



**valuefirst**  
always value first

sms  
**56070**

## **In this Case Study**

- Introduction
- Problem Area
- Proposed Solution
- M-Enabling of Business Processes
- Benefits
- ValueFirst USP
- ValueFirst Service Architecture



## **Bullet Industrial Tools and Hardware**

***A Case Study***

***February 2009***

### **Introduction**

**"Bullet Industrial tools and hardware"** is a manufacturer of industrial tools and hardware. The company has been providing quality products at an economical price, since 1962. Its wide range of products include power tools, cutting tools, hand tools and power tool accessories like angle grinder, drill machine, router machine, stone and glass cutter, cutting blades, and chain saw etc.

### **Problem Area**

Bullet was facing the problem of imitation for their products in the market. To address this problem, Bullet designed a two pronged approach; a "scratch sticker" labeled on its products and "Bullet Original Blade" contest as a solution to this. These scratch stickers contained a 10 digit alphanumeric code. The customers could check the authenticity of product by sending this code to a prescribed short code. In response, customer gets a message informing that purchased product is original or not and he/she has been entered in the contest. This method also helps eradicate imitation in the stone cutting blades which is highly prevalent amongst popular brands.

Another problem occurred when a printing error happened in the scratch stickers and instead of ten digits, only nine digits were printed on the scratch stickers. These scratch stickers were labeled on the products and distributed in the market. Due to this, whenever a customer sends the code to prescribed short code, in response, they received a message that purchased product is not original.

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

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## **Proposed Solution**

After a thorough examination and analysis of the problem faced by bullet, ValueFirst proposed its best in class application ValueFirst Velocity Plus with an additional customization.

ValueFirst VelocityPlus is an enterprise-class SMS suite to process and send / receive SMS in a complex database environment to fulfill any customer need related to SMS transactions in an automated, bulk or a manual mode. Incoming messages can be received on a GSM modem or on a Short code configured on ValueFirst Servers. Business Rules Engine is a plug-in utility for automating ValueFirst VelocityPlus. It offers a fully customizable interface where you can define application logic and database structures and integrate with any CRM / ERP. ValueFirst VelocityPlus provides a highly reliable messaging/sms platform to the enterprise segment.

## **M-Enabling of Business Process**

- Customers can now enquire about their purchased products originality by sending a sms to short code.
- Customers automatically enrolled into "Bullet Original Blade" contest by sending code to short code.
- To handle printing errors, as in the case of Bullet, "ValueFirst Velocity Plus" is capable of configuring a specialized algorithm to check for the first 9 character of the code, and if found to be matching, treats it as a "Original Products".
- In case, serial number does not match with their database "The product is duplicate" message was delivered.

## **Benefits**

- Enabled two way communications between customers and the company.
- Enabled customers to check whether their purchased product is original or not.
- Reduced the chances for duplication of products in the market.
- Improved customer service and hence greater customer satisfaction.
- Reduction in delivery time of information due to automation.

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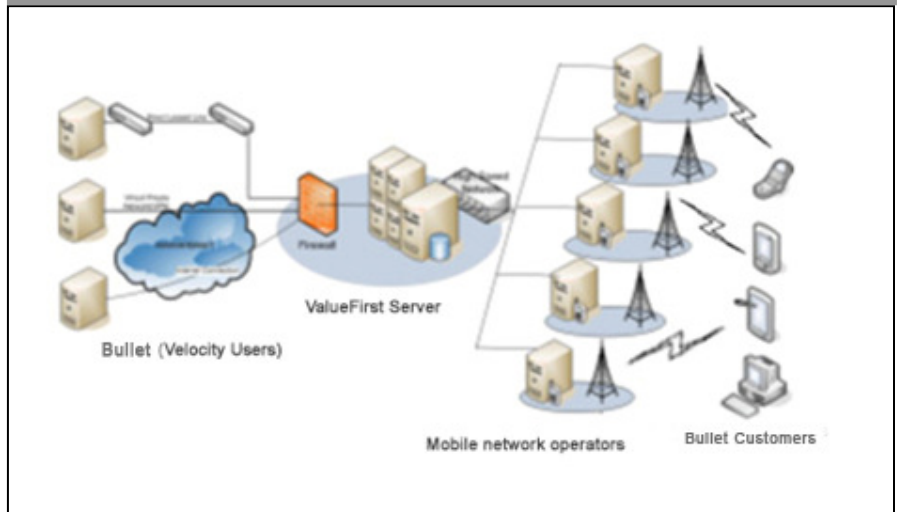
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## **ValueFirst USP**

- 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

## **ValueFirst Service Architecture**



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