Tender Management at
SEBA Hydrometrie GmbH & Co. KG

CORPORATE GOVERNANCE AND EXPERTISE
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SEBA Hydrometrie GmbH & Co. KG

- 1967
- Located in Kaufbeuren (100 km west of Munich)
- Manufacturer of portable and stationary (telemetric) monitoring instruments for the hydrologic cycle

Source: pmm.nasa.gov
Preconditions

- Small & medium enterprise SME
  - 96 employees

- Taylored technical solutions
- „On demand“ and customer-specific production

- Highly competitive market with few global players
Business with the UN

- Continuously since ~40 years
- With whom?
  - FAO
  - UNDP
  - UNICEF
  - UNOPS
  - WMO
Business with the UN

Why?

- Reliable, highly prestigious business partner
- Cross-national business development
- Establish sustainable business in developing countries
- Business scale (quantity & contract value; interdisciplinary approach and diverse applications for SEBA products)
Tender Process at SEBA

1. Acquisition

- Business leads from representatives/cooperation partners
- Tender platforms
  - Development Aid, Tenders Info etc.
  - United Nations Global Marketplace (UNGM)
- Active or automated search (tender alerts)
Tender Process at SEBA

2. Evaluation

- Review of the tender document and screening for key features

- Risk assessment
  - Feasibility
  - Cost evaluation
  - Payment terms
  - Delivery terms
  - Necessity/availability of partners
  - Implementation timeline

- Evaluation of overall contract value
Tender Process at SEBA

3. Decision

- Preparation of a decision sheet
  - Overview of key features
  - Price structure

- Decision by managing director
4. Bid preparation

- Parallel process
  - Sales Team
  - Assistance

- Work off of Bid Data Sheet and Tender Bidding Forms
## 4. Bid preparation

<table>
<thead>
<tr>
<th>Sales Team</th>
<th>Assistance</th>
</tr>
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<tbody>
<tr>
<td>1-2 pers.</td>
<td>1 pers.</td>
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</tbody>
</table>

### Requests for Clarification
- Administrative support

### Technical Bid
- Provision of (sensitive) business information

### Financial Bid
- Preparation of support documents according to Bid Data Sheet
  - Official and company documents

### Coordination with other Departments and partners
5. Submission

- Always a „race against the deadline“

<table>
<thead>
<tr>
<th>Electronic</th>
<th>Hardcopy</th>
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</thead>
</table>
| • Online Atlas system or e-mail address  
  • 1-3 days prior to submission deadline | • Min. 1-1,5 weeks prior to submission deadline (depending on destination) |
5. Submission

- Dialogue with tendering organization
  - Clarifications
  - Submission of missing information

- Letter of Award/repeat
# Tender Process at SEBA

<table>
<thead>
<tr>
<th>Stage</th>
<th>Type of Costs</th>
<th>Staff involved</th>
<th>Time expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Acquisition</td>
<td>Personnel/Running expenses (fees)</td>
<td>1-3</td>
<td>Regularly</td>
</tr>
<tr>
<td>2. Evaluation</td>
<td>Personnel</td>
<td>1-2</td>
<td>1-2 days</td>
</tr>
<tr>
<td>3. Decision</td>
<td>Personnel</td>
<td>1</td>
<td>1-3 hours</td>
</tr>
<tr>
<td>4. Preparation</td>
<td>Personnel/Financing</td>
<td>2-3</td>
<td>2-3 weeks</td>
</tr>
<tr>
<td>5. Submission</td>
<td>Personnel</td>
<td>1-2</td>
<td>1-2 days</td>
</tr>
<tr>
<td>6. Follow-up</td>
<td>Personnel</td>
<td>1-2</td>
<td>As required</td>
</tr>
</tbody>
</table>
Conclusion I

Challenges for the Tenderer

- Efficiency of tender management and processing time
- Tender scope (additional purchases)
- Funding (payment terms, purchase, bid/performance guarantees)
- Delivery terms
Conclusion II
Recommendations

- Open dialogue during the process
- Involve more producers
- Divide tenders into lots (more diverse quotations and specialised companies)
- Flexibility in payment terms and payment instruments
- Allow for flexible delivery schedules
- Open up to digital submission procedures
THANK YOU
FOR YOUR ATTENTION!