

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

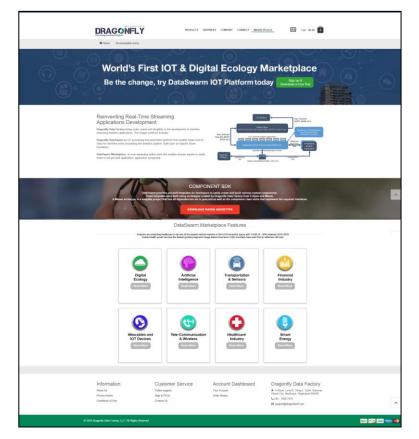
DataSwarm Marketplace Overview

The DataSwarm Marketplace (DSM) is a digital distribution platform similar to an app store, for DataSwarm products, developed and maintained by Dragonfly Data FactoryTM. 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

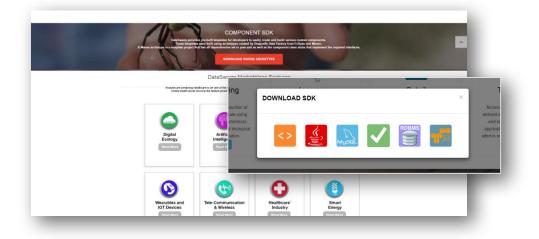
DRAGONFLY			PRODUCTS PARTNERS COMPANY CONNECT MARKE	TPLACE	E1 Cart - \$0.00	The following compor Rewrite	ents are already exists in the system Component Name	New Name
R Home Downloadable Items					Q		MongoSirkBase64 FileReader_IOException	
							JsonParserException	
						Do you want to transfe	1	
My Account	Your D	ownloa	ds					
Account Dashboard								Ck
Billing Information	Show 10	 entries 		Search				
Your Purchase History	Order ⊡ #	Date	Title	Status	Transfer to platform			
Your Downloads	10000062	6/16/2016	XMPPSource - Download	Available	Transfer to Platform			
	10000063	6/16/2016	XMPPSource - Download	Available	Transfer to Platform			
Shop By Categories	100000064	6/16/2016	XMPPSource - Download	Available	Transfer to Platform			
Shop by Categories	100000065	6/16/2016	JsonParser_icon - Download	Available	Transfer to Platform			
Downloadable Items +	100000066	6/16/2016	dev_sp_test - Download	Available	Transfer to Platform			
	100000067	6/16/2016	S3Reader - Download	Available	Transfer to Platform			
Recently Viewed Products	100000068	6/16/2016	StandardDeviation - Download	Available	Transfer to Platform			
Vendor_mp	100000069	6/16/2016	StandardDeviation - Download	Available	Transfer to Platform			
	100000070	6/16/2016	StandardDeviation - Download	Available	Transfer to Platform			
	100000071	6/16/2016	StandardDeviation - Download	Available	Transfer to Platform			
	Showing 1 to	10 of 135 en	Previous	1 2 3 4	5 14 Next			
	BACK							

- 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

DataSwarm®	Dashboard Applications Components Cha	thers Connectors Users					Are you sure you want to transfer?	
Component Management	0		-	6	10	V		Ok Cance
	Components List							Cance
	Show 10 *	Search component	Search			dd Component	_	
	Name	Туре		Label	Status	Actions		
	FileReader_IOEsception	Searce				Actions*		
	shashi, S3Reader	Source				Actions+		
	(DA	SQL Processor				Actions+		
	Datascience	Java Processor				Actions+		
	Spillther Processor	Java Processor				Actions+		
	Threshold	SQL Processor				Actionz+		
	Beanfaplitter	Java Processor				Actions+		
	BottomN	SQL Processor				Actions+		
	RangerFilter_new	SQL Processor				B Delete		
	SilleferenceData/Japper	Java Processor			1	#Publish to Market		

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 programing 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.

				telplace Reports System Mogation v 1.4.0			😗 Gel heip for Exis page
nd Message: Magento needs your eput. Please tak mdor(s) have requested for Peyment(s), Release				Calls			You have 2 notice unread message(s). Go to messages editor
board							
Lifefime Sales				Orders Amounts			
\$38	3.00						
							SelectRange Last 24 Hours +
Average Orders							
	.56						
51				5			
Last 5 Orders							
ustense	Roma		d Total	-			
avya Sree avya Sree		1	\$5.00 \$0.00	1			
avya Sree		3	10.00	a			
avya Stee		2	10.00				
avya Sree		1	80.00	*			
					V		
Last 5 Search Terms					4.00 am 7.00 am 10.00 am 1.00 pm	4.00 pm 7.00 pm 10.00 pm 1.00 am	
earth Term	Jane's	Nam	Der of Units				
atonN		0	3	S10.00	50.00	Shipping \$0.00	Quality 7
offen		0	5	510.00	50.00	\$0.00	1
co_		1 0	1				
andor endor		4		Bestvellers Most Wewed Products New Custome	a Customers		
				Product Name			Pres Quantity Ordered
Top 5 Search Terms				TROUG NETE			Search Conner
earch Tarm	firmets.	. North	the of Vers		No reconts 5	rend.	
anpo		0	81				
ek.		3	0				
aba		- 4	4				
est		4	4				

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.

GENERAL INFORMATION		SAVE CANCEL
Websites:	Product Categories:	
Main Website	Main Website Store	
Main Website Store Default Store View	Downleadable items (10)	
Default Store Measure		
Product Name ***	SKU T	
Description *:		
B I U = = = = = FortStra - + FortFamily + FortFamily + 🕾 🖉 🗞 🗞 🖓	⊕ 2 x x ÷ 3 ≤ ∞	
Short Description ". B / U = = = = = = = tenttes tentters, - functional - us us 😿 👼 👋 🏵		
	-2-X-0-4-4	
	*2******	
	* 2 * X * 4 = ±	
	Stock *	
Steck Availability Out of Stock		
Stock Availability	Stack -	
Steel Availability Out of Neck	Bust **	
Stock Availability		
Text Annual of the second seco		
Next Assistancy Out of theor The Case 1: Annue Send		
Text Annual of the second seco		

And Share Sh	and the second second								
AND THE TO SET USER SUBJECT OF THE SECOND SE		PRODUCTS LIST							NEW PRODUCT
Image: Series to Set to zoal Product Product Name Product Type Static Proc Otype Access 10 Product Product Name Product Type Static Proc Otype Access 206 V Connectory.in dismiciazable Preside Static Proc Otype Access 206 V Connectory.in dismiciazable Preside Static Proc Otype Otype Otype Static Proc Otype O		Choose Store View:							
ID Product Name Product Type Static Proise Optimized 256 Image: Static State Image: State State Image: State State State Ima	1				-			P%.78	
256 Convector_un desericazada Pesses 55.00 25445 C (* 256 \$3 Versor_Convector desericazada Apriles 55.00 25445 C (* C <td< td=""><td>orberts</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>	orberts								
306 Convector_un Sevendazable Austria Statut Convector_un 306 Image: Sevendazable Sevendazable Approved Statut Convector_un Statut Statut Convecto		ID	Product	Product Name	Product Type	Status	Price	Qty	Action
535 53 Versity (Source) dimetrialization Approved (Source) 53.00 4.52 O O 203 Image: Source) dimetrialization Approved (Source) 50.00 4.52 Image: O	÷ (6)								
535 53 Versity (Source) dimetrialization Approved (Source) 53.00 4.52 O O 203 Image: Source) dimetrialization Approved (Source) 50.00 4.52 Image: O	*	326	4	Connector_im	downloadable	Pending	\$0.00	25445	00
520 Construint Maximum Approved (Maximum) 520 4432 Original 318 62 55, white: desentializable Approved (Maximum) 50.00 4302 Original 317 D Windor, stop desentializable Approved (Maximum) 50.00 4500 Original 317 D Windor, stop desentializable Approved (Maximum) 50.00 4500 Original Windor, stop desentializable Approved (Maximum) 50.00 4500 Original	<u></u>	328	53	Verder_Converder	downloadabae		\$5.00	452	
311 82 55, which describution Approved (showed) 55 of 0 435543 CO 317 D Windor, gap describution Approved (showed) 60.00 4155 CO More \$10.54 ft Q addition To get 0 To get 0 To get 0 10.00 10.00 10.00 10.00 0 </td <td></td> <td>320</td> <td></td> <td>Vendor_mp</td> <td>dewninadable</td> <td>Approved</td> <td>\$0.00</td> <td>4562</td> <td>00</td>		320		Vendor_mp	dewninadable	Approved	\$0.00	4562	00
317 D Wendprive describution Approved (Lineaccion) 50.00 1800 CO Norms 16 0x47 Q adult		218	53	S5_windor	dewritoadable	Approved	\$0.00	420040	
Norms To Lo of V2 Note: Brow (+ per page		317	D	Wendor_app	dewnloadable	Approved	\$0.00	4855	00
		Items 1 to 5 of 12 total							Show 5 + per page
	e	2016 © 2016 Dragonfly Data	a Factory, LLC. All Right	s Reserved.					Version 0

• 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"

kavya • Approved	PRODUCTS LIST							NEW PRODUCT
• Approved	Choose Store View:						FILTE	R RESET FILTER
for Profile	Items 1 to 5 of 12 total			4 1 2 3 b			FILTE	Show 5 • per page
Product	ID.	Product	Product Name	Product Type	Status	Price	Ony	Action
age Products				· · · · · ·				
rs sactions <	326	Ŷ	Connector_vn	downloadable	Approved (Enabled)	\$0.00	25445	 ••••
ets <	325	53	Vendor_Connector	downloadable	Approved (Enabled)	\$5.00	452	
ngs <	320	<u>65</u>	Vendor_mp	downloadable	Approved (Enabled)	\$0.00	4562	 •••
	318	5	53_vendor	downloadable	Approved (Enabled)	\$0.00	435545	
	317	D	Vendor_app	downloadable	Approved (Enabled)	\$0.00	4855	
	items 1 to 5 of 12 total			+ <mark>1</mark> 2 5 +				Show 6 + per page
	© 2016 © 2016 Desgorfly Data	Factory, LLC. All Right	s Reserved.					Version 0

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.