

---

# RFI

---

## Request for Information (RFI) for

WhatsApp Business Platform (WABA) – Messaging & Voice  
Enablement

---

RFI No. EA/02-45-2025

---

# Etisalat Afghanistan

---

# **Etisalat Afghanistan**

## **Request for Information**

Information shall be submitted to [azahed@etisalat.af](mailto:azahed@etisalat.af) with copy to  
[ghurzang@etisalat.af](mailto:ghurzang@etisalat.af) on **7 September 2025**

## **Request for Information (RFI)**

**Subject:** WhatsApp Business Platform (WABA) – Messaging & Voice Enablement

### **1. Introduction**

Etisalat Afghanistan is exploring opportunities to onboard a vendor for the provision of a WhatsApp Business Platform (WABA) that includes messaging, voice calling, and enterprise enablement features.

This initiative has **two tracks**:

- **Track A – Etisalat Internal Usage:** Direct integration with Etisalat’s own systems (e.g., billing, customer portals, MyEtisalat app, and customer care/chatbot systems).
- **Track B – Reseller Model:** Providing WABA services as a **white-labeled solution** that Etisalat can resell to enterprise clients in sectors such as banking, healthcare, education, logistics, and public services.

Vendors may respond for:

- **Track A** only
- **Track B** only
- **Track C** (both A and B)

### **2. Objectives of the RFI**

Through this RFI, Etisalat aims to:

- Understand vendor capabilities for WABA messaging and voice enablement.
- Assess feasibility of direct integration with Etisalat’s internal systems.
- Evaluate reseller enablement models including enterprise onboarding and support.
- Explore commercial approaches (e.g., OPEX, revenue share).

Review operational support models aligned with ITIL best practices.

### **3. Information Requested from Vendors**

#### **3.1 Platform Capabilities**

- Features of your WABA platform (messaging, multimedia, templates, chatbots, APIs, dashboards).

- Support for dynamic, multilingual templates and interactive features (buttons, quick replies).
- Voice enablement (middleware bridging WhatsApp with SIP/WebRTC).
- White-labeling options.

### **3.2 Etisalat Internal Integration (Track A)**

- Ability to integrate with Etisalat's:
  - **Billing systems** (for charging/usage reporting)
  - **Customer portals** (for triggering campaigns)
  - **MyEtisalat App or care systems** (to display chatbot/voice interactions)
- Secure APIs and documentation to support integration.

### **3.3 Reseller Enablement (Track B)**

- Multi-tenant, role-based dashboards for enterprise clients.
- Enterprise self-care portals for campaign management.
- Reseller view for Etisalat to manage onboarding and billing.
- Reporting and analytics for usage and revenue tracking.

### **3.4 Operations & ITSM**

- SLA commitments (availability, uptime, support).
- Support model (24/7, escalation levels, dedicated account team).
- Compliance with ITIL-aligned ITSM processes:
  - Incident management & escalation
  - RCA for major incidents
  - Change management with rollback
  - DR/BCP readiness
- Documentation provided (Admin guide, API guide, troubleshooting manual).

### **3.5 Commercial Models**

- Revenue share or OPEX-based proposals (zero CAPEX for Etisalat).

- Flexibility in pricing (per template, per MSISDN, license-based).
- Local currency billing support.
- Examples of existing commercial agreements with telecom operators.

### **3.6 Vendor Experience**

- Previous deployments with telecom operators or enterprises.
- Scalability of solution (concurrent sessions, enterprise clients).
- References and case studies.

### **4. Submission Details**

- Submissions must include:
  - Company profile
  - Track(s) proposed (A, B, or C)
  - Technical and commercial information as outlined above
  - Point of contact details

**All correspondence on the subject shall be addressed to:**

[azahed@etisalat.af](mailto:azahed@etisalat.af) with copy to [ghurzang@etisalat.af](mailto:ghurzang@etisalat.af)