

Mobile Operated Vending Machines



Concept Document

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SMARTVEND - The Concept



Vending is a form of Automatic Merchandising offering **CONVENIENCE** to the consumers, in their buying operations. Besides this, Vending creates a neat and hygienic environment congenial for buying, provides a consistent product condition, reliable operation and round-the-clock buying facility, making odd hours buying possible. Vending as a concept provides value addition to the products and services offered, besides accruing returns and larger sales volume. On the whole, this concept promises to bring about a revolution in modern day retailing.

THE TECHNOLOGY

E Cube India is manufacturing and supplying vending machines, designed as per International Communication Protocol. E Cube India has specially designed the machines of different capacities and using different technologies based on the requirements.

E Cube India offers wide range of vending machines and various add on devices for third party Vending Machines which can operate using one of the following transaction methods:

- Smart Cards / Loyalty Cards
- Mobile Phones
- Various Payment Devices like Note/ Coin Acceptors.

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MOVVM is a vending machine that is operated and merchandised through SMS. The billing is taken care by a Mobile operator/ Prepaid System Operator. Payment transaction in the machine has always not been smooth & successful as the amount of transactions is small. The vending machine requires coins to operate which is a problem every where, as people interested in a snack or cold drink generally does not carry adequate coins. Vending machines often do not accept Indian currency bills, due to problems like dust particles getting rested in the payment system, frequent changes in the currency versions, variations in size, weight etc.



Mobile interface efficiently substitutes the currency issues and allows user to purchase items of desire from the machine without worrying about change and currency. Also it is a wonderful user experience. It leaves a feel to the users that they are carrying very powerful tool - a cell phone, which is now used to make purchases, thus bringing the user face to face with M-Commerce. It changes the users' perception towards mobile phone as not just a communication enabler or entertainer, but a payment device.





➤ **User Experience**

It is user friendly. User sends a message to the mobile number displayed on the LCD panel of machine and waits for the machine to display the user's Mobile number. Once the user number appears on the LCD screen, the machine asks for the user to select an item. The user selects an item and it is vended followed by an electronic receipt in the form of an SMS giving details of the transaction with a time stamp and informs the user that the amount has been billed in the Mobile bill for post paid customers or has been debited from the balance in case of Prepaid Customer.

➤ **Benefits of MOVIM**

1. This machine is a very good option for companies to promote their product. The mobile interface acts as a very good publicity tool enabling companies to attract attention of customers.
2. Cellular companies will be greatly benefited by the image MOVIM manages to create. They can tie up with different F&B manufacturers and place these machines at their corporate customers. This would mean two things providing these machines for use to existing customers for loyalty and selling the idea as a USP to competitor customers (Corporate) by placing the machine in their premises on fulfilling some criteria like purchasing 15 SIMs etc.
3. These machines are already available with various F&B companies and vending machine operators. These companies could be approached for a tie up to provide the machines free of cost to the cellular operator's corporate customers. This would lead to increase in corporate and institution sales of their product.
4. The user experience is something to look for. As explained above, the experience is very pleasant as the user feels that he is already living in the age of M-Commerce.
5. The cellular operator offering this feature to their customers and in the market will receive a boost in their market awareness program. This will improve the operator and F & B manufacturers (promoting this product) image in the market.
6. It will lead to good publicity, as the concept is very fresh and appealing.



7. E Cube India is manufacturing a range of machines, which include Hot Snack vending machines (like SAMOSA & IDLI) Hot Beverage Machines like (SOUP, TEA and COFFEE) etc. The currency problems in the machine will be eliminated, enabling greater access to the machines.

Typical Transaction Flow



1. Mobile Subscriber sends the SMS vend request to designated short code in the format described.
2. A random 4 or 6 digit pin number (generated by E Cube backend) is sent via SMS to user.
3. User needs to be key-in the pin number on the numeric keypad of the vending machine.
4. After successful validation user's mobile number will be displayed on the screen.
5. Now user can proceed with vending by selecting product of his/her choice.
6. User will receive transaction details on his/her mobile via SMS.
7. The respective amount will be billed to the user's mobile account.