**7-september-2014**

today we discussed about user account privilleges if done in 2 to 3 days otherwise need to skip....  
add forms for user opinion for our platform related to

user review  
user feedback  
user issues  
user expectations  
with in ver 1.0

after launch we will promote this application to our clients, showroom to showroom, businessmen to businessmen, industry to industry, and we will say its free and be a user and promote your business and products, and get users... you will be listed in our search results on platform...

then 15 days promote on facebook, next 15 days on google+, next 15 days on twitter, next 15 days on youtube, meanwhile we will have many users at last we will promote it on linkedin because it is business directory.

and for ver 2.0

google analytics statistics

google graph for statistics

prediction of sales based on platform statistics (if possible in ver 2.0)

provide cash book to manage their earnings and expenses

add new user by admin must be free

storage for pdf RFQ, QUOTE, PO, AND INVOICES, user can delete them but we charge for document and collaboration

no. of visitors with country, city, email (if logged in)

provide meta keywords input fields and meta description fields for their company and products for google search results without authenticayion of login in portal

add youtube video of portfolio, products, to make showcase popular

add statistics which provide the results that your portfolio, product is displayed in (x) times with these keywords, viewed (y) times with these keywords, suggestions that (z) no. of keywords are most popular in search results you can add this

designs category for product review, best selling products, best buyers, best sellers, best offers, etc.

and many more what ever in excel sheet, and by user feedback, expectations, as well whatever ideas in mind of you people and we people... for ver 2.0

hope we all will do best for marketplace...  
to make it all in one application we need to explore more in facebook, google+, youtube, twitter, linkedin, alibaba, amazon, snapdeal, flipkart, manta, yelp, etc...

For version 3 - we need to add Business Intelligence (BI) & Analytics using Apache Spark open source as it is being wildly adopted:

<https://spark.apache.org/>

<http://databricks.com/spark>

* Comparison of products rates analytics with other sites...
* build up customers base telling them our future enhancements plans and also taking their feedback to add what they want for version 2
* **if we are able to get 1000 customers after ver 1 release, then we should also focus on providing a mobile app in ver 2**
* our first target 1000 coustomers
* second target ver 2.0 by feedbacks
* third target re-invite customers to access our new look and feel of design and portal
* next target to promote it via social media...
* **start promoting on Facebook if we are releasing ver 1 this month**
* **should we make linkedin and Pinterest and g+ account too?**
* when u want to edit an existing file uploaded on a folder, there should be mechanism for check out - edit - check in and keep a history of versions of the doc along with user who edited them...this would be useful for companies to ensure they do proper document management
* We also need to keep in mind supporting Big Data, Hadoop etc to support big data analytics in future version
* Just remove transaction limits from those package since we will charge standard 1%
* For future maybe version 3, we need to implement what tableau.com and clearstorydata.com have as their product
* ok we take take care and study of all requirement documents
* we need to add success stories to show off... jo dikhta hai wo bikta hai.
* For version 3 & later, we will make each of the business apps like BI, CRM, Financial etc. on subscription charges of say $99/year per user and company license maintainence fees of $49/year (flat rate whether customer subscribes to 1 or more apps)
* This way we will make money both from subscription as well as maintainence license
* Are we planning any launch event this month for official India launch of supplymedium?
* Our goal would be to establish an Ecosystem of supplymedium user base that gets hooked on our platform with all their data on our cloud as a result of which they can't leave us - then when we offer them other paid ERP tools, then they will have to buy it in order to make sense of their data on our platform
* **“When Henry Ford made cheap, reliable cars people said, ‘Nah, what's wrong with a horse?’ That was a huge bet he made, and it worked.”**
* **"The best way to predict the future is to create it.” - Abraham Lincoln**
* One of the advantages of customers to stick to using Txn using our website will be that they will be able to access history of order - in later release, when we add sales analytics, they will get more value of the data in our servers
* we just need to monitor transactions and users
* if required then we can monitor cloud storage
* But let's monitor storage in super admin console so we know all details
* One more thing, when admin adds a new user, we need to generate auto password that goes in that users mail and he is forced to change it during first login
* Lokesh, remember your b'day free tool for project & task management? How easy/difficult is to integrate with supplymedium?
* not an issue to integrate that management tool with supplymedium. but firstly we need to have look and check that one. is that ok or not.
* Another area I was thinking that might make sense for subsequent releases, is to explore concept of Internet of Things (IoT) where we integrate supplymedium with an intelligent hardware rack that communicates back to the supplymedium mobile app on inventory levels and triggers mobile alerts for restacking below certain level as well as updates real time inventory. Something like this might find penetration into big retail brands like walmart, target, etc. which can then be forced to use our supplymedium platform. We can start by getting a small prototype build to test and demo to big retail executives here and gauge their response. Again, leverage indian market to see how Lokesh can refer some electronic manufacturer that can build such a prototype.
* We can add location specific intelligence to produce Analytics on store's items data - qty sold, frequency of refills needed, when that item was in greatest demand, etc. to allow for some data mining and predictive analysis/forecasting on that specific item
* What do you think? Start with releasing supplymedium application in India to form customers, build hardware system that supports supplymedium software and introduce that in US market to rope in big brands here
* Some more discussion/ideas:
* Another cool offering we can extend it to make supplymedium as POS (Point of Sale) software for retailers which would allow customers to directly scan using smartphone and supplymedium mobile pos app at the store and checkout and make payment without having to go to checkout line
* And sync it with real time inventory of retailer to update it -- all this using supplymedium app -- so now it can be extended from B2B2C -- we support inventory mgmt on business side and pos on consumer side with invoice going to their email -- this way we could totally disrupt end to end e-commerce segment from business to end consumer
* Also as far as offering Analytics is concerned, we need to add certain artificial intelligence in the sense that it remembers what are previous actions and presents Dashboard automatically based on what user would like to see with all charts and graphics...it should include all social media analytics and that's where Hadoop comes into picture for big data analytics support for storing data in json format
* But for now, let's continue with this release and add snap deal like page for next release for consumer interaction and on the side we will plan other misc activities
* And please focus on snapdeal or alibaba like interface in subsequent releases..thanks
* **wish all a happy diwali... may god bless and lighten your life as every day diwali... may godess laxmi ji come to your home.... and make you all happy for ever and forever... and one day you will say to me. LOKESH APNI HAR DIN DIWALI HAI...**
* **Same to you, Lokesh! We all will celebrate with bang bang very soon :)**
* one organisation which is dealing in spare parts of automobile industry, and spare marts manufacturing machines, that company has clients like mahindra, tata, and other
* main head of that organisation will meet you personally to understand this application, and he will also try to convey their customers like mahindra and tata to use our platform for billing and all
* after its launch 3 to 9 months of marketting efforts to join clients for basic free plan
* Apart from my initial comment, I don't have anything else except might make sense to include some big free image of supply chain as the cover of brochure? What do you think? Something like what we saw when browsing...either warehouse or some big machinery that signifies our (initial release) product is targeted for B2B
* think products like twitter, Facebook, linkedin are a hit? works flawlessly...it does what it's meant to be doing to give that 5 star experience to users who use it..that's the critical thing here...without 100% quality it's useless software just like some another millions of software that do the same thing but no one uses
* it is the matter of satisfaction and mental relief of users
* happiness of users as our clients
* **Hello Lokesh, Today is thanksgiving day here and they say you have to mention what you're thankful about...so apart from other family related things, I'm thankful to have Hasan and Lokesh to be part of my business life working together to get some place and make a name together to hopefully make a difference! Thanks guys, you rock!!**
* **thanks dear, but here last 2nd word is not accurate. we rock. we can just analyze, perform and deliver. but our +ve thinking must reflect in our work. either in hardwork or in smartwork. thanks to you all to make us a part of your concept and product. we rock. be +ve.**
* I saw your mail regarding the magazine promotion ..what are your thoughts on it?
* we got listed that top 20 ERP developers for magazine
* That's really good for visibility
* they providing us offer to use it
* Are they charging you as well?
* yes. but i dont wanna encash it for us.
* for showing ur company as top ERP
* i said them to wait for 4 to 6 months
* It looks a bit expensive
* i said yes for listing because its free..i said no for option 1) cover image with 4 internal company and product pages on cost of 150,000 and also no for option 2) 2 product pages, which costs 75,000, because i wanna encash this offer for version 2.0 for supplymedium, after 4 to 6 months. as per my thought it is not expensive. because it will be reached directly to CO CEO CTO DIRECTOR FOUNDER etc of organization. who can read it and contact us, register us, but only for 2nd version not for first, because for that we will have users companies and many more, who are already using it, this magazine is silicon india, and erp for it in india
* Yes, i agree it might make sense for 2nd version
* Nice going there guys with getting top ranking in ERP!
* the bonding of LOVE is not only attractions between a boy and a girl. it is an understanding between two or more persons, they can be parents and children, friends, staff, team. this love can not be expressed by word, this love can only be expressed by true feelings, caring nature for each other, can be expressed by eyes, and it is only depends and faith and truth for each other. so happy valentines day to all from a normal person to another. LOKESH KAKKAR (LUCKY)
* from 5 to 20 march, i will be in delhi for its marketing, with my marketing persons, we will stay there and promote it in wholesale market areas, as you know like sadar bazar, nabi kareem. this delhi area will be monitored by me personally
* my target is sales not marketing
* Get feedback from customers using it and we try to include customer feedback as highest priority for ver 2.0 release.
* Yeah I mean sales and marketing I'm taking it as same thing, Sales is better
* i need to wait for feedback, untill or unless we get starting revenue
* Marketing is when ur marketing resources will give brochure to perspective customer or prospects, Sale is when u go and close the deal with actual registration on sm
* For partner network, let's say commission up to 60% depending upon number of clients registered, 60% is sp high, 40% is ok
* Make it 40, So 25-40 range
* So what did we decide about suppliers bank account info - how do we wire the amount we get from buyer?
* Do we force them to enter every time transaction is completed by buyer so it can be wired to supplier?
* so we need to notify the suuplier to provide us their bank account details or paypal account details, so that we can wire them with securely store bank info, this feature will be only for supplier, One thing is that we do not want to store any bank information so maybe for now have them enter it each time, we will store it into database in encrypted format, it will be frustrating to enter each time, if anyone doing multiple transaction daily
* Are there any compliance issues about storing bank info
* no
* You are right but the only thing is that we need to be absolutely sure that this information is not compromised, Store with encryption key and when using decrypt with that key
* we can take 64bit or 128bit SSL for security on our domainas well it will be on PCI-DSS standard
* next version we continue with SSL
* Ya Google PCI Compliance and see if it's possible to follow it
* Also check the DoReference transaction api, that is an api that can be used with PayPal
* but they are PCI COMPLIANT on the infrastructure level but we still need to be compliant on the application level
* Interesting thing I found is that western union have API calls for integration like PayPal..so once we get suppliers bank account details and once buyers money has arrived to our PayPal acct, we can automate wiring of money to supplier bank acct after deducting our fees, because PayPal is 3% and WU is only flat charge of $1
* This way we avoid paying 3% again to PayPal when we send money to supplier
* Some ideas for release 2: For sellers, we need to keep separate track for- 1. Out-of-stock items in the inventory 2. Returns 3. Provisions for inventory cycle balancing
* Do you've an estimate of how many will they register in June?
* around 42 +72 + 62
* Interesting details from an article: In this Age of Social, customer service is a form of marketing. To stay up with this trend, Oracle is today announcing enhancements to its Service and Social Clouds. The largest change is that Web self-service and Web community are now unified as Community Self-Service. This is becoming a standard integration across the industry, especially in light of data like Nielsen’s that reveals over one-third of customers prefer to contact brands through social channels instead of by phone or email. This is, he noted, one of the ways in which the Social Cloud is being brought into the Service Cloud. But the Social Cloud is also gaining the ability to listen to and analyze (in real-time) conversations in communities’ posts, chats, and survey data, as well as logs of phone calls into the contact center. In other words, the Social Cloud is listening to private sources in addition to the social networks it monitored previously. The third update is the ability to add contextual data to the Service Cloud based on posts in the Social Cloud. For instance, a community might have comments and field reports related to a shipping problem that are appended to a particular service ticket. That complaint can then be routed manually or automatically to the right customer service personnel.
* This is what I was referring to with the idea of introducing a connected 'Smart Shelves' tied to supplymedium app for inventory control and replacement on demand. When the stock level is low on a shelve, it will automatically trigger an alert for further addition to bring it above certain threshold level. can introduce in ver 2.0. If u know of any hardware electronic factory, let me know and I can talk to them in dec on a possible prototype they can design which we can use to demo these big chains to sign up on supplymedium if they want to leverage smart shelves concept
* can you see this: www.checkbook.io
* we need to simplify our payment process in next V2 release
* it should allow users to enter their account info but then we need to verify their account by putting micro deposit amounts like INR 0.09 etc and ask user to verify so we know we are pointing to their correct account number. once they verify they can then use their account for any transaction. But for current released version, PayPal is fine
* These details are about new ecommerce companies starting up in India: This is where the next round of e-commerce retailers like justdial.com or kraftly.com are expected play a major role. Justdial.com is looking at creating an e-commerce platform for all the small businesses for B2B trade. Meanwhile, Kartrocket.com that used to build websites for small retailers and home businesses has launched a mobile platform called www.kraftly.com. Now, both these companies will be able to offer unique products, but not on the volume front. In a way the long tail has caught up with e-commerce as a producer selling even a single product will get a platform to showcase. Moreover, platforms like kraftly.com are leveraging communication platform like Whatsapp to reach out to customers and resellers. Until now, the social media platforms have not been used to build e-commerce platform, but it is a killer application if it is used smartly. Kartrocket.com allows its resellers to use Whatsapp to upload pictures of their products on their site. In China, wechat.com is the preferred platform for creating e-commerce websites, and most small producers use it very actively.