

Developed an E-auction Portal for an Antiques Dealer that Provides Hassle Free LIVE Vintage Auction Experience



## Executive Summary

Over the last 2 decades, the client has been a prominent dealer of antiques and paintings and has also built an auctioning business that gives buyers and sellers a very unique and vintage auctioning experience.

The client wanted to extend this experience to a user friendly online portal that even the older generation and less tech savvy customers could benefit from. They also wanted to increase their sales footprint by targeting more users and including a host of other items to be auctioned. However, they still wanted to retain the exciting vintage auctioning experience even on the portal. They approached Sigma Infosolutions to build an online e-auction portal which not only enabled the client to conduct and manage a substantial number of live auctions simultaneously, but also retained the charisma of old fashioned auctions.

“More than 30 simultaneous auctions with 50 bidders each

## The Client

The client is one of the prominent auctioneers based out of Florida, North America. With over two decades of experience in auctioning of antiques, Jewelry, and old paintings; this dealer of antiques and collectibles prides itself on providing a very unique and exciting vintage auctioning experience. Their auctioning portal is a comprehensive e-commerce portal with a LIVE auctioning engine which enables customers to participate in an auction or host an auction for a variety of products while experiencing the thrill of old fashioned auctions.

## Business Case

The client wanted to offer his customers an easy, interactive and transparent method to auction. The client also wanted to improve its sales footprint by increasing the number of auctions. However, increasing the physical auction halls would have proved to be costly and difficult to manage. Also, auctions needed to be secure for both the auctioneer as well as the customer. Providing such facilities while increasing number of auctions was not possible without large upfront investment on infrastructure, resources, and marketing. The client approached Sigma Infosolutions to develop an e-auction portal that would cost effectively increase sales as well as give customers an easy and transparent way to auction while involving them with a unique live auctioning experience sitting at home.

## Challenges

The client wanted the portal to retain the old fashioned charm of auctioning. This novel feature was not offered by existing auctioning portals. Understanding the intricacies of vintage auctioning that existed in the 1960s and 1970s and recreating the experience for LIVE auctions on a web platform was a significant challenge.

The site would need to be visually interactive and developing an image heavy portal that would deliver fast interactivity was a challenging task. Creating live auctions on a rich interface and updating its current status on the portal instantaneously was a challenge. Another challenge was to keep the navigation user friendly and intuitive since many of the users would not be internet savvy and the user experience was top priority for the client.

## Solution

Sigma Infosolutions team developed an e-auction portal which provided hassle free live auctioning while retaining an old fashioned auctioning experience. This portal was targeted towards the older generation of auctioneers as well; and hence special importance was given to the overall usability and experience.

The portal could host all types of auctions, including live and secret bid auctions. It provided the users a wide range of catalogs to choose from and gave the user a special provision to place a bid in advance which got submitted suitably during the live auction. Also no buyer or seller commissions were charged and it offered a flat listing fee independent of product price. Registered users could also invite their friends, family, and acquaintances for private or secret bid auctions. This e-auction portal allowed over 100,000 users to navigate on the site simultaneously and provided each of them the facility to reorder items listed by them. In addition to all this, the online application had the ability to generate different virtual scenarios for different types of auctioning. This unique feature created a simulation of participating in a live and vintage auction.



## Technology

- J2EE (Java based application)
- Struts with spring plug-in and quartz scheduler
- AJAX,DWR
- My SQL DB
- Active MQ

## Business Benefits

The online e-auction portal significantly enhanced the auctioning process and provided the client with an ability to increase their footprint through the online medium.

Some of the specific accomplishments of this solution are:

- Provision to conduct more than 30 simultaneous auctions with over 50 bidders on each auction
- Allows more than 100,000 users at any time
- Allows users to shop online without participating in an auction
- Permits allowing or blocking of bidders in an auction
- Significant reduction in cost, time and effort required to arrange an auction
- Available 24 X 7, throughout the year

“Reduced cost, time, and effort required to arrange an auction

## About Sigma Infosolutions Limited

- Sigma Group, an Indian conglomerate has more than 4 decades of experience in Mining, Chemicals Manufacturing & Export, Handicrafts Manufacturing & Exports, and Software Development
- Sigma Infosolutions is a TUV certified ISO 9001:2000 company
- Headquartered in US with presence in UK and India
- Some of our esteemed customers include Airtel, Zyme Solutions, Yodlee, Celertity Consulting, Resolution Economics, Birla Global Asset Finance, Fosroc Chemicals, Surgery Planet etc.
- Sigma Infosolutions' services comprises of application development, application management, IT Consulting, Offshore testing, and Website and Portal Development