

DataSwarm™ Marketplace

OEM/White-labeling



Table of Contents

DataSwarm Marketplace Overview	3
How it works?.....	4
Individual DataSwarm User:	4
Business Partner:	4
Dragonfly Data Factory:.....	4
Marketplace Item Purchase Process	5
DataSwarm Marketplace Features	5
Categorization	5
Seamless Transfer	5
Software Development Kit (SDK)	7
Vendor and Admin Portal.....	7
Admin Dashboard	7
Vendor Panel	8

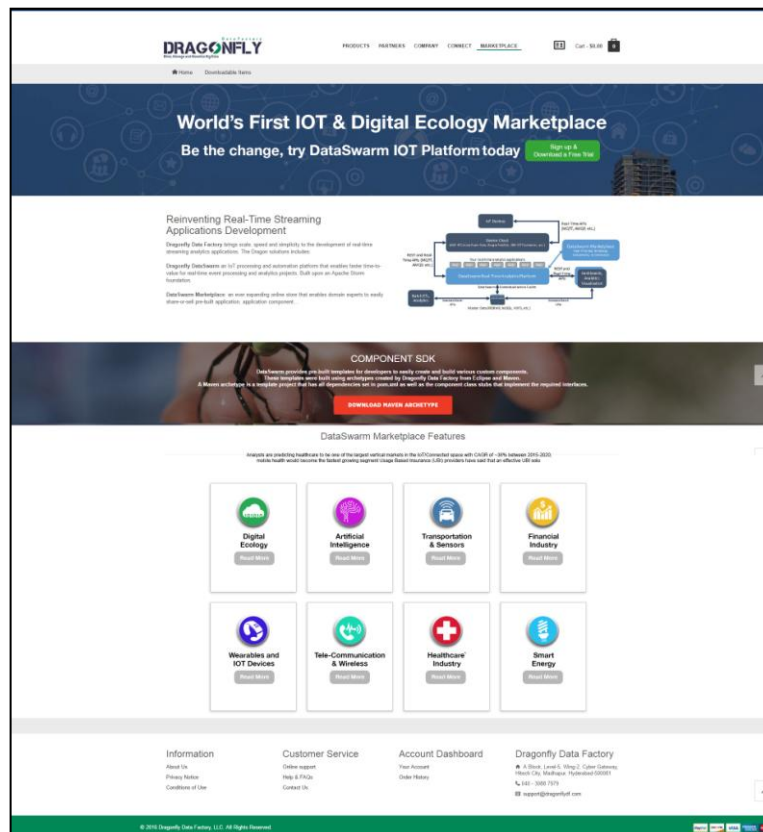
DataSwarm Marketplace Overview

The DataSwarm Marketplace (DSM) is a digital distribution platform similar to an app store, for DataSwarm products, developed and maintained by Dragonfly Data Factory™. The service allows users to upload, browse and download components, applications and connectors that are developed using Dragonfly's DataSwarm SDKs or platform. The products can be uploaded and downloaded directly from and to the DataSwarm platform.

Marketplace categorizes products based on different verticals or industries. A user can get into specific vertical and browse for relevant components and use case applications for specialized needs, and also can contribute components and applications pertaining to his domain or industry.

Marketplace is typically a form of an online store, where users can browse through these different resource categories, view information about each component or application (such as descriptions, reviews or ratings), and acquire those either by purchase or at no cost. The selected component or application is offered as an automatic download, after which the component or application gets added into the DataSwarm library, simultaneously users can also develop new components and applications and publish those on the Marketplace directly through DataSwarm platform.

Marketplace is curated by Dragonfly Data Factory, requiring that submissions of prospective component and application go through an approval process. These products are inspected for compliance with certain guidelines (such as those for quality control and censorship), including the requirement that a commission be collected on each sale of a paid resource.



How it works?

Any individual user or business partner can be a buyer or a seller, they can upload or download the products – components, applications and connectors in DataSwarm Marketplace. Business partner can be any company, which is interested to have its own separate store on Dragonfly Data Factory Marketplace, to sell its products.

There are three major players in the Marketplace – Individual DataSwarm User, Business Partner and Dragonfly Data Factory.

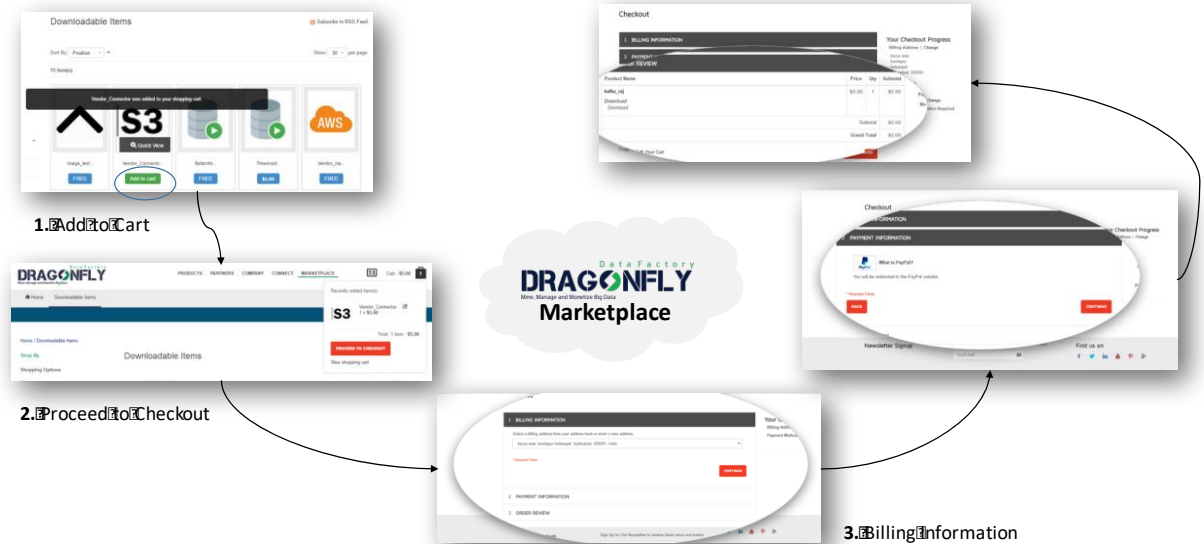
Individual DataSwarm User: A person who is having access to DataSwarm platform, can build components, connectors and applications using DataSwarm SDKs and platform, and publish those on the Marketplace just by a click of a button and assign prices to it. They can then earn revenue based on the number of downloads made on his/her uploaded products. Simultaneously, any user can download the products from the store, or can transfer the products directly to their DataSwarm platform after purchasing it online.

Business Partner: A company which is using DataSwarm product in business, can have its own separate store in Dragonfly Marketplace, where it can trade its products. Company can design or manage its own store by providing different access security levels to users.

Dragonfly Data Factory: The whole Marketplace will be managed by Dragonfly Data Factory, the products upload and download will be monitored and assessed by the dedicated team. The company will charge for the portal from the individual user or business partner for their any product purchase.



Marketplace Item Purchase Process



DataSwarm Marketplace Features

- DataSwarm Marketplace is an online library of reusable, GUI-configurable components and application templates.
- This global online component library is provided and maintained by Dragonfly and constantly being enhanced and refreshed by Dragonfly and ecosystem of developers
- Marketplace resources can be put as open-source or commercial
- Marketplace has an option to build local online component library for collaboration, sharing and reuse of components within an organization
- Snap-in library for sharing components and templates across the enterprise

Categorization

Marketplace categorizes products based on different verticals or industries. A user can get into specific vertical and browse for relevant components and use-case applications for specialized needs, and also can contribute components and applications pertaining to his domain or industry.

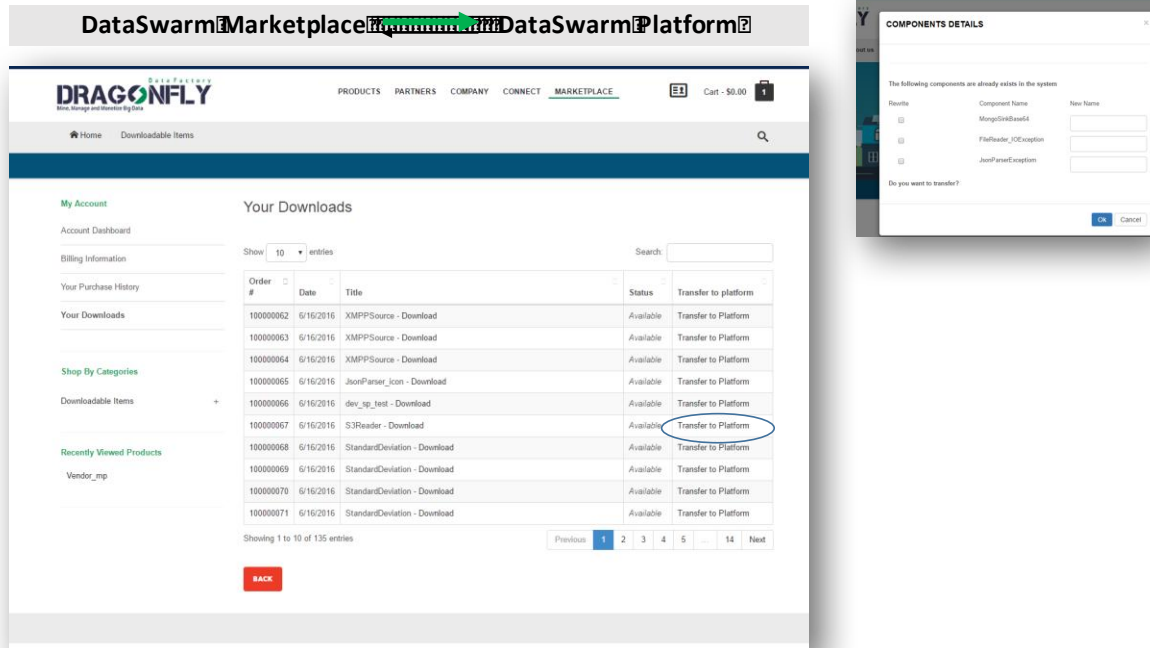
Seamless Transfer

Instead of just download, Marketplace also offers a seamless transfer feature.

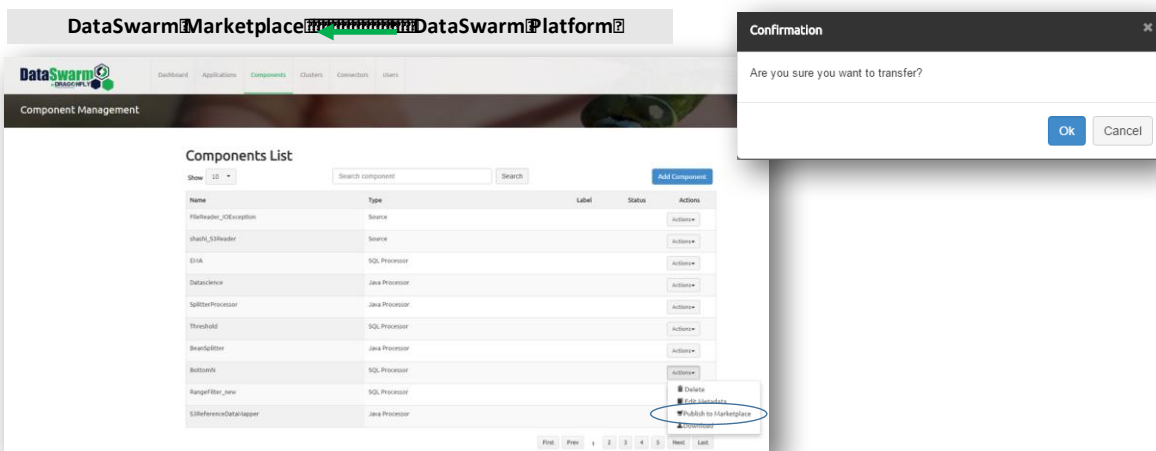
Seamless transfer is a process of transferring products from one platform to another without any intervention. Here in this case the products are transferred between DataSwarm platform and DataSwarm Marketplace.

- Users can transfer the component, application or connector directly to the DataSwarm platform from Marketplace, after it is purchased

- Users will have ‘**Transfer to platform**’ option on their downloaded products page, to transfer product from marketplace to DataSwarm platform
- If the component already exists in the platform, it asks for rewrite option. If the user checks for rewrite, existing component will be replaced by the new one in the DataSwarm platform

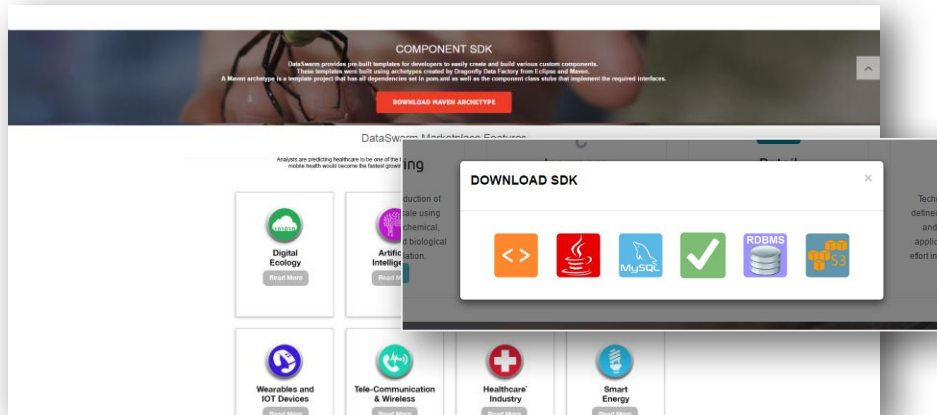


- Users can transfer the component, application or connector directly from the DataSwarm platform to Marketplace, using “Publish to Marketplace” option under Actions
- Once user confirms the transfer, the DataSwarm product will seamlessly transfer to the Marketplace, user can also provide necessary details of the product like category or vertical before pushing it to the marketplace
- After admin approves the product, the product will be listed in the product list and will be viewable to the public



Software Development Kit (SDK)

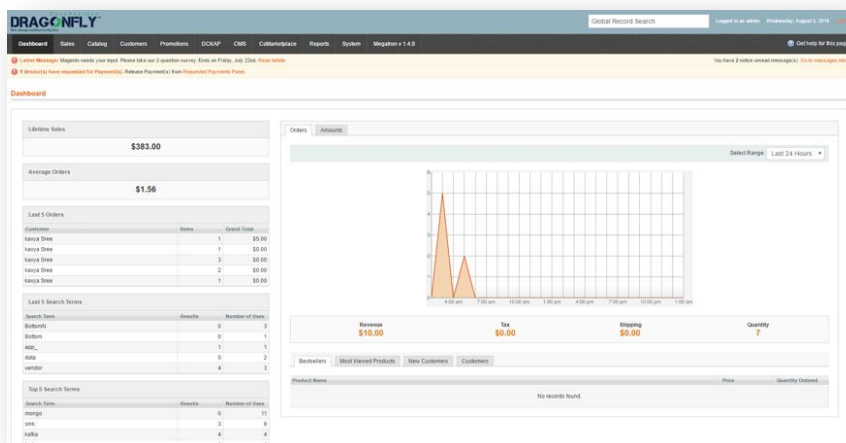
The SDKs are available in Marketplace for the users, to build components or connectors. These SDKs can be downloaded from the Marketplace, which would enable the users to build products as per the DataSwarm configurations. Different SDKs compliant to different programming languages like Java, SQL etc. are available, so the users can choose any SDK as per their requirements.



Vendor and Admin Portal

Admin Dashboard

The dashboard is usually the first page that appears when logged in as Admin, it gives an overview of sales and customer activity. The left section, provides a snapshot of lifetime sales, average order amount, the last five orders, and search terms. The right section enables the admin to view orders, amounts, best-selling and most viewed products, new and top customers real-time.



Sales:

- Orders: Admin can view existing orders, and create new orders. The orders work space lists all current orders. Each row in the grid represents an order, and each column represents an attribute, or data field. Use the standard controls to sort and filter the list, find orders, and apply actions to selected orders.
- Invoices: Admin manages sales invoices and can also customize the invoice template with vendor logos. An invoice is a record of the record of payment for an order.

Catalog:

- Products: Admin can manage all the product details like inventory, price, file, image and categories from here
- Categories: Product categories are created and managed by Admin. Before products are added to the catalog, basic category structure needs to be established. Every product must be assigned to at least one category
- Customers: The customers page, lists all customers who have registered with the store, or were added by the administrator

Vendor: Admin creates and manages vendors

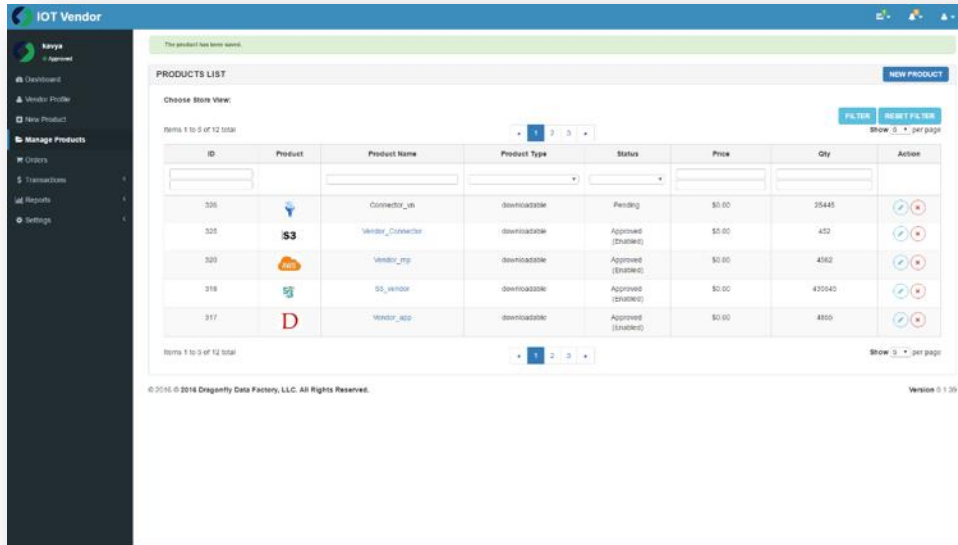
- Products: Admin follows the inspection process, and approves or rejects the uploaded vendor products accordingly
- Orders: Admin manages orders of vendors
- Payments: Admin can set percentage of commission fee and service tax on the vendor items

Vendor Panel

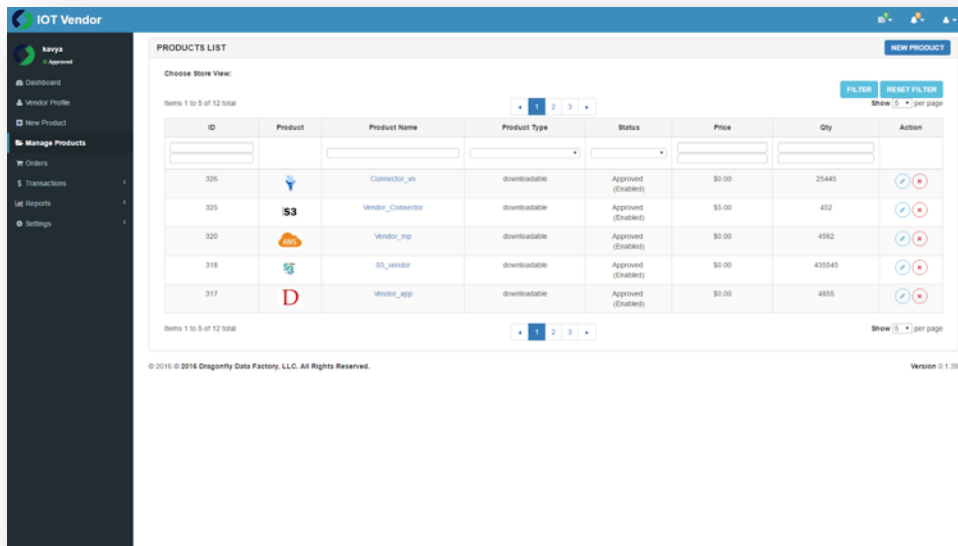
- Vendors have to first fill-in all the necessary details about the product, and upload the .zip file in the new downloadable product page.

The screenshot shows the 'NEW DOWNLOADABLE PRODUCT' form in the IOT Vendor panel. The form is divided into two main sections: 'GENERAL INFORMATION' and 'DOWNLOADABLE INFORMATION'. The 'GENERAL INFORMATION' section includes fields for 'Website' (Main Website, Main Website Store, Product Store View), 'Product Name', 'Description', 'Short Description', 'Stock Availability' (Out of Stock), 'Tax Class' (Basic Rate), 'Special Price', and 'Product Images' (Choose file, No file chosen, Default image). The 'DOWNLOADABLE INFORMATION' section is partially visible at the bottom. The form has a light blue header and a dark sidebar on the left.

- Vendors will see the new product added under the product list, with the status as “Pend



- After Admin inspects the product and approves it, the status will change to “Approved”



Copyright © 2016 Dragonfly Data Factory, LLC. Dragonfly Data Factory, DataSwarm™, and DataSwarm Marketplace are trademarks of Dragonfly Data Factory, LLC. All other trade names are the property of their respective owners.