector in Uganda, Total uses an extensive network of distributors and retailers to serve its clients. Total's challenge was that it couldn't understand areas that were overstocked vs understocked; It also couldn't predict and anticipate order quantities and also had issues of cash handling and settlement.</p> <p>Total approached SMSONE to design a cutting-edge system to automate its distribution and retail chain.</p> <p>CLIENT OBJECTIVES.</p> <p>Total wanted to increase efficiency in the order management and fulfilment process, enable optimal stock management and redistribution as well as introduce a transparent invoicing and payment mechanism to reduce of the risky practice of leaving cash in the hands of retailers longer than necessary.</p> <p>SOLUTION DESCRIPTION.</p> <p>SMSONE approached the task with an exhaustive consultation processes to understand and map the key business processes. Based on this consultation, SMSONE designed and built a mobile and web-based system using opensource technologies to overcome Total's challenges.</p> <p>THE RESULTS</p> <p>As a result of using the system:</p> <ul style="list-style-type: none"> <li>• Real-time access to order information</li> <li>• Improved order and manufacture process</li> <li>• Increased accountability and transparency</li> <li>• Dramatic improvement in stock redistribution</li> <li>• Increased confidence in the Total brand</li> <li>• Reduction in cash related incidents</li> <li>• Total regained its position in the market</li> <li>• Increased sales because the correct stock</li> </ul>	



## 6. CONTACT INFORMATION

For more information, please visit our website or contact us at the following addresses:

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