Annex 1

Task 1.3: **Assessment of the research state at the local level related to the European trends and demand analysis**

E-commerce platforms

- *Platforms addressed by specific operators to the end users for on-line buying*
- *Platforms b2b addressed by specific companies to other companies, shopkeepers, and other business subjects used for purchasing and managing orders and shipment*

SPAIN:

1. Digital Marketing Platform

TECHNOLOGY FIELD:
Electronic Commerce, Electronic Payment

SPECIFIC TECHNOLOGY /SOLUTION:
A Spanish company specialised in the development of applications for iPhone (iOS) and Android mobiles and tablets, e-commerce services with hosting and domains, and professional Web Apps, has developed a platform for self-managing online marketing campaigns.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
A Spanish company provides high-level technological solutions including mobile applications. Specifically, the company develops applications for iPhone and Android mobiles and tablets, e-commerce services with hosting and domains, and professional Web Apps. The company, very interested in mobile marketing, has developed a digital marketing platform which brings together multiple services in a single tool. The developed computing technology takes advantage of current common models and it aims at the mobility scene under real-time conditions. In particular, the solution allows the user to generate and manage digital coupons passbook with geolocation services, to create Quick Response Code (QR codes), to send personalised and bulk text messages and e-mails, and to obtain statistics in real-time of the impact of commercial actions.

MAIN APPLICATIONS:
The main innovations and advantages of the platform include updates in real time, customisation of companies bulk SMS and e-mail messages, services to manage contact lists, combination of

services (for instance, SMS with a passbook), passbook with geolocator as an incentive to spark sales, control of expenses in each campaign, and statistics to evaluate the impact of the campaign in the customers.

USE AND RESULTS OF APLICATIONS DONE:
The solution allows the user to generate and manage digital coupons passbook with geolocation services, to create Quick Response Code (QR codes), to send personalised and bulk text messages and e-mails, and to obtain statistics in real-time of the impact of commercial actions.

PERCEIVED POTENTIAL:
The main innovations and advantages of the platform include updates in real time, customisation of companies bulk SMS and e-mail messages, services to manage contact lists, combination of services .

RTD ACTIVITIES IN PROGRESS:
The company is looking for commercial agreements with technical assistance for companies interested in adapting this technological tool to their specific needs.
The stage of development: alllready on the market

Poland:

2. E- Commerce Software

TECHNOLOGY FIELD:
Web portals

SPECIFIC TECHNOLOGY /SOLUTION:
A Polish company developed own e-commerce software dedicated to modern online shop.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
This small Polish company established in 2009 develops advanced IT technologies. A team of experienced programmers specializes in systems that require the processing of very large

amounts of information. The company has developed own e-commerce software. The product is dedicated to running:
- the e-shop (modern online shop),
- wholesale system, B2B sales (prices, special terms and conditions, the XML integration, etc.),
- purchasing platform (many suppliers / one buyer)
It is offered in the following variants:
- monthly fee (SaaS),
- license agreement (box),
- sub-license agreement.

MAIN APPLICATIONS:
This software can be used in:
the e-shop (modern online shop),
- wholesale system, B2B sales (prices, special terms and conditions, the XML integration, etc.),
- purchasing platform (many suppliers / one buyer)

USE AND RESULTS OF APLICATIONS DONE:
The software guarantees:
- high speed of operation,
- very high efficiency in data processing,

PERCEIVED POTENTIAL:
Advantages:
- ease of use and management,
- new IT solutions,
- intuitive graphics front website creation,
- effective technical support,
- open source code,
- competitive price.

RTD ACTIVITIES IN PROGRESS:
In the search for new business markets, for the developed software, they look for trade partners:
- software distributors,
- sales agents,
- commercial agents,
- advertising agencies / resellers.
Cooperation on the basis of the commercial agency and distribution services agreements is

considered.

SPAIN:

3. Innovative e-commerce platform integrated into a CRM solution

TECHNOLOGY FIELD:
Electronic Commerce, Electronic Payment

SPECIFIC TECHNOLOGY /SOLUTION:
Spanish based-tech company has developed an innovative e-commerce solution. It is an online order management tool that combining a software solution with a company website, is capable of generating orders in real time and integrating them into a CRM solution.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
This advanced e-commerce platform technology has been specially developed to optimize selling through companies' websites. It provides a better service for both retail and wholesale clients, in terms of information and workability.   Additionally, the technological platform is integrated into a CRM solution, providing valuable information to the company sales force and marketing department, regarding clients' orders of products and easing its management.

MAIN APPLICATIONS:
Main features are the following: •Customizable web platform and interface   •It allows launching of new products, promotions and fidelity campaigns   •Stock management: The system takes into account orders and bookings of products, providing accurate information regarding stock availability.   •Automated order entry in real time 365 days a year, 24 hours a day, 7 days a week.   •New client orders are sent to the sales force through automated e-mails.   •Anonymous buyer: The system lets the companies know interest from buyers who were clicking on its products or services, creating sales opportunities.   •Purchasing trends and historical: The systems stores under its secure vault an historic shopping, that lets users to prepare campaigns, tendencies analysis, among other business intelligence assessments.   •Its access is restricted by user name and password to ensure maximum security.   •It includes a form to stay in touch with clients solving doubts and receiving suggestions.

USE AND RESULTS OF APLICATIONS DONE:
  Ready to work with any kind of payment: Pay Pal, transfer and deferred payment.

PERCEIVED POTENTIAL:
Main advantages associated to this solution are the following:
•The platform includes an innovative feature regarding client orders that finally are not made after conducting the purchasing procedure on the website. Sometimes clients conduct the purchasing procedure just to find out the final price of an item or product. This valuable information is immediately sent to the company sales force, so they can contact the client in order to get the sale.
•It unifies service to any client typology (wholesalers and retail) within a single e-commerce platform.
•It allows the company sales force and the marketing department to analyze costumer habits such as connection times, visited websites, dropout rate, etc.
•It provides corporate image, increasing company awareness, securing a better market position and a clear differentiation from competitors.
•New sales channel for better customer retentionand and higher efficiency.
•It reduces administrative costs.
•Improvement of customer communication, keeping them informed of new releases and/or promotions, discounts, etc.
•Visualization of purchase history, review of orders and embedded images of product data sheets for easier management.

RTD ACTIVITIES IN PROGRESS:
The company seeks licensing and commercial agreements with technical assistance.

UK:

4. **Novel "social-sharing" e-commerce platform.**

TECHNOLOGY FIELD:
  Electronic Commerce, Electronic Payment

SPECIFIC TECHNOLOGY /SOLUTION:

A UK based company has developed a novel e-commerce platform and approach based on "social sharing".

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
This retail web-site will take a different approach in how they allow consumers to shop and purchase goods and services and how much they pay for them , not the traditional method of a pre-determined fixed price for goods set by the manufacturer/ retailer or the complex process of bidding on a product as on auction sites, where the price can go higher and higher and you have no control over the final price and also lose out in owning it due to another higher bidder.
The web philosophy is about social sharing and giving , and if you decide to miss out on a particular item another member of our customer base has the potential to benefit because of your kind actions.
The process concept is simple:
A specific item for example a computer is on sale on the web-site for £250, the consumer has to buy a token for £1 first then you can click the discount button. Then, for example, a number pop's up on the consumer screen which is 25 and then the consumer knows that 25 other members have brought tokens. The consumer can then decide either not to go ahead with the purchase or to pay the difference on this occasion £225 to make the sale price of £250 and buy the item saving £25 on the regular price.

MAIN APPLICATIONS:
The consumers will be in complete control on how much they are willing to pay and they will have on opportunity to save considerable money depending on what other customers have decided to do, for a small fee.

USE AND RESULTS OF APLICATIONS DONE:
  The solution empowers the consumer to buy goods they feel are set at an acceptable price range and within their budget and to save considerable money on what other consumers have decided to do.

PERCEIVED POTENTIAL:
The solution give an opportunity to potentially save a great deal of money on products as much as 99 % off the normal fixed price;
Instant results;
It is possible to give easier access to luxury item, holidays, concert tickets, sports events and even once in a lifetime opportunities because nothing has to be paid in advance but only when the price for purchases is paid in advance and the solution acts like a drop-shipping service.

RTD ACTIVITIES IN PROGRESS:
Stage of development: already on the market.
They want to collaborate with Companies specialised in software development and e-commerce are sought for joint venture and/or licence agreements and/or technical cooperation.

ITALY:

5. Innovative multilanguages WCM (Web Content Management) platform easy to install and without programming knowledge

TECHNOLOGY FIELD:
Information Technology/Informatics

SPECIFIC TECHNOLOGY /SOLUTION:
An Italian company, specialised in Digital Marketing for any sectors, has developed an advanced and innovative multilanguages WCM (Web Content Management) platform that allows Digital Companies and Communication Agency to work with advanced CMS, Social Media Management, SEO compliancy, e-Commerce, Newsletter, Mobile Apps, Reputation and Reporting, easy to install and without programming knowledge.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
The Web Content Management is a modular and scalable platform that could be adjusted to the specific needs of different clients.
The system offers a wide range of specific modules.
Main features of the platform are:
-Advanced tools for managing the layout and CSS of your template.
-Manage your content quickly.
-SEO compliant.
-Front-end layout for the most popular mobile/tablet devices.
-User area integrated with specific software packages for managing documents and restricted areas.
-Mobile framework
-Social Media Management
-Reputation management
-Free banner management areas.
-Free management of photo galleries.

-Internal advanced Reporting.
-Internal search engine.
-Feed Management (RSS 2.0, RSS 1.0, ATOM 1.0 and podcast).
-Integrated SEO tools.
-Multilinguage system.
-Newletter Module
-E-Commerce Module
The platform is based on LAMP technology and works on SaaS mode.

MAIN APPLICATIONS:
Current and Potential Domain of Application: Digital strategy,digital management, web communication, digital communication, web 2.0, SEO, design, e-commerce, social media, social network, mobile applications.

USE AND RESULTS OF APLICATIONS DONE:
Built for marketers by marketers, the WCM's products and services enable organizations to optimize their web sites, measure and maximize business results.
The WCM platform helps organisations build and manage SEO-friendly websites. It is feature-rich and scalable to an organisations needs.

PERCEIVED POTENTIAL:
The WCM includes advanced functionality for publishing dynamic websites to match your business model.
Further centralized website management, the WCM platform empower social media teams to manage multiple distributed social channels from one location, enabling the opportunity to build deeper relationships by being in more places at once.
The Mobile module helps the worlds largest brands and content providers create successful mobile products, by engaging consumers, monetizing content and providing the richest experiences.
The WCM has also an online reputation module that will help you to optimize your professional reputation for public consumption, monitor your company for professional influence.
The advanced and customizable reports of the platform offers statistical information on every parameter of your marketing strategy and operations.

RTD ACTIVITIES IN PROGRESS:
Stage of development: already on the market.
The company is looking for partners for commercial agreement

FRANCE:

6. E-commerce management solution for online retailers to sell on several marketplaces in managing stocks, prices, orders, logistics, invoicing, book keeping, product indexing and categorisation

TECHNOLOGY FIELD:
Applications for Transport and Logistics

SPECIFIC TECHNOLOGY /SOLUTION:
A French SME has developed an e-commerce management solution for (future) online retailers.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
The solution enables users to manage stocks, prices, orders, logistics, invoicing, book keeping, product indexing, categorisation and more across multiple channels, including marketplaces and price comparison engines. The company has developed the most innovative input (any data can be integrated into the software such as price, stock, but also pictures) and output (the same data as above, but also new data can be generated) interface on the market and smoothly connect any e-commerce technology and all services to its solution. Users can adapt their solutions to their needs and tools. From stock to promotions, from sales to restocking and repricing: lots of complex processes can be automated in order to boost merchants productivity. It is as simple as setting rules and thresholds.They keep control on every processes at any time. The firm increases productivity so that they can master their time focused on business expansion. This automation tool includes a repricing solution that allow merchants to maximise their sales. The solution is compatible with every tool, platform or service and they have developed intelligent algorithms for business automation (restocking, promotion, repricing). The offers also include legal assistance, book keeping, documents checking by chartered accountant, translation, and much more. The service is cloud-based, what guarantee accessibility at any time, wherever customers are. It is also compatible with current office hardwares as well as mobile devices and any other devices the customers might use. The team is composed on international experts who are fluent in the following languages : french, english, german, russian, lithuanian, polish, italian

MAIN APPLICATIONS:
The features allow retailers to automate their business and to grow effectively. The firm

minimises risks and maximises profits through a powerful solution.

USE AND RESULTS OF APLICATIONS DONE:
  The solution enables users to manage stocks, prices, orders, logistics, invoicing, book keeping, product indexing, categorisation and more across multiple channels, including marketplaces and price comparison engines.

PERCEIVED POTENTIAL:
The main advantages and innovation of this technology are :
- Managing multiple marketplaces from a single interface,
- Highly scaleable solution,
- Virtually unlimited range of services and tools,
- Team of e-commerce and international business/relationships experts,
- No boundaries (geographical, marketplace,..),
- Customer service via phone or video conference + computer control taking,
- Legal and e-commerce assistance.

RTD ACTIVITIES IN PROGRESS:
Stage of development: already on the market.

ESTONIA:

7. **Web-based shipment tracking software**

TECHNOLOGY FIELD:
  Transhipment Systems/ Computer Software

SPECIFIC TECHNOLOGY /SOLUTION:
Private Estonian design and consulting company devises and develops various technological solutions for industrial, scientific and educational systems. They are offering a web-based shipment tracking software.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
Estonian design and consulting company has devised a simple, cost-effective system that allows real-time tracking of packages down to their actual localization. GPS- or cell phone based localization can be added optionally. Shipment processing leaves permanent history describing the movement of packages and people who processed them.

MAIN APPLICATIONS:
This system could be used by delivery services and government offices or any other organizations that need to track their shipments.

USE AND RESULTS OF APLICATIONS DONE:
  Flexible solution - tracking can be done online or if needed also from the cell phone.

PERCEIVED POTENTIAL:
User interface is simple to use and based on user's assigned responsibilities.
Flexible solution - tracking can be done online or if needed also from the cell phone.
Makes the control over shipments easy since shipment processing leaves permanent history.

RTD ACTIVITIES IN PROGRESS:
Stage of development: already on the market.

ROMANIA:

_8._ *Romanian developer of IT solutions-software platforms and devices, host and operating nonbank data processing center, e-learning plarforms from design to implementation, POS and e-payment solutions, technical help desk solutions, implementation and managem*

TECHNOLOGY FIELD:
  Trade (Buying/Selling)

SPECIFIC TECHNOLOGY /SOLUTION:

Romanian developer of IT solutions-software platforms and devices, host and operating nonbank data processing center, e-learning plarforms from design to implementation, POS and e-payment solutions, technical help desk solutions, implementation and management of secured networks

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
Romanian developer of IT solutions-software platforms and devices,host and operating nonbank data processing center, e-learning platforms from design to implementation, POS and e-payment solutions (e.g. TOP UP, BILL payment, LOYALTY, international fuel card transaction processor-ROUTEX DKV),technical help desk solutions for hw&sw applications, implementation and management of secured networks etc.

MAIN APPLICATIONS:
On the market place

USE AND RESULTS OF APLICATIONS DONE:
 Developer of IT solutions-software platforms and devices, host and operating nonbank data processing center, e-learning plarforms from design to implementation, POS and e-payment solutions- e.g. TOP UP, BILL payment, LOYALTY, international fuel card transaction processor-ROUTEX DKV,technical help desk solutions for hw&sw applications, implementation and management of secured networks Percentage of Trans-National Activity (defined as approximate of turnover) : 10-49%

PERCEIVED POTENTIAL:
Advantages and innovations:
- good expertise
- highly qualified IT specialists
- creativity
- inovative and flexible approch

RTD ACTIVITIES IN PROGRESS:
They are able to develop new technologies and products together, to open new markets, to identify new customers.

SERBIA:

9. Software solution for secure on-line payments and transactions

TECHNOLOGY FIELD:
Electronic Commerce, Electronic Payment

SPECIFIC TECHNOLOGY /SOLUTION:
Serbian software engineering company with branches in the Netherlands and Czech Republic developed software platform for on-line payments & transactions with highly secured services.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
Software platform developed for secure on-line payments & transactions. The platform enables payments via multiple transaction channels such as the Internet, the point of sale and mobile devices and can be merged with various systems. It is a three-tier solution which ensures secure data transfers and communication via various protocols.
Cooperation can be based on licensing agreement between parties for implementation of the solution, adaptation to specific needs, further development and maintenance. Terms are regulated by contract.
The company has over 15 years of experience in software development & testing. Company's competitive values are best seen in defined and standardized processes, professional expertise and educated staff. On-site presence of software engineers and architects ensures that projects always remain on track. As such, the company provides a seamless integration of its work into the clients' software development environment. Over the years, many reputable companies have experienced that working with the company allows them to solve internal sourcing issues while releasing software solutions within budget, on time and at the right quality.

MAIN APPLICATIONS:
Current and Potential Domain of Application: Software platform is used for on-line payments & transactions. It provides data security and protection. It can be couples many systems including internet shops, ticketing and entrance control, gaming, services, marketplaces, loyalty and gift card programs, etc.

USE AND RESULTS OF APLICATIONS DONE:
Main advantage is communication via both standard and proprietary banking protocols. Clients are financial organizations or software companies who implement the solution as part of new developed systems.

PERCEIVED POTENTIAL:
The solution for on-line payments & transaction was first developed in 2007. Since then, it has evolved and has a couple of installations. Also, there are few hundreds of users. The solution is user-friendly and easy to maintain, and new version can be released in a short period of time. Developed with the following programming languages and technologies:
• Java 1.5, Spring (Application server), Struts (Web application framework), PostgreSQL database, ClieOP MT940 (Banking protocols)

RTD ACTIVITIES IN PROGRESS:
Stage of development: already on the market.
The company seeks clients interested in licensing agreement, solution adaptation, maintenance.

FRANCE:

10. Personalized recommendation system for E- commerce

TECHNOLOGY FIELD:
Computer Software

SPECIFIC TECHNOLOGY /SOLUTION:
French startup has developped software platform, based on techniques of Artificial Intelligence, in order to facilitate access, accurate, timely and relevant information to the user by adapting to and anticipating his actions.Technology observes the actions of group members to infer their future conduct, and recommend information or customized products.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
French startup has developped software platform offers a collaborative recommendation engine, named as an analogy with search engines. A result of research conducted within a french laboratory, this tool is made up of software modules that associate social navigation (exploitation of information about a user to deduce his or her preferences, habits, and tastes) with collaborative filtering (electronic word-of-mouth on the modeling of a group's behavior and the observation of its activities in order to deduce its future actions).
The software plateform, based on techniques of Artificial Intelligence, facilitates access refined, accurate, timely and relevant information to the user by adapting to and anticipating his actions.

It observes the actions of group members to infer their future conduct, and recommend information or customized products.
Integrable whatever your system (intranet or Web site), the platform can:
- for each document or product offered on a site, identify the interested users,
- for each user, select the resources best suited to their interests, tastes and expectations,
- form virtual communities of users and put them in touch.

MAIN APPLICATIONS:
The software can be used to :
- offer products based on user communities (Commercial services
POS systems, CRM systems),
- choose users interested in a product in framework of newsletters or brochures,
- exploit communities and practice in the context of strategic information system.

USE AND RESULTS OF APLICATIONS DONE:
Technology observes the actions of group members to infer their future conduct, and recommend information or customized products.

PERCEIVED POTENTIAL:
- Solution is offered on a case-by-case basis, which is possible because the researchers help us to analyze the customer's system and adapt us to the specific features of each one.
- Configurable depending on the company's context, the platform complies with recommendations regarding privacy in the sense that no identifying information is collected about the user without his or her knowledge.

RTD ACTIVITIES IN PROGRESS:
Stage of development: already on the market. Company is seeking for online merchants, operators of intranet or document sites in framework of commercial agreement with technical assistance

SPAIN:

11. **Web platform for interconnecting warehouses of automotive components**

TECHNOLOGY FIELD:

SPECIFIC TECHNOLOGY /SOLUTION:
A Spanish company has developed a commercial web platform (B2B - business to business) for interconnecting warehouses of automotive parts. The platform provides new applications for locating, in a quick and confident way, spare parts for any type of automotive vehicle. This platform streamlines and accelerates this sector.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
A Spanish company has developed a commercial web platform (B2B - business to business) for the automotive sector. This platform, addressed to the professional sector, interconnects warehouses of automotive parts. The platform provides new applications for locating, in a quick and confident way, spare parts for any type of automotive vehicle. This way, the system offers the opportunity to monetise the stocks through a very easy to use technology. Additionally, this platform allows locating obsolete or hard to find automotive components. This platform has been operating for 6 years in the Spanish market. Nowadays, it is the leader in its sector in Spain.

MAIN APPLICATIONS:
This system is based on a web platform with SQL server, including a secure environment for commercial transactions.

USE AND RESULTS OF APLICATIONS DONE:
Its potential users include official dealers of any automotive big manufacturer (such as Volkswagen, Renault, Nissan, Opel, etc.) and any other automotive warehouse.

PERCEIVED POTENTIAL:
The platform is very easy to use for the professional clients and it interconnects many professionals from different car brands. It facilitates their daily work: the sale and purchase of automotive spare components. By interconnecting stores, it offers the possibility to find discounted products as well as discontinued or out of stock products. This platform benefits both the seller (able to get rid of obsolete components) and the customer (able to provide the piece in a short period of time).
Compared to similar platforms from some automotive brands, which are limited to their inner circle of distributors and offer few additional solutions, this platform is available for a larger

number of professionals.

RTD ACTIVITIES IN PROGRESS:
The company is looking for partners interested in joint venture agreements and commercial agreements with technical assistance for the implementation of this platform in other countries.

HUNGARY:

12. E-book e-commerce solution and reading applications

TECHNOLOGY FIELD:
Electronic Commerce, Electronic Payment

SPECIFIC TECHNOLOGY /SOLUTION:
A small Hungarian company has developed a special e-book selling engine with mobile- (Win8, IOS) and web-based reading applications.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
The technology also supports the cost efficiency of e-book conversion. It is an end-to-end solution meeting the needs of Publishers and Readers.
The technology development has many components and the five main modules are linked to each other.
E-commerce module: A reliable tool that supports the browsing, search, gift, and purchase functions. The offered solution utilizes the social media in two ways. Firstly, users can easily register with their Facebook account, secondly they can give presents to their Facebook friends.
Affiliate program: Normally affiliate solutions are done by link aggregators. In order to differentiate itself, the company has developed an easy-to-use affiliate program for partners. It keeps track of successful sales of each Partner and automatically offers better e-books for sale by the partner.
Content creation/conversion: There are no companies in the world that can convert books to e-books in a fully automated way. The company has developed a conversion process which minimizes the need for manual corrections.
Sales Support by Data mining: Business Intelligence plays a key role in this development goals because the company has a competitive advantage in this field and it is very difficult to copy. The algorithms collect transaction data and find the best offer in the most appropriate sales channel to the customer. The self-learning algorithms are state-of-the-art.
Multiplatform Access: It is impossible to forecast which mobile/tablet operating system will

prevail. The company has developed a mobile reading application for Iphone, Ipad, Windows 8. Android development is in progress. There is a web reader that runs on the most popular versions of Chrome, Firefox, Internet Explorer and Safari. All the platforms are synchronized on the current position, highlights, annotations, bookmarks. The reading apps are fully integrated with the web store.

MAIN APPLICATIONS:
Current and Potential Domain of Application: Digital media
E-book retail solution.

USE AND RESULTS OF APLICATIONS DONE:
NET framework was used as a development environment. The IOS and Windows8 reading applications have been already approved by the specific committee of professionals.
Localization of the software has the following steps:
- Replace the Hungarian Dictionary by the Partner's country specific dictionary
- Translation of the static text of the web pages and reading applications
- Take into account the specific data privacy and payment related regulation
- Start to collect e-book contents from Publishers or content aggregators.

PERCEIVED POTENTIAL:
Advantages :
•   It is difficult to copy
•   Recommendation engine goes beyond the standard offers
•   Multi-platform access integrity meets the highest expectations
•   E-books are represented by more info to the customers due to the unique language independent text mining solution
•   The technology is easy to adopt to different languages
•   Time to market launch is very short

RTD ACTIVITIES IN PROGRESS:
Stage of development: Already on the market
The company is looking for partners .

TURKYE:

13. **Complete Reservation System for Travel Agents, Tour Operators and Electronic Traders**

TECHNOLOGY FIELD:
Electronic Commerce, Electronic Payment

SPECIFIC TECHNOLOGY /SOLUTION:
A Turkish company is offering an efficient reservation system in the form of an internet booking engine for booking hotels, flights, tours, cars, transfers, package tours, dynamic packages, cruises, bus, trains, white label etc which can take reservations in 23 different languages.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
A Turkish company, set up in 1987 and specialized in marketing and reservation of tourism and travel services, has developed an internet booking engine for travel agents and tour operators that enables a complete reservation system.
The booking engine allows on-line, real-time reservation facility with scalable implementation, from single server to clustered load balanced server farms, with complex dynamic packaging, static packages, shopping carts and optional interfaces on the market. The booking engine can provide reservation facility for hotels, flights, package tours or tours of any kind, transportation, ferries, cruises, bus and train bookings, car-rentals, theatre tickets etc. Additionally, the engine provides a white -label mechanism that enables you activate unlimited number of different Business to Business and Business to Consumer web sites with different brand names, look and feel offering the Business to Business clients of the web sites to have a white label site with their own agents/clients and define the commission / mark up that they like. The engine is capable of offering the booking service in 23 different languages.

MAIN APPLICATIONS:
Current and Potential Domain of Application: online booking for tourism, travel and electronic trade. reservation and sales of travel/concert/theatre/festival tickets, hotel reservations, application of Business to Business operations

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USE AND RESULTS OF APLICATIONS DONE:
The booking engine allows on-line, real-time reservation facility with scalable implementation, from single server to clustered load balanced server farms, with complex dynamic packaging, static packages, shopping carts and optional interfaces on the market.

PERCEIVED POTENTIAL:

There are many innovative advantages for any new potential company or any company who wants to expand his business using our booking system

The company that uses the engine can:

a) just enter their data into the system and go on-line in real-time,

b) mix any type of product into a template (hotel, flight, car, transport, tours etc..) to sell as a package or let their customer select form their package through dynamic packaging option offered,

c) use any currency table they want, use internal accounting system and generate reports.

d) operate anywhere in-the-world to sell booking to anyone in the world through 23 different languages offered. (Main language being English)

e) Form white-label companies, as many as they want to sell their products under different logo and web-sites.

f) carry out Business to Business, Business to Consumer operations,

g) Expand by just adding additional servers to form a web-farm without changing hardware.

RTD ACTIVITIES IN PROGRESS:

Stage of development: already on the market.

The company is interested in collaborating with international companies

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SPAIN:

14. Online platform for selling coupons, tickets and discounts.

TECHNOLOGY FIELD:

Services,Trade (Buying/Selling) online.

SPECIFIC TECHNOLOGY /SOLUTION:

A Spanish technology-based company which has their own content manager system is offering their online platform for selling coupons, discounts and promotions.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:

Spanish technology-based company has developed an online platform for selling coupons, discounts and promotions that allows the companies to offer to their customers various types of

coupons and offers.
The platform for selling online tickets has the following features:
- Simple sale from the own client company website, with no need of extra technical skills.
- It allows selling the tickets or registering for an event directly on Facebook and Facebook fanpage social network.
- White label. The entire design and look & feel of the buying process can be fully customized, and/or inside the own company web page and/or under the company's own brand, with the objective of building customer loyalty.
- An smartphone itself can be used as entrance ticket, showing at the point of access to the event the purchase confirmation email with a unique QR code that the platform sends.

MAIN APPLICATIONS:
Online platform for selling coupons, discounts and promotions that allows the companies to offer to their customers various types of coupons and offers.

USE AND RESULTS OF APLICATIONS DONE:
 Simple sale

PERCEIVED POTENTIAL:
The company offers specific software customized for the clients; has a personable service and 7x24 availability; is up to date with the latest technologies.

RTD ACTIVITIES IN PROGRESS:
Stage of development: Already on the market
The company is looking for trade intermediaries (commercial agency agreement, distribution services agreement) for the distribution and sales of the platform in other countries

IRELAND:

15. **Online Platform: Selling Excess Stock Worldwide.**

TECHNOLOGY FIELD:
 Databases and on-line information services

SPECIFIC TECHNOLOGY /SOLUTION:
This company in Ireland provides industry with a solution to their excess stock issues by providing an online platform that enables the products to be found via search engines, allowing companies to sell their excess stock commission free to a worldwide market.

DESCRIPTION OF THE TECHNOLOGY/SOLUTION:
The Irish company provides industry with a solution to their surplus stock issues by providing them with an online platform that enables their products to be found via the most popular search engines and allowing them to sell the products commission free to a worldwide market.

MAIN APPLICATIONS:
The Irish company is offering a corporate platform at a competitive price; unique selling points including an easy to use platform which is cost effective to the supplier, optimisation of parts and personal service; excellent search engine performance on parts; and the first website in the world dedicated to industrial excess stock. Businesses are seeking to reduce their costs and increase revenue; to globalise their businesses in a recession in order to generate new opportunities; and business methods and market presentation have changed forever - over 80% of buyers now search online for products and services. This company is exploiting the way business is being carried out by having all customers' parts available online, driving traffic to them via this company's platform.

USE AND RESULTS OF APLICATIONS DONE:
This is the first website in the world dedicated to industrial excess stock.

PERCEIVED POTENTIAL:
Current activities include providing industry with a solution to their excess stock issues. The company provides industry with an online platform that enables the products to be found on main search engines and allowing them to sell excess stock to a worldwide market commission free.

RTD ACTIVITIES IN PROGRESS:
Stage of development: Already on the market