



CASE STUDY : TEAUCTION

B2B MODEL OF E-BUSINESS

Client: Teauction.com	Country: India
Industry: Tea Trading	Status: Completed
Solution Area: B2B online Auction	

Company Profile

Teauction.com was launched in March 2000, as the first digital tea exchange to enhance market access and liquidity for all participants. The company has been able to significantly reduce transaction cycle time and associated costs. Teauction.com's auction operates under All India License from Tea Board, Ministry of Commerce & Industry.

Project Brief

Teaauction.com wanted to build the first Online Tea auction in India. The parent company, Hanuman Tea Co. Ltd. is one of the major tea manufacturers in India and participates regularly in the conventional tea auctions conducted by brokers like J.Thomas, Carritt Moran etc. for the sale of tea. This conventional way of auction contributes about 55% of the total tea sale in India and has its limitations in consumption of more time and lack of transparency. The main opportunity which Teaauction.com wanted to avail was the market for the 45% untapped tea which was sold privately. They also wanted to have the process streamlined, thereby reduce the time cycle and cut off the Commission agents. They also wanted to have a system, which would take care of all business requirements needs. Teaauction wanted to pioneer this system in India.

A Snapshot

The screenshot shows the Teaauction.com website interface. At the top, there is a search bar with a 'Go' button (Powered by Google) and a link for 'Web Hosting in India by Cyberax'. Below the search bar is a navigation menu with links for 'Home', 'Industry', 'Weather', 'Statistics', 'About Us', and 'Services'. The main content area is divided into several sections:

- Jobs in Tea Companies:** A section with a green background and white text, advertising job opportunities in the tea industry.
- Herbalcom, Bulk Herbs:** A section with a green background and white text, advertising wholesale herbs, spices, and vitamins.
- Organic Green Tea:** A section with a green background and white text, advertising organic green tea.
- 200 traditional herbs:** A section with a blue background and white text, advertising a large range of medical herbs, teas, and herbal drugs.
- Tea:** A section with a blue background and white text, advertising tea products and services.
- Chai Lounge - Tea:** A section with a blue background and white text, advertising a unique range of teas.
- chinalife : Tea:** A section with a blue background and white text, advertising Chinese tea.
- Tea Auction Reports:** A section with a blue background and white text, listing various tea auction reports such as 'Kolkata Sale #01', 'Guwahati Sale #53', 'Siliguri Sale #50', 'Coimbatore Sale #43', 'Teaauction.com's N.I. Sale #43', 'Coonoor Sale #43', and 'Cochin Sale #43'.
- Tea Industry News:** A section with a blue background and white text, listing news articles such as 'Tea buyers to boycott auction over new order', 'Indian tea suffered the most under auction system', 'Tea buyers resent new proxy bidding rule', 'Tea Seeks Rs 22.5 Cr Central Aid For Common Brand Project', and 'Godrej Tea Outlines 3-pronged Plan For Bigger Market Share'.

Key Issues

Online Auction Features

The online tea auction has the following dynamic features:

Dynamic Category Listing: The categories for the Auction will be fetched from the database. This means additional categories can be added as when required.

Updation: Facilitate updation of Data on to the Tea Auction site after Tea Samples has been sent to the Broker and the buyers.

Real Time Bidding: It facilitates Online Bidding which contains/reflect real time bid prices.

Reserve Price Auctions: One minimum price per item is reserved. This facility is given to sellers whereby they can decide on a fixed minimum price/minimum-starting bid.

Auctions Archives: List of items put up previously.

Modify Auction Details: Modify auction details flexibly.

Bid History: Total and complete information as to how many people have bided and bid history of each bidder.

Search Auctions: Advanced searches to locate type of tea available for Auction.

Seller Information: As per authorization delegation) Sellers, Buyers complete information.

Alert Notification: An automatic e-mail notification is sent (based on category) to all the bidders as and when any new tea is added to that auction category.

Full Validation Checks: All validation checks and statutory warning, notices, checklists will be automatically generated and displayed to avoid any discrepancy to the seller or bidder.

Feedback form: An interactive feedback form will be created and generated for the Owner of the auction site.

Online Registration: Online generation for registering bidders and sellers will be provided on the basis of secure user ID and Password abiding by the norms provided by the auction houses.

Result of Auction Online: Results are automatically announced at the close of the auction via mail and home page of Auction.

Solutions Overview

With making www.teauction.com functional, WDC became the first company to implement the first Business to Business model in E-business in India. This project consists of online auction of Tea. This project has been implemented using Web Sphere Application Server, Web Sphere Studio and Net.Commerce. WDC in collaboration with IBM technology designed this technology for Hanuman Tea based in Calcutta. The auction was designed for selected users or buyers.

The E-Commerce projects we implement mainly use the state of the art IBM technology for hardware and software. The web site www.teauction.com is a site enabling tea auction. This is a focused site, having information on tea and tea related applications for processing sale. The Auction is developed in Websphere application server and Websphere studio.

Deployment

WDC helped in the Creation of member registration application, Designing easy to use and navigate user interface, Conduct an ethical Security audit, Designing easy to use and navigable user interface, Conduct an ethical Security audit, Define users in the Auction, Assign access Create the Auction Front, Modify task force, Specify Transport providers, Configure SET, Create Category templates, Define shipping services, Enter product information, Create product templates, Create User groups, Implement discounts and Create user group templates.

Technology Specifications

The total auction site was created using IBM Websphere Application Server, Websphere Studio.

The database which was used and accessed was DB2UDB ver 6.1 the world's leading RDBMS. The program has JAVA servlets running and components for dynamic creation and display of products and pages. The program was be made using the IBM leading software built in to Websphere i.e., IBM Visual Age for Java. The performance pack built in to Websphere Application server was programmed to do load balancing to maintain constant availability of the auction mall of the Hanuman Tea Auction site.

Key Components	
Software	<ul style="list-style-type: none"> • Net.Commerce Start • IBM e-network Firewall (Entry) • IBM Websphere Application Server (Standard) • IBM Websphere Studio • UDB-DB2 6.1 RDBMS
Hardware	<ul style="list-style-type: none"> • IBM Netfinity 5500 for Commerce Server • IBM Netfinity 3000 for Firewall Server

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