

**Leading commodity service provider from Mumbai, India implemented PUSH - PULL SMS based commodity services.**

The most important part of any business is to get repeat business from the same client; this can be possible, if and only if your earlier solution is proved up-to the expectation of customer. This case study is part of first solution which ADCC had offered to the client and which was up to the expectation; he saved lot of money after the implementation and was able to recover the money of solution in just 5 months from the time of installation.

Commodity service provider is a business portal catering the business needs of the agricultural business community. Commodity service provider is aimed at facilitating future and spot data related to the agricultural commodities like Pulses, Oil, Oil Seed & Cake / Meal, Spices, Cotton.

Right at the moment the activities of commodity service provider are concentrated on giving real-time market intelligence and market analysis information to its clients. The portal provides a valuable source of information for all the aspects for trading of various agricultural products across the globe.

Commodity service provider currently provides all these value added services to its clients through the SMS channel. However due to the drastic increase in the traffic of their SMS service, they were a looking out for a more robust solution for their mobile messaging service. ADCC IMIC platform was a best fit for their mobile messaging services. ADCC IMIC platform for mobile messaging has been designed to handle vast traffic of SMS and ensure their timely and accurate delivery.

Mr. Rajendenda Daga (Chairman), "From the business perspective, I will say I recovered my money in 5 months"

Mr. Priyank Seth (System administrator), "Best part of this solution is easy to use and easy to understand all the major complexities are hidden from end user"

Mr. Sanjay Deshmukh (Director, ADCC) says "We should look for more clients in this area as people are getting acquainted to technology".

## **Services**

The client of commodity service provider has to register with the service and have to opt for the market. User once registered will get 10 -12 SMS per day depending on the market chosen. Information is provided on the future and spot commodity market. Following market information is send to the client. Client can also request information at any moment of time by pull message, he is provided with different keywords.

## **Markets**

- Edible oil
- Non Edible oil
- Non Edible Oil seed
- Oil Meal
- Cotton
- Pulses
- Grains
- Bullion
- Spices
- Sugar

Mr. Mahindra Sheth (Trader & client ) , "Initially we thought that Traders community will show reluctant to such type of service as it was offered using SMS and trader are not technology savvy...but it proved wrong. "

Mr. Satyajeeet Raut (Product Head) , "When we visited the client , we found that there is lots of scope where we can cut the communication cost"

## **Designing Commodity service**

Mr. Arun Lakhani (CMD , ADCC) says " The response itself shows how technology can do the difference "

Commodity service provider was using the solution directly offered by GSM service provider for high premium, with this model commodity service provider were facing some problems like mentioned below.

- SMS rates were high.
- Undelivered SMS from SMSC where also charged.
- Operators monopoly
- Operator not having tie-up with other operators.
- Failure link
- Unfriendly User interface

ADCC did the details study and provided solution to the problem. The main hurdle with the system was the database; commodity service provider was maintaining the same on the remote webserver. So keeping all the basic constrain in mind, ADCC provided the solution.

How ADCC's addresses the solution to above mention problem?

- SMS rates were high. – Provided the GSM modem stack solution, here commodity service provider have flexibility to use schemes of the operator who is offering the lucrative schemes.
- Undelivered SMS from SMSC where also charged – Here only SMS which delivered were charged
- Operators monopoly - Flexibility to change to other operator by changing the SIM card
- Operator not having tie-up with other operators. – Option to choose for the operator who has tie-ups with maximum operator
- Failure link – GSM modems are used, so there is no chance of link failure.
- Unfriendly User interface – ADCC provided the two tier architecture with user friendly interface.

“Throughput was crucial, we achieved that by providing 15 modem stack solution” says Sandeep Thakre (Lead Consultant).

### **End user testing**

Solution was deployed in January 2004. On the first day itself client tested around 10000 thousand SMS. They randomly selected some of the clients and asked by making the voice call “did they receive the message” and the response was YES.



### **Continuing benefits**

The team firmly believes they have created a good base and can continue to build on that as technology improves.