

Throw out the computers and laptops...

Now,
Sell Diamonds
Through your
Mobile!



Diamond companies had to depend on human beings to know the difference between the prices of rough and polished. Such dependence is fraught with the possibility of mistakes. With the DIASENSE ERP software there is never any chance for such mistakes. It constantly updates the rise/fall in rates and the future possibilities. This enables the company right at the time of buying the rough about the time-frame when to sell and get the benefit.

Our elders have been drumming in our ears for ages that 'change is the rule of life' and one who does not move with the times is left behind. And this aphorism proves true word for word. In INDIA the mass use of computers started in the late 1980s, people just started setting down by 1995 to the windows software's, but they were to be surprised with the sudden rush of improvements and changes which were so fast that they left the people wide-eyed and open mouthed. The yahoo internet revolution changed the entire communication-system of the world, and the world has never been the same again. Websites like google and Wikipedia put the world's information just a click away, the smartphones put the world literally within your fist and the social sites like orkut, facebook, you-tube, aol, tab, what's up did the tremendous job of linking the common-man and the ordinary peoples of the world as never before and the style of buy-and-sell by the consumer and doing business by the business have also changed.

The young, with-it savvy generation has started buying necessities and luxuries online, whether groceries or footwear or diamonds. What is important is that you get detailed information about the object on the website. You get home-delivery and then make the payment. And...All this through that miracle in your fist, your mobile phone.

Smart companies are aware of the power of social networking and the craze of the younger generation to buy online. So they have started moulding their attitudes and started adopting innovative application created by brilliant software engineers.

One such engineer is Pratik Shah, Director of "SOFTSENSE", a software company from SURAT. He says that creative use of Technology, done with proper understanding, is like Alladin's Magic lamp. With the use of its jinn in the form of the treasured information, life can be changed for the better, that's why I have kept my company's name "SOFTSENSE Technologies pvt ltd." Shah started his career 12 years back as a software engineer in Navin Gems. After that in 2004, he started his own enterprise to develop software's. His first assignment to develop a software to maintain accounts and bank-statements for a diamond exporting company. "But my career really took off in 2007" says, Pratik, "when I developed a website for Star Rays Company. In those days only five diamond companies were having their own websites in which one can minutely observe a diamond. After that, he says, "I prepared a website for ShitalDiam in which you could turn a diamond 360 degrees round in a circle and thus observe it very minutely. There is only one rule in the technology field, "if you want to win the race,



Pratik Shah,
Director, SOFTSENSE Technologies pvt. Ltd.

The speed with which technology is changing is mind-boggling, Diamond companies have started using mobile applications to reach out to internet users on their smartphones. Pratik Shah of SURAT's SOFTSENSE Technologies pvt. Ltd. Says, that the new mantra for business growth is,

“MAKE MAXIMUM USE OF TECHNOLOGY TO MOVE FORWARD AND IT'S BETTER TO INVEST IN THOUGHTS, RATHER THAN STOCKS”

stay ahead of others”. You can never succeed if you remain a follower. Also, once you are ahead of others, you have to set newer goals for yourself if you halt to take rest on the way like the rabbit, then the tortoise will win the race. That is why when we received the order to develop a multi-function ERP Software for S.Vinodkumar Diamonds pvt. Ltd. , We poured heart and soul into it. This multi-function Software had to have all function from administration to selling including manufacturing-software, specifications of rough diamonds, polished diamonds and even single stone specifications, the prices of diamonds, the entry and exit timings of the employees, their working efficiency and accuracy parameters, all at the click of the mouse.

Such a ERP Package has a very important significance for the company's turnover. Although, of course, now this has also become old hat. Now it is the era of cloud computing and mobile applications. A website can be entered into by anyone, and anyone can get the information, but cloud-computing is limited to only a few selected officers of the company. Who have been given exclusive passwords.

Now the companies are expanding their size and area of work. Several diamond companies have their factories in surat but business-offices in Mumbai and Antwerp. Their owners and senior officers are constantly travelling from place to place. In such cases they are connected via cloud-computing. This enables them from anywhere in the world to enter their site with their exclusive password to learn about the extent of production, the expenditure incurred and control the same. A similar technology is that of mobile applications. Upto now, the diamond companies used to put their products on websites, but now they wish that their rough, polished diamonds and jewellery be seen on cellphones. The reason is the increasing use of internet on smartphones. These days the people don't go for the computer on reaching home. Nor do they like to carry the luggage of laptop. Now people use the internet on their small mobile or “tablet”. That is the reason why companies get their products downloaded on mobile applications. Says Pratik, “we produced

mobile applications for surat's Star Rays 18 months ago in 2010. As said earlier, one has to keep looking forward, or you will remain way behind.” Pratik Shah says, his company has recently created “DIASENSE” a copyright ERP Software and says it is like the planets in our solar-system. It corporates all the functions, right from the purchase of rough diamonds to the retailing of diamond-jewellery. Despite advances in technology, diamond companies had to depend on humanbeings to know the difference between the prices of rough and polished. Such dependence is fraught with the possibility of mistakes. With the DIASENSE software there is never any chance for such mistakes. It constantly updates the rise/fall in rates and the future possibilities. This enables the company right at the time of buying the rough about the time-frame when to sell and get the benefit.



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