

>> Barter Center International

One year after launching, Barter Center International now provides online trading services to more than 25,000 users worldwide with its industry-leading application.

>> Business Challenge

Barter Center International (BCI) envisioned a universal trading platform for a worldwide network of trading communities. The business model would enable online barter communities to form by offering a service that permitted users to list wants and offers, negotiate and handle trade credits online.

To make this vision reality, BCI required a software application they could use directly as well as be licensed to trading communities to manage their own trades. Typically, barter exchanges have been limited geographically or to a restricted group that defined the items available for exchange and the exchange terms. This new online application would allow for a broader group and a more diverse trading environment for the exchange members. It would also embody a system of trade “dollars” and moderated exchanges, which would allow users to trade for a richer set of items. The limitations of one to one trades would be removed by the universal trade dollar system.

>> Solution

Scio Development Center initiated a needs analysis and application development that incorporated BCI’s understanding of user and client needs and ensured a robust and transparent online trading platform. Additionally, they required an application where both BCI and the owners of exchange communities could monitor activity, access reports and support their exchange members effectively. **Scio** selected the ASP.NET environment with MySQL as the database powering the exchange. The use of the Microsoft 2003 Server provided a strong, secure platform for the application that could be maintained and upgraded over time.

>> Business Value

In the year since launching the online exchange application platform, BCI has grown to more than 50 separate trading communities and more than 25,000 users around the world. **Scio’s** extensive expertise in User Interface development and platform scalability facilitated the creation of an easy to use application while the reporting and management tools were well-received by the users and trading communities. BCI’s online trading application has delivered tremendous value to its users and licensees:

- Trading communities can customize and brand their online site to maintain a clear and individual presence.
- Exchange administrators can both monitor and moderate trades which contributes to the overall strength of the entire trading community on the BCI platform.
- Individual traders can negotiate transactions across the entire trading community providing the richest possible trading experience available.

EXECUTIVE SUMMARY



Customer Name
Barter Center International
Industry
Trading Exchanges

>> Business Challenge

- Enable a universal trading exchange for barter communities worldwide.
- Allow communities to form individual exchanges via a licensed service.
- Provide a transparent system of trade “dollars” that could be monitored and universally accepted by every user.
- Support multiple currencies and languages.

>> Solution

- Incremental needs analysis, prototyping and development helped BCI adapt and evolve the service with user feedback.
- Monitoring, reporting, and member support functions were carefully developed and integrated into the application to ensure trade community leaders could manage and monitor their communities.
- An industry standard, flexible platform was adopted to ensure BCI would continue to add value to the exchange over time.

>> Business Value

- The success of the trading platform has enabled BCI to build one of the largest barter-based exchange communities.
- Each exchange in the community can brand their own site and maintain an individual presence in a larger community.

>> Looking Forward

BCI continues its course of continual improvement, ensuring its users have a reliable and robust system that they understand and can easily use. **Scio** Maintenance and Support Services continues to support the combined platform in an effective for all the trading exchanges and will involve Development Center resources as needed to enhance the system capabilities.

- A universally accepted system of trade credit enables a rich environment of trades and increases the exchange value.

For More Information

- Scio Development Center
- Scio Support and Maintenance Services

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