



CASE STUDY : MSTC – A GOVERNMENT OF INDIA ENTERPRISE

SOLUTION AREA : ONLINE AUCTION IN J2EE PLATFORM

Client: MSTC – A Government of India Enterprise	Country: India
Industry: Public Sector Unit	Status: Completed
Solution Area: B2B Online Auction in J2EE technology platform	

Company Profile

MSTC, a Government of India enterprise is engaged in the business of disposal of Scrap and international trade of ferrous input materials for over 30 years. Till February, 1992, MSTC was the canalising agency for import of Carbon Steel Melting Scrap and also Sponge Iron / Hot Briquetted Iron and Re-rollable Scrap in India. It was also the canalising agency for old ships for breaking.

MSTC has imported millions of tons of ferrous melting scrap, old ships for breaking, sponge iron, hot briquetted iron, re-roll-able scrap etc It also exported thousands of tons of ferrous scrap, jute products etc The Company also undertakes marketing of ferrous and miscellaneous scrap arising from Integrated Steel Plants, Engineering Companies, Refineries, Power Plants, Coal and Transport Sector, Defence and other Government Departments / Private Sector Organisations in the domestic market.

The Company has paid-up capital of Rs. 2.20 crores and Reserve of over Rs. 60 crores. plate batteries.

Project Brief

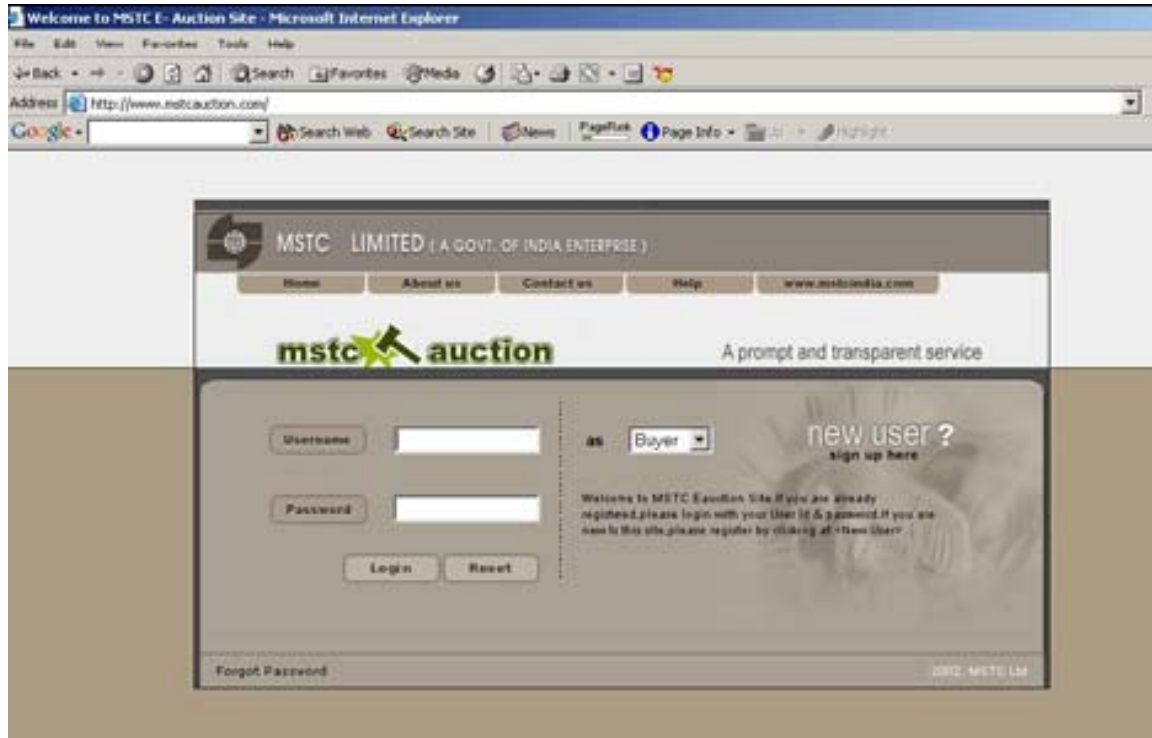
MSTC required an **Online Auction Centre** for conducting its business of selling and disposal via Tenders / Auctions / Tender -cum -Auctions / E-Auctions. MSTC needed to extend its primary business from a physical auction site to a web-based auction by incorporating it in to a portal. The company required a robust infrastructure that would be highly scalable & efficient, and that which would provide for redundancy.

Role of WDC

WDC is recognized as one of East India's largest software Development Company with extensive experience in the field of e-business technology and systems. WDC was the chosen Business Partner (BP) by IBM India Limited (IBM), for this project and was engaged to bring to the table its resources and experience in developing complex online internet based systems. WDC was engaged to provide relevant IT and business linkage and IBM would provide deep technical guidance, research resources and best practices to the project.

This is one of the first few B2B portals in India, which has been implemented by WDC. Extending the primary business of the client from a physical auction to web-based real time auction by incorporating it into a portal, and transferring his business to be more cost and time effective has been the primary motive of WDC (BP - Web Development Company Limited) while undertaking this initiative.

A Snapshot



“The company has already executed e-auctions worth more than Rs. 9.00 crores and projects the web-auctioning turnover will cross Rs. 15.00 crores by the end of the current fiscal.”

MSTC Chairman cum Managing Director Shri Malay Sengupta.

Key Issues

Challenges

Launched in 2001 MSTC’s Auction Application was initially built by the BP on Oracle technologies due to budgetary constraints since the customer was not confident on their business model and wanted a minimal investment by hosting the application remotely with an ISP / Hosting provider. After the initial success, performance and scalability issues arose and the customer based on BP’s consultancy decided to upgrade the infrastructure. The advantages of IBM technology and a single window vendor

concept was pitched and appreciated by the customer. A decision was taken to move the solution to IBM software and hardware.

WDC's challenge was to provide a scalable platform that would respond dynamically to fluctuations in system resource demand, in order to deliver real-time responses to customers' auction requests

Business Benefits

MSTC currently hosts an extremely successful Scrap auction site built on IBM Software Stack of WAS and DB2 running on IBM P Series Power 5 Servers. MSTC's Auction site today has, greater than 99.9 percent site availability through improved network performance that enhances customer satisfaction through strengthened resilience and its ability to resist external network threats.

MSTC's Scrap Auction Portal has been certified as an IBM e-Business Solution and has witnessed tremendous response from the seller and buyer community.

Apart from benefiting MSTC through an online auction module, the site was also designed to:

- Help MSTC clients in better recoveries from scrap, defectives and surplus items
- Contribute towards an improved bottom-line.
- Target a larger buyer / actual user segment
- Better realization rates, reduction in advertisement costs due to notification through auto mails
- Save in manpower and related expenses
- Ensure transparency through enhanced features.

Why IBM?

IBM perceived as a reliable partner to help deploy a highly scalable, resilient architecture allowing MSTC to focus on its core business

Solutions Overview

The Online E-Auction System from Web Development Company Limited has been designed to extend the primary business of physical auction companies to Web-based real time auctions.

The entire auction process was conducted using Web as a platform where any registered user would have the **provision to log in to the auction site and enter the auction floor to bid on any item available for sale**. The system will maintain various restrictions on any activities as a rule for participation. The solution would keep a track of all activities carried out between buyers and sellers starting from creation of auction, notifying buyers, item entries, auction activation, payment acceptance, issuing of acceptance letter, issue of delivery order etc.

WDC developed the Auction Web Site based on:

- Websphere Application Server for Network Deployment Version 6.x for SUSE
- DB2 Enterprise Edition Version 8.2
- Linux 9.0 DB2 Enterprise Edition Version 8.2 for SUSE
- Linux 9.0 P570 Servers (3) with SUSE
- Linux 9.0 Tivoli System Automation Version 1.2
- ITS Support Software
- Jet Pack Support

The Primary Site at Kolkata will host two p5-570 Servers in an Active-Active cluster, configured for High Availability. In case of a disaster event, users will be directed to the third p5-570 server located at the Disaster Recovery site in Mumbai, which hosts a clone of the applications. The new Online E-Auction System portal infrastructure will be built on IBM Middleware (DB2, WAS, Websphere Studio) on P-Series Servers of SUSE Linux. IBM will provide ITS support and Networking implementation to MSTC.

WDC Won the Beacon Awards...

WDC was chosen winner of the **“Best Regional Consultant and System Integrator On Demand Business Solution – Asia Pacific”** award in the annual IBM PartnerWorld Beacon Awards competition, for developing an Online E-Auction System for MSTC which would extend the primary business of physical auction companies to Web-based real time auctions for MSTC.

“Judges selected WDC as the winner in this category based on its ability to deliver cutting edge innovative value to customers while working closely with IBM to both benchmark and extend those solutions and technologies,” said Donn Atkins, General Manager, IBM Global Business Partners. “WDC is combining technology expertise with business insight to help their clients innovate on important business issues and realize real efficiencies.”



Says Mr. Rahul Sharma, Executive Director, Web Development Company Limited,

“What makes this solution particularly interesting is that it has evolved as per the classical e-business on-Demand phrase – Start Small Grow Big. The solution is built on a scalable stack and customer’s has gone on to invest further in upgrading to a world class infrastructure only after evaluating a proven ROI on their initial investment to the project with WDC and IBM”.

Technology Specifications

The new integrated platform is based on **three-tier architecture with a front-end Web interface & backend databases managing merchandise and customer information.**

For the middle tier, MSTC uses WebSphere Application Server running on IBM xSeries systems, as the runtime environment for the Java components that provide the site's business logic--which horizontally integrates a vast amount of customer data with tailored business applications. The Java components were developed with WebSphere Studio Application Developer. WebSphere Application Server--combined with WebSphere Studio Application Developer--gives developers a common tool, enabling collaboration and sharing of common Java objects. The result is greater flexibility in adding new web site features, while improving site dependability and the overall user experience.

Key Components	
Software	<ul style="list-style-type: none">● IBM WebSphere® Application Server Version 5.0● IBM WebSphere Studio Application Developer● IBM DB2 UDB 8.1● IBM SecureWay Firewall 4.2
Server Details	<ul style="list-style-type: none">● IBM P Series Power 5● Raw Storage● 24 GB RAM● 4 CPU

For more information, visit our Web site at: www.wdc.in