



Response to

Hollard RFI 1725

Commercial Proposal

Learning Management System | Learning Experience Platform

Prepared for

The Hollard Life Assurance Company Limited

The Hollard Insurance Company Limited

Submitted by

SynrgiseLearn (Pty) Ltd

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Executive Summary

Hollard currently operates six active LMS platforms. This RFI is the first phase of a consolidation journey that will simplify administration, reduce cost, and bring learning onto a single, modern, scalable foundation. SynrgiseLearn is built for exactly this kind of consolidation, and we have structured our response and commercial model around it.

We are a South African edtech business with a pan-African footprint, founded in 2008 and part of the Jetline E.Com group, SAQA-accredited, ISO 27001 certified, and operating a production LMS/LXP platform that has scaled to serve over 1.8 million users across our client base. Our platform combines a mature learning management core with an AI coaching layer called **SynrgiseSensei**, which is our material differentiator in this procurement.

This commercial proposal sets out our pricing model, contract terms, implementation timelines, and ongoing service levels. A separate Technical Proposal accompanies this document and addresses platform functionality, security, integrations, and non-functional capabilities in detail.

We offer a flat-fee Enterprise subscription at **R100,000 per month** for unlimited access for 5,000 users, or a PAYG alternative for lower-volume phases. Once-off implementation is scoped tightly around the specific work Hollard has identified: migration of approximately 50 SCORM-compliant compliance courses, historical completion data ingestion from Excel, SSO configuration, PaySpace integration, and platform branding.

We welcome the opportunity to demonstrate the platform in person, including a live walkthrough of SynrgiseSensei's daily briefing, coach conversation, practice simulation, team view, and generative authoring tools.

1. Company Information

1.1 Company Profile

SynrgiseLearn (Pty) Ltd is a South African learning technology company founded in 2008 and headquartered at 17 Thora Crescent, Wynberg, Johannesburg. The business was built to address the specific realities of delivering compliance, accredited, and developmental learning across the African continent, where infrastructure constraints, regulatory complexity, and cost sensitivity intersect.

As a proud member of the Jetline E.Com group, SynrgiseLearn has been enabled to scale its solution to over 1.8 million users by leveraging the institutional and operational support that Jetline provides.

This gives Hollard a delivery partner that combines the agility of a specialist edtech business with the financial stability, governance discipline, and operational resilience of an established South African group.

1.2 Ownership and Structure

SynrgiseLearn is a privately-owned South African entity. The company operates with a core engineering and product team, an in-house instructional design and eLearning development team, a digital team with Unity and WebGL capability, a customer success function, and a dedicated delivery team.

The business is a Level 2 B-BBEE compliant and SARS tax-compliant business. Compliance documents accompany this submission.

1.3 Years in Operation

18 years of continuous operation as at 2026, with the platform in active production use throughout. SynrgiseLearn has survived and grown through multiple market cycles and is financially self-sustaining. Furthermore, the support of our group company has allowed us to scale our solutions without the typical trade finance challenges that smaller startups have had to contend with.

1.4 Core Competencies

The business brings five combined competencies that rarely appear in a single vendor.

Platform engineering. SynrgiseLearn operates its own LMS and LXP codebase, which means Hollard is not procuring a rebadged third-party platform. The product, architecture, and roadmap are owned by us, and roadmap enhancements, integrations, and customisations are delivered by the team that owns and maintains the source. This gives Hollard a partner with direct control over product direction, implementation quality, and long-term platform evolution.

Instructional design and content production. Our in-house instructional design and content production team creates engaging, interactive learning experiences across eLearning, virtual instructor-led training (VILT), and instructor-led training (ILT). We are able to convert existing learning material for effective online delivery or develop content from scratch in collaboration with client subject matter experts. This is the team that would support Hollard's legacy content remediation, modernisation, and rollout at scale.

AI and applied machine learning. SynrgiseSensei is our own product. The architecture, the coaching model, the practice simulation engine, and the generative authoring pipeline are built and operated by us.

Regulatory and accreditation experience. As a SAQA-accredited provider operating across multiple African jurisdictions, we understand the evidentiary requirements of regulators, the realities of CPD regimes, and the operational discipline required of a compliance-critical platform. We also bring deep experience in legacy South African unit standard-based training models, outcomes-based programme structures, and the transition toward QCTO-aligned occupational qualifications and skills programmes.

Off-the-shelf content mapping and provision. Through our sister company, Masterskill, we are able to support Hollard not only with platform delivery, but also with learning needs analysis, content mapping, sourcing, and provision across a broad range of subject areas. This includes disciplines such as IT, finance, compliance, soft skills, leadership, customer service, and business operations. Where Hollard requires ready-to-deploy learning content, we can map available libraries to job roles, capability frameworks, compliance requirements, and development pathways, reducing time to rollout and avoiding unnecessary redevelopment.

1.5 South African Presence

SynrgiseLearn is a South African business with a locally based team and in-country hosting and support. This gives Hollard a delivery partner that understands the local regulatory, operational, and service environment, while ensuring accessible support during standard business hours. Our support desk operates Monday to Thursday 08:00 to 17:00 and Friday 08:00 to 15:00, excluding public holidays. Critical incidents carry a 1-hour first-response SLA, with major incidents escalated through our Crisis Management Team, which maintains a 15-minute primary-contact response.

1.6 Reference Implementations

Three reference clients of comparable scope in financial services and insurance sector deployments are included in this submission. Direct contact details are released on shortlist.

Bidvest Life. 6,700+ users covering both internal staff and brokers, access to compliance training, product training, and product certification. Integration with broker platform.

Woolworths Financial Services. 1,500+ users for internal staff, access to compliance training, learning pathways, Udemy integration, product training, and product certification. Integration with Entra and workforce management system.

Spur Academy. 11,000+ users across all 9 brands. Compliance and product training, scheduling, co-authored content, product information, management reporting dashboards.

2. Costing Information (Indicative)

All pricing is quoted in South African Rand and excludes VAT. Pricing is indicative and will be confirmed on formal RFP engagement following scoping refinement.

2.1 At a Glance

Component	Cost
Once-off implementation	R246,000 – R305,000
Enterprise subscription (recommended)	R100,000 per month
PAYG alternative	R50,000 per month base (up to 1,250 active learners), plus R30 per additional active learner
AI authoring credits (optional)	From R3,000 per month
Ad hoc professional services	R450 – R900 per hour

Indicative Year 1 cost on the Enterprise subscription (recommended): R1,475,000

This covers a complete platform consolidation from Hollard's six current LMS platforms onto SynrgiseLearn, including all implementation work, hosting, support, maintenance, version upgrades, disaster recovery, and access to our 190-title eLearning library.

Detailed breakdowns follow.

2.2 Once-Off Costs

Item	Description	Indicative Cost
Platform Implementation	Discovery, configuration, branding, user hierarchy setup, role and permission configuration, UAT, go-live support	R180,000 – R220,000
Content Migration	Migration of approximately 50 SCORM-compliant compliance courses: import, validation, deployment	R16,000 – R20,000
PaySpace Integration	Pre-built HRIS integration for user and org data sync (dependent on Hollard master data structure, which will be confirmed during discovery)	R20,000
SSO Configuration	Microsoft Entra ID SAML/OIDC integration	Included in Implementation
Historical Data Migration	Import of historical learner completion records from Hollard-supplied Excel format	R30,000 – R45,000
Administrator Training	Five administrator training sessions (four administrators per session) plus self-paced admin eLearning	Included in Implementation
End-User Training Materials	Learner-facing orientation videos and an eLearning course	Included in Implementation

Indicative once-off range: R246,000 – R305,000

2.3 Recurring Costs — Two Commercial Options

We offer two commercial options for the ongoing platform subscription. Option 1 is the recommended approach for Hollard given the consolidation objective and the 5,000 full-time and 5,000 occasional learner populations.

Option 1: Enterprise Subscription (Recommended)

Option 1 offers predictable monthly cost, unlimited usage across Hollard's full learner base, and no surprises from overage billing. This is the right option for an organisation consolidating from six platforms into one, because it removes the friction of measuring and reconciling active usage during a migration period when patterns are shifting.

Item	Terms
Coverage	Unlimited access for up to 5,000 named full-time users, with occasional and once-off learners accommodated without additional per-user charges
Monthly fee	R100,000 per month
Annual value	R1,200,000
Inclusions	Platform licence, hosting, maintenance, updates, version upgrades, SaaS infrastructure, security patching, backup and DR operation, access to our off-the-shelf eLearning library (190 titles), SynrgiseSensei AI authoring and coaching capabilities

Option 2: PAYG Subscription (Occasional Learner Pricing)

Option 2 suits lower-volume phases (for example, an initial cohort of 1,000 learners on the platform while remaining populations are onboarded from the legacy platforms). As active user counts grow towards 5,000, monthly cost under Option 2 rises above Option 1, which is the reason we recommend Option 1 for a full-population deployment.

Item	Terms
Base subscription	R50,000 per month — covers hosting, maintenance, support, and platform access for up to 1,250 active learners in the month
Overage rate	R30 per additional active learner per month beyond 1,250
Annual minimum	R600,000

2.4 Support, Maintenance, Hosting, and Infrastructure

Included in the base subscription. This covers platform maintenance, updates, version upgrades, hosting, SaaS infrastructure, security patching, backup and DR operation, support desk access, and ongoing enhancements delivered under our annual platform release cycle.

2.5 AI Authoring Credits (Ongoing, Optional)

AI authoring is priced on a usage-based credit model, ensuring Hollard pays for content created rather than absorbing a flat fee regardless of usage. One credit equals one generated slide (including copy, imagery, and narration). Interactive activities and assessment items consume 0.5 credits each. Course planning, outlining, and editing refinements are included at no additional credit cost.

Tier	Monthly Credits	Per-Credit Rate	Monthly Cost
Starter	100	R30	R3,000
Growth	400	R22	R8,800
Scale	1,000	R15	R15,000

Credits roll month to month within the contract year. A monthly soft cap of 40% of the annual block applies to ensure sustainable usage patterning. Consistent overage beyond the soft cap for three consecutive months triggers a tier review conversation. Overage credits are billed monthly in arrears at 1.5x the current tier rate. Post-migration, we would expect Hollard to operate at the Growth tier for ongoing compliance content updates and new programme development, with the ability to burst to Scale during content-intensive periods.

2.6 Professional Services Hourly Rates

Role	Rate
Software Developers	R650 per hour
Instructional Designers	R900 per hour
eLearning Developers	R450 per hour

All hourly rates are applicable to any ad hoc scoped services outside of the standard implementation and support agreements.

2.7 Total Indicative First-Year Cost (Option 1)

Component	Cost
Once-off implementation (midpoint)	R275,000
Enterprise subscription (12 months)	R1,200,000
Total Year 1	R1,475,000

This represents a substantial saving against the cost of operating six separate LMS platforms, before accounting for the administrative and operational savings Hollard will realise through consolidation.

2.8 What Is Included in the Base Licence

Platform access, hosting, maintenance, support, version upgrades, platform enhancements, and access to our off-the-shelf eLearning library of 190 titles are all included in the base subscription. AI authoring credits, custom development, and specific integrations are itemised above.

2.9 Contract Terms

Annual and multi-year agreements are available. Standard cancellation is 90 days. Multi-year agreements carry a discount on the per-user rate in exchange for term commitment.

3. Implementation Approach and Timelines

3.1 Methodology

Implementation follows a structured five-phase methodology.

Phase	Activities	Duration
1. Discovery and scoping	Requirements confirmed, data sources mapped, integration points defined, customisation backlog prioritised	1–2 weeks
2. Configuration and branding	Platform provisioned, organisational hierarchy modelled, branding applied, base roles configured	2 weeks
3. Integration and configuration	SSO, PaySpace, and configuration work completed and tested	3–4 weeks
4. Content migration and QA	50 SCORM courses migrated, historical completion data imported from Excel, end-to-end testing	2 weeks
5. Go-live and onboarding	Administrator training, learner communication, early-life support	1–2 weeks

Detailed methodology, data migration approach, and integration sequencing are covered in the accompanying Technical Proposal.

3.2 Estimated Timeframes

Based on Hollard's clarifications that the current content base is SCORM-compliant and historical data will be supplied in Excel format, the Hollard implementation is scoped at **10 to 12 weeks** from contract signature to go-live. This is a realistic target that accounts for the multi-platform consolidation context, Hollard-side UAT cycles, and coordination across the six source platforms being decommissioned.

3.3 Accelerated Path to Go-Live

An accelerated path is available by running workstreams in parallel and deferring non-critical enhancements to a post-launch release. This can compress the core go-live to 8 weeks for a priority cohort, with subsequent migration waves bringing remaining content and learner populations onto the platform incrementally.

3.4 Deployment and Onboarding Support

Administrator training is included at five sessions of four administrators per session. Self-paced administrator eLearning is also provided, which allows further administrator training beyond the initial sessions without additional cost. End-user training materials include videos and an eLearning course.

Hollard has indicated that change management services are not required, and that post-implementation support sits outside the scope of this RFI. Our proposal is structured accordingly: the implementation and pricing focus on platform delivery, configuration, content migration, and initial training only.

4. Support and Service Level Agreements

Hollard has indicated that post-implementation support sits outside the scope of this RFI. This section describes the support model available should Hollard elect to engage SynrgiseLearn for ongoing support in a future phase.

4.1 Support Tiers

Support is delivered through a tiered model. Tier 1 handles standard platform queries and known-issue resolution. Tier 2 handles configuration and non-trivial technical issues. Tier 3 handles engineering escalations and custom development queries.

4.2 Service Level Agreements

Severity	First Response
Critical (platform unavailable or significant user impact)	1 hour
High (specific functionality or subset of users affected)	4 hours
Medium	8 hours
Low	24 hours

Resolution targets are agreed per incident class and would be covered in any subsequent support agreement.

4.3 Escalation

Issues that cannot be resolved within first-response windows, or that require engineering input, are escalated through a defined ticket path with the designated Account Manager having oversight of all escalations. Critical incidents activate the Crisis Management Team with 15-minute primary contact response.

4.4 South African-Based Support

All primary support is delivered from South Africa, operating Monday to Thursday 08:00 to 17:00 and Friday 08:00 to 15:00, excluding South African public holidays. 24x7 security event monitoring is operated separately to the helpdesk support function.

4.5 Post-Deployment Support Model

A dedicated Customer Success Manager is assigned post-go-live. The CSM holds regular review sessions, manages platform health reporting, identifies optimisation opportunities, and acts as the commercial and delivery point of contact for ongoing work.

4.6 Scalability Considerations

The support function scales with the client base. For Hollard, we assign a named CSM, a dedicated technical account lead, and a delivery coordinator for the initial post-launch period to ensure stability and responsiveness during the ramp phase.

4.7 Platform Health Included in Subscription

Regardless of the chosen support arrangement, the platform subscription always includes platform maintenance, updates, version upgrades, hosting, SaaS infrastructure, security patching, backup operation, and disaster recovery. These are not optional add-ons and are not withdrawn if Hollard chooses to source end-user support elsewhere.

5. Supporting Documents

The following compliance and supporting documents accompany this submission.

- ISO 27001 certificate
- B-BBEE certificate (Level 2)
- SARS tax clearance certificate
- Company registration documents
- Bank account confirmation letter
- Reference client list (details released on shortlist)

Additional platform feature documentation is available at www.synrgise.com.

6. Closing

Hollard is consolidating from six LMS platforms to a smaller, more cost-effective, and more manageable footprint. This is the right strategic decision, and the vendor chosen to anchor it matters more than the vendor chosen at the start of any previous procurement, because every decision downstream of this one becomes harder to unwind.

SynrgiseLearn is built for this role. A mature LMS and LXP core, a production AI coaching layer in SynrgiseSensei, an in-house content production team through Masterskill, a disciplined approach to compliance and security backed by ISO 27001 certification, South African delivery, and a deliberately simple commercial model anchored around a flat R100,000 monthly enterprise subscription.

We welcome the opportunity to demonstrate the platform in person. The demonstration would cover SynrgiseSensei's daily briefing and coach conversation surfaces, a live practice simulation, the team view and manager intervention flow, the generative authoring pipeline operating on a sample Hollard policy document, and the compliance and reporting surfaces that underpin the learning operation.

Thank you for the opportunity to respond.