



sms  
56070

## In this Case Study

- Introduction
- Business need
- Scenario
- Solution
- Application
- Benefits
- ValueFirst USP
- Valuefirst mobile data service architecture



## Ebay – Facilitating The Online Commerce

*A Case Study*

*June 2008*

### **Introduction**

Founded in 1995, **eBay** is world's largest online auction and shopping site where people buy and sell goods. eBay has a turnover in excess of USD 5 billion and has more than 12,000 employees across the world.

### **Business need**

As most of the people are not online 24X7, eBay wanted the buyers and sellers to be informed instantly about any auction taking place online. Secondly, eBay also wanted a solution which has alternate means of verifying the user to prevent any possible frauds in trading.

### **Scenario**

Since most of the people have 24X7 access to their mobile phones, mobile based solution was the obvious choice. Further, eBay needed a solution which not only seamlessly integrates with its complex system but is also highly secure and reliable.

*SMS was chosen as a mode of communication over GPRS as most of the people still do not have access to GPRS/3G and SMS has already been widely accepted as the mode of communication.*

The mobile solution which eBay was looking for was supposed to meet these all requirements:-

- Secure information transfer and reliable enterprise grade infrastructure
- Operator and handset independent

Easy integration with their existing application and scalable for future requirements

### **ValueFirst Messaging Pvt. Ltd.**

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## **Solution**

After carefully analyzing the needs of eBay, it was proposed a solution based on **ValueFirst Pace APIs**

- ValueFirst Pace APIs can integrate with any COM/XML compliant system
- APIs take care of messaging scenarios even with complex business logic
- APIs also suited to the needs of the enterprises where data security is of high concern

## **Application**

ValueFirst Pace APIs interfaced with the eBay application layer and integration was done in less than 2 days time.

- Verification of new user by sending password as SMS to the user's mobile number
- eBay (motor business) send alerts related to auctions to the buyer community prior to the start of auction
- Sellers are send promotional and training related messages by eBay

## **Benefits**

### **Hard Benefits**

- Higher number of transactions as people are informed prior to the transaction
- Better control over fraud detection and control
- Reduction in overall communication costs due to automation

### **Soft Benefits**

- Faster and improved communication with the buyer and seller community
- Greater satisfaction of buyer and seller community
- Higher level of trust in eBay and the accompanied transactions

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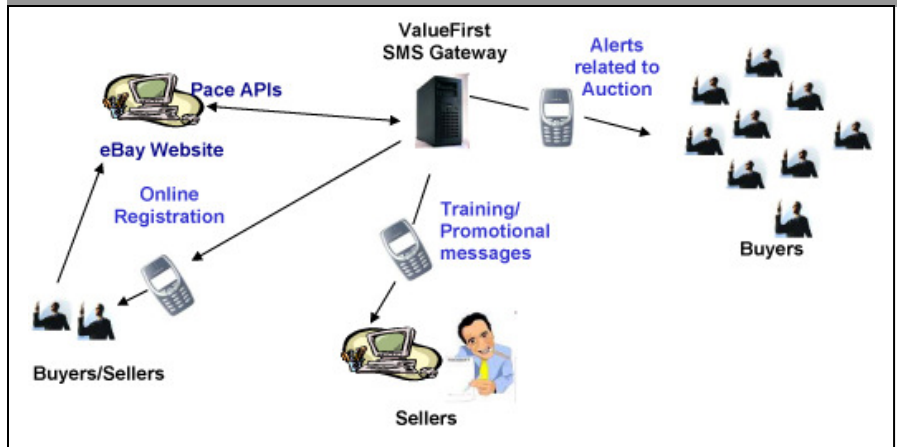


### **ValueFirst USP**

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst at Fullerton.

### **ValueFirst Mobile Data Service Architecture**



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