



BUILDING REGIONAL VIRTUAL TRADING PLANTS.

Turaev Feruz Olimjon oglu,

Tashkent Financial Institute, Department of E-Commerce and Digital Economy.

Annotation: *The procedure for building regional virtual trading platforms includes several stages. The first step in creating a trading platform is developing a strategy. Miscalculations made at this stage can be costly later, because depending on the goals pursued by the company, the choice of implemented components and appropriate technologies takes place. Depending on the type of trading platform, the creators focus on the implementation of the components required by buyers (buyer-driven) or sellers (supplier-driven). However, there are a number of key points, the implementation of which is equally important for all types of sites.*

Keywords: *Internet - space, economic space, trading platforms, integration platform, modeling of complex mathematical, algorithmic and information tools.*

Relevance: To achieve the critical mass of participants necessary for the effective operation of a virtual marketplace, it is necessary to ensure that all participants have equal and easy access to information and services. Such requirements, in particular, include an intuitive Web interface with easy site navigation, a simple registration process for regional users. Also, for the convenience of participants, among the functions of the trading platform, it would be useful to provide for the possibility of personalization. The data transmission network, including routers, switches, servers, must be organized in such a way that all applications work even with a low user channel bandwidth. You also need to provide protection against failures: for example, web Methods solutions ensure the integrity of the transaction even if unforeseen problems occur on the network. The data network must support commonly used documentation types like EDI, Web forms, XML applications. Finally, given that Internet business is actively entering the international arena, it is desirable to be able to support a number of different languages and currencies on the marketplace.

Adding new participants or applications should not affect the functioning of the system as a whole, the technology platform of the site should be scalable. This is especially important, given that the expansion of the base of participants, the emergence of new opportunities are directly related to the increase in the income of the platform.

Flexible directory management strategy. The success of the trading platform is closely related to the quality of the organization of the catalog management process (adding new information, changing the old one, searching in the catalog). Companies specializing in providing such solutions include Requisite Technology and TPN Register.

Integration. The marketplace must support all aspects of e-commerce, from executing transactions to supporting the supply chain and business collaboration between companies. This makes it possible to simplify document flow and office work, which increases the benefits of the participants, and, consequently, the regional virtual trading platform. Particular attention should be paid to the negotiation procedure between the prospective parties to the transaction. While auctions and reverse auctions are gaining momentum, contracting remains the primary way of doing business in commerce. Providers of this kind of solutions include I-many and Trade



Access. Another aspect of integration is the organization of interaction with business processes and business systems of participants, in particular, with ERP systems and other corporate process management systems. This helps companies to optimize planning, forecasts, resource management, and the regional trading platform to receive data from external applications in real time, which, of course, affects the efficiency of its work. In addition, recently there has been a trend towards integration between regional trading floors. Such integration will ensure the simultaneous participation of the company in the activities of several online virtual trading platforms at once, without any additional effort. For example, to make a change in the catalog, the company does not need to repeat the same actions many times, risking making a mistake, it is enough to make adjustments only once. These solutions are offered by Ariba, Commerce One, Ironside Technologies and Powerway.

Security. The creators of the trading platform must be sure of the proper security of making payments and transferring valuable information. The main tasks of the security sphere include the development of an identification mechanism, support for many different forms of encoding, such as 128-bit Triple-DES or MD-5. The solution to security problems, in particular, is offered by Dascom, Netegrity and Securant Technologies.

Administration. It is not uncommon for a Web site to use multiple applications developed in different environments. In this case, usually the user manual and access control are built directly into each application separately. This approach can still work with one or two applications, but when there are dozens of them, administration functions come to the fore.

Business Intelligence. A regional virtual trading platform should not only provide its participants with a variety of information necessary for doing business, but also analyze this data. The list of services offered should include the ability to monitor business activity on the trading floor, compiling a variety of reports that allow participants to analyze the situation on the market, identify new trends and quickly respond to customer needs. Similar services can be found at Commerce One, Oracle, and Consolidated Commerce, for example.

Additional services. In order to generate additional revenue and attract more sellers and buyers, the marketplace may offer a number of services on a subscription basis that are of interest to individual participants. Such services include, in particular, auctions, financial services - depositing or bundling monthly payments, organizing logistics and others.

Transaction services - conducting transactions in real time. The initial set of supported documentation includes:

- purchase order;
- purchase order confirmation;
- request for order status;
- confirmation of order status;
- request to check the available products;
- confirmation of product availability;
- request for price verification;
- price confirmation;
- issuing an invoice;
- product description catalog;
- catalog of product prices.

Conclusion.



Separately, there are tools for creating and adding your own business documents of the company.

Content Management Services - Complete Solution Includes:

- a set of XML Content Pipeline catalog management tools that collect information, categorize and publish;
- the RoundTrip function, which allows you to use the supplier's catalog located on its Web site;
- the ability to search for products according to the rules defined by the buyer.

E-Commerce Applications:

- iSupport - an application that allows customers to check the status of their order, enter and modify service requests, view the history and status of transactions;
- eMail Center - support for data exchange via e-mail.

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