



TERMS OF REFERENCE

Web development for SEF International UCO LLC

Summary

SEF International Universal Credit Organization Limited Liability Company (hereafter “**Company**”) is seeking specialists, a team or a company (hereafter “**Vendor**”), with relevant expertise in JavaScript, Python, C#, ASP.NET programming and web design to develop and maintain a portfolio of websites and provide further development and support when required. The collaboration with marketing and branding, and app development vendors will be an integral part of the job.

1. What is [WorkingTitle.am]

- Full online platform with user accounts, transactions, reporting etc.
- Payment systems integration: ArCa, PayPal, MobiDram, EasyPay
- 24/7 working model and automatic decision making
- Mobile-first format

2. Tentative Minimal Requirements for [WorkingTitle.am]

The vendor will be required to create a web platform ensuring the following requirements:

- Mobile first
- Secure access
- User registration
- User authentication & verification
- User account and profile
- Transactions
- Digital Asset Management System
- Notification system
- Payment Systems Integration
- API Modules
- Backend server
- Multilanguage support
- Simplicity, performance, and user-centric design
- Further details upon signing of the non-disclosure agreement



3. What is www.sef.am

- Company's official website
- Information context
- Outline of Company's products and corporate culture
- Communication channel with customers

4. Minimal Requirements for sef.am

The vendor will be required to create an official web site for Company ensuring the following requirements:

- Multiple page structure
- Integration with communication channels: Skype, phone, social network
- Search Engine Optimization
- Compliance with the Central Bank requirements
- Responsive
- Multilanguage

5. Training, Maintenance / Support Period

- Vendor will transfer the website to specified web server after completion of development
- Vendor will provide interim maintenance and technical support for the website
- Technical assistance (in case the website needs to be moved from one server to another)
- Troubleshooting (in case the website is down, any link is broken, any functionality not working etc.)
- Remote support for assistance in changing/editing/modifying modules, web page via call or emails (if required)
- Bug fixes for any existing functionality

6. Vendor Specifications

The vendor should have proven experience in designing, coding and modifying web platforms per client specifications and a portfolio of comparable sites with the following:

- JavaScript, Python, ASP.Net/ C# programming languages
- Front-end coding (HTML/CSS, animations)



SEF INTERNATIONAL

SEF International
Universal Credit Organization LLC
23 Davit Anghaght str., 44-45, Yerevan, 0014, Armenia
tel. (374 10) 20 28 22, fax. (374 10) 20 28 21
email: contact@sef.am

- Back-end coding (CMS, 3rd party APIs, custom software/features)
- Ability to transform Company's needs and ideas into working prototypes

7. Intellectual Property Rights (IPR)

All intellectual property rights, the complete website code, content as well as all the work performed under the contract are the express and exclusive property of the Company.

8. How to Apply

Please contact us and provide the following requirements in the e-mail:

- Key members' CVs
- Portfolio
- The start date of the project
- Expected budget

The candidates will submit their proposal electronically via email at contact@sef.am, cc to ella_a@sef.am in PDF file format, or send the hard copy to the following postal address on or before **December 10, 2017**:

Address: 23 Davit Anghaght Street, 44-45, Yerevan 0014, Armenia

Office Phone #: +374 10 202 822 (extension 27), contact person Ella Aghababyan

The shortlisted candidates will be invited to present the proposal at a face-to-face meeting.

The partner will be selected based on cost and eligibility criteria, subject to formal approval by the Company.

The Company preserves the right to modify and/or cancel this process without further obligations and/or notice.

Company Background

SEF International UCO LLC is a universal credit organization, established in 1998 and licensed by the Central Bank of Armenia in 2003. The company is the WorldVision/VisionFund microfinance operation in Armenia. The Company aims to extend financial services to the underserved segment of the financial market with the goal to improve lives for families and children. Company serves **26,000 clients** in all regions of Armenia, through **22 branches**.