

CASE STUDY

Reverse Auction Platform for Industrial Products after Market

Customer

The client is a provider of web-based marketplace for buying and selling used industrial parts. The company focuses on selling parts that are not being made any more by the OEMs. The industrial parts include equipments such as PBX, aviation, medical, mining, electronic ICs etc.,

Project Objectives

Development of an offer processor that aids potential customers of used industrial products through a patented buyer driven process.

Customer Challenges

The client identified a potential business opportunity for buying/selling of industrial products discontinued by OEMs. The client wanted to develop a website that could connect multiple channel brokers such as resellers, brokers, vendors, distributors and potential buyers of aftermarket industrial equipments through a patented buyer-driven process.

Trigent's Solution

Trigent designed and developed an end to end system that facilitates the buying/selling process for industrial products. The vendors make their inventories available to them and compete for the offers the customers make. They signals the closure of a sale on acceptance of an offer. The solution provides.

- ❑ Easy maintenance of item inventory updates of vendors on a predetermined frequency
- ❑ Management of price offers made for products from potential customers
- ❑ Alternate options to the customers if original offer was not met
- ❑ Shipping and accounting information to vendors online on purchase
- ❑ Real time integration with identified 3rd party modules

Client Benefits

Trigent helped the client in streamlining its operations by developing an effective and easy to use eCommerce platform. Some of the benefits realized include.

Client

Web based market place provider for used industrial parts

Project Objective

Ecommerce website with patented offer process for buying and selling industrial parts

Technology

- ✓ ASP.NET 2.0 (C#)
- ✓ AJAX Framework 1.0
- ✓ SQL Server 2005 (SSIS)
- ✓ 3rd party tools
 - FedEx Shipping Module
 - PayPal for Payment Transactions
 - MAS500 ERP System
 - Google Analytics for collecting Web Metrics

Benefits

- ✓ Ease of purchase for customers
- ✓ Simplified management of offers made for products
- ✓ Easy integration with MAS 500 accounting system
- ✓ Smooth customer fulfillment process

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- ❑ Customers can view, buy, and sell across a range of products in a collaborative online environment
- ❑ Well designed feeds process for bringing in inventory data into the system from a wide and disparate seller network
- ❑ Seamless integration with MAS 500 accounting system
- ❑ Streamlining customer fulfillment by providing real time updates to vendors
- ❑ Statistical information about users and their buying preferences