



info@lemontechnologies.net

“Rough Diamond Tender & Auction Solution (RDX) Implementation at Bonas Group”

Established in London during the great South African diamond rush of the 1870's, Bonas is the longest established and most eminent Diamond Broking and Consultancy firm in the world. Now in its fifth generation, Bonas continues to deliver value for its customers from its worldwide network in every major diamond centre, including Antwerp, Gaborone, Hong Kong, Johannesburg, London, New York, Mumbai, Surat and Tel Aviv.

Business Challenge

Being one of the oldest broking and consulting firm in the industry, Bonas was running all its business processes offline without the help of any software solutions to manage their data. On behalf of mining companies, Bonas organized tenders all of which was done offline by publishing for tenders, inviting clients for the tenders, accepting their bids and declaring winners. Also, all the major reports took almost a week to be generated manually through excel.

But with the growing clientele and to cope with the fast paced world, Bonas Group realized the need of robust software solutions to manage all their information online with the least human intervention for doing the same.

Journey of Success

Lemon Technologies Pvt. Ltd. (LTPL), based on its expertise in the gem and jewelry industry, developed high-tech integrated software, with the following unique features, to address the business challenges faced by Bonas Group.

- **End-to-End Online Tender & Auction Solution** – This solution has facilitated Bonas group to organize both tenders and auctions through an online platform. The entire process including inviting parties, recording bids, generating results and other necessary analytical reports are all done through this online solution. Hence, it is an end-to-end online solution for tenders and auctions.
- **Bidder & Viewer Management** – A bidder is the person who actually places a bid for a tender while a viewer is just a spectator of the tender. The team at Bonas, approves the registration of the bidders and viewers after proper authentication of their documents. All other activities like updating their profile and other settings are done through this module.
- **Bidder Performance Analysis** – This tool gives a detailed and summary level report of the performance of each bidder at each event. It gives details such as no. of events in which the bidder was invited, no. of events attended by the bidder, no. of events in which he bid in, total no. of bids placed in terms of lots, no. of times he was on rank 1, total cts. and value won, last bid and purchase details and all other details pertaining to each event are given by this tool.
- **Events Analysis** – The team at Bonas acts as the administrator of RDX wherein they have all the rights to create events while organizing tenders. Once all the events are over and closed online, the admin team gets a total

analysis of all the events. All the details of the events like total bidder attendance, no. of bids placed, carats tendered, lots sold and bids statistical reports can be fetched from this tool.

- **Setting Overall Purchase Limit (OPL)** – There is a unique feature that is offered by this system where the bidders are given the flexibility to set their maximum limit of purchase. This limit can be revised by the bidder anytime before the event is closed. This proves extremely useful to the admin while declaring results. If a winning bidder exceeds his OPL, the admin has all the rights to reallocate certain lots to the very next bidder in order to bring the winning bidder to its OPL. Thus this functionality helps the Bonas management in making decision making while result declaration.
- **Online Result Declaration** – Once the events are over, the system automatically generates results based on the pre-defined terms and conditions of the events. The results are then sent to the bidders of the particular event via mail and are also visible in the bidder's profile the next time he logs in the system. All the fuss of maintaining the information offline is completely eliminated through this system.

Success Value Delivered

- 10 events held successfully through RDX in the last 1 year till January 2013.
- Bonas' business processes fully automated after implementation of RDX.
- Organization of several events done simultaneously.
- Significant reduction in time in result declaration from 7 days to a single click.
- Strong analytical reports like bidder performance analysis and events analysis generated to support decision making.

About Lemon Technologies

Lemon Technologies is an ISO 9001:2008 certified software development company pioneering in database applications, especially, cutting edge technology solutions for the Gem & Jewelry industry.

Lemon has been formed with the vision to offer innovative and creative software solutions for the beneficitation of our customers worldwide such that our solutions enable them to transform the way in which they do business.