



## MIMOS E-Marketplace Platform (Mi-Market)

An e-marketplace is an online platform that brings together buyers and sellers to communicate, collaborate and conduct business transactions. The ultimate goal of an e-marketplace is to simplify the buying and selling process with hassle-free browsing and transactions. MIMOS Mi-Market provides a web portal platform that promotes trade between buyers and sellers of goods and services.

### Overview

MIMOS Mi-Market is an Internet-based marketplace platform that can be customised to suit any industry. It facilitates manufacturers and suppliers to promote and distribute items online. Mi-Market is also equipped with virtual business matching to match suppliers, manufacturers and buyers. This platform allows developers and entrepreneurs to create online marketplaces without heavy investment and sizeable infrastructure.

### Features

Mi-Market comprises the following features:

- **E-Buy/Sell/Offer**  
Notification of new supplies and supplies response, negotiation and request for quotation, online ordering and upcoming offers are conveniently displayed to the user.
- **E-Stock Management**  
Inventory management and product information updating allows for easy product/goods management.
- **E-Payment/Support/Info**  
A payment gateway, customer information management and news and announcements from related parties are integrated.
- **Enhanced GUI and Tools**  
All webpages are designed to be user-intuitive with a lower graphics mode for slow connections. A dashboard with virtual assistant and business matching features further facilitates online transactions.
- **Centralised Information**  
The latest news and offers coming from the industry are all channelled to the user without having to browse elsewhere for related information.

### Technology Benefits

The main impacts of Mi-Market are:

- **Customisable E-Marketplace**  
Using Mi-Market, developers and entrepreneurs can easily build niche marketplaces with apps and navigational icons to suit any industry in the value chain.
- **Intelligent Business Matching**  
Employs domain expert's knowledge stored in ontology to match all businesses in an industry.
- **Dynamic Item Update**  
Product information that is displayed with comprehensive listings and features can be updated at any time and organised.
- **Ensuring Genuine Buyers/Sellers**  
Rating management provides assurance to buyers on quality products and trusted sellers thus ensuring a peace of mind.
- **Information Warehousing**  
Item, shop and customer information are all stored and readily accessible to developers and entrepreneurs that run the platform.
- **Global Supply Chain**  
The open interaction nature allows broader business-to-business procurement and a stronger supply chain network.

MIMOS is the leader in ICT innovations, pioneering new market creations for partners through patentable technologies for economic growth. For more information on MIMOS technologies, contact [fnbsi@mimos.my](mailto:fnbsi@mimos.my) or [market@mimos.my](mailto:market@mimos.my) or go to [www.mimos.my](http://www.mimos.my).



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### Technology Summary

#### Mi-Market

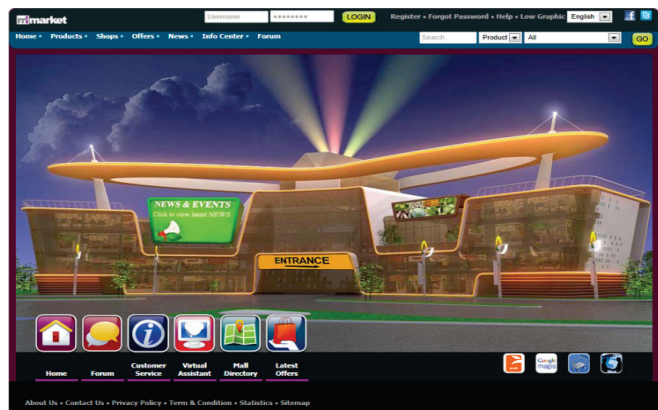
An e-marketplace platform that can be customised to suit any industry.  
**Industries:** Enterprise, Agriculture, Education, Communication

#### Features

- E-buy/sell/offer
- E-stock management
- E-payment/support/info
- Enhanced GUI and tools
- Centralised information

#### Technology Benefits

- Customisable e-marketplace
- Intelligent business matching
- Dynamic item update
- Ensuring genuine buyers/sellers
- Information warehousing
- Global supply chain



MIMOS Mi-Market landing page

### System Requirements

Mi-Market	
Server Requirements (Hardware)	
Processor	AMD/Intel® Dual-Core 2GHz or higher (1 VM)
Memory	Minimum 4GB of RAM memory (1 VM)
Virtual Machine	Minimum 4 VMs
Disk Storage	Minimum 30GB of hard disk space (1 VM)
Network	Accessible through minimum 1Mbps Internet Internal connection through 100BT LAN
Server Requirements (Software)	
Operating System	Microsoft Windows 2008 Server (1 licence) & Linux CentOS 5.6
Database	MySQL 5.5
Application	Tomcat 7, JDK 7, Apache 2.2.23
Networking Environment	1x Gigabit Network Interface Card (1 VM)
Client Requirements	
Web Browser	Google Chrome 30 and above
Screen Resolution	1024x768 and above