



TRANSPERE IT ASSETS CASE STUDY

• OVERVIEW

Transpere is a national Information Technology Asset Disposition (ITAD) company, providing end-to-end IT asset disposition, reuse and secure data destruction management services to the world's leading IT Corporations, data centers and manufacturers.

"Our mission is to provide our clients with world-class IT Asset Disposition services and excellence in data security and compliance," says Transpere Sales and Marketing Coordinator, Ferhat Gulbahar. ***"The effective cost of a data breach is higher than ever, making certified data destruction services crucial to modern business practices."*** We have certified data destruction centers throughout the United States, as well as comprehensive onsite data erasure services to help our clients comply with regulations."

Transpere also prioritizes the recovery of material, either for reuse within their client's operations or for remarketing to a global network of buyers through a marketplace. Their goal is to make sure that customers receive optimal return from their IT assets.

To help achieve their goals, Transpere used Bubble's no-code web app development platform to build **transpere.auction**, an innovative auction platform that simplifies their wholesale sales process and allows their customers to have better buying experience.

"Part of our business is selling refurbished IT assets. This has been traditionally done by emailing inventory sheets and requesting bids from potential buyers. We needed an app that can broadcast our wholesale inventory, and customers needed a place to see all this inventory and offer their bids."

On **transpere.auction**, businesses can bid on auctions for large quantities of refurbished laptops, desktops, servers, printers, and computer parts. Transpere provides an automatic bidding system, similar to eBay, that allows customers to stay ahead of the competition without constant in-app monitoring. In addition, users can monitor their orders throughout every step of the fulfilment process. The app delivers a better buying experience for Transpere's customers.



Transpere: Privately-owned US company with locations in TX, OH, CA
Founded 2017 | 50-100 employees | Acquired IMS Electronics (2018)

• PROCESS

The core goal for Transpere's app was to run online auctions for bulk refurbished IT assets seamlessly and securely.

The necessary business requirements for their app included: 1) the ability to have different user roles that restrict access to sensitive information; 2) the need to verify all users before they start using the system; 3) the ability to upload an inventory sheet to the app and make it available to users; and 4) the ability to send bulk emails to users when auctions are posted, as well as notifications related to auction statuses.

Finally, their agile and innovative team wanted to figure out a means of achieving this goal outside of the traditional web development framework.

"Developing this scale of an application and deploying to the cloud as you design new features and improve, could easily cost more than 100k in today's custom software development market," explained Ferhat.

Transpere began looking into Bubble's no-code platform as an alternative to traditional web development. They first started with building an auction system in Bubble. "We found an academic paper that explains eBay's bidding system and its benefits to auctions. In this paper, there was a piece of code (below image) showing how proxy bidding works, we wanted to implement the similar logic with Bubble workflows."

Transpere implemented a proxy bidding system – an automatic bidding system similar to eBay – that

allowed users to place their maximum bid and the system keeps them in the lead up to their limit.

"We realized that our app needed to communicate with the database seamlessly and update views as data changes." Bubble's built-in database made everything easier for a system like auctions. All Transpere had to do was create a workflow that placed the user bid to the auction, then everything was getting calculated and updated automatically.

"We were looking for no-code solutions that provide enough flexibility to build custom apps, while offering simple deployment management."

"We utilized backend workflows to create similar logic when users place their bids. When new valid bids are placed, we run a backend workflow that represents the HandleBid function defined in the above image. Bubble provides "Only when" conditions to run a workflow which is quite useful in situations where lots of different conditions are present. As you can see below, we used these conditions to create similar logic."

Proxy Bidding and Minimum Bid Increments within eBay Auctions • Article 9 / 7

```
01 highest.bid = 0
02 current.bid = 0
03 starting.bid = s
04 starting.bid.met = false

05 function HandleBid( bid.price )
06   if starting.bid.met
07     if bid.price ≥ current.bid + d
08       if bid.price ≥ highest.bid
09         current.bid = min(highest.bid+d,bid.price)
10         highest.bid = bid.price
11       else
12         current.bid = min(bid.price+d,highest.bid)
13     else
14       RejectBid
15   else
16     if bid.price ≥ starting.bid
17       starting.bid.met = true
18       current.bid = starting.bid
19       highest.bid = bid.price
20     else
21       RejectBid
```

Fig. 1. Pseudocode for handling the Buy request to update the current bid logic.

Place bid as highest bid

API Workflow: add-bid-highest

Scheduled date: Current date/time

Ignore privacy rules when running the workflow: ☐

bid: bid

auction: auction

Only when: auction's starting_bid_met is "yes" and bid's total_offer ≥ auction's highest_bid

• PROCESS

Bubble's Privacy rules feature also allowed Transpere to create permission settings for accessing data and build a role system for each user, restricting access to sensitive information.

For their verification process to join an auction, Transpere users could upload their documents during registration. Transpere's team verified users through a one-click button on a Bubble-built admin panel.

Bubble also has a feature that allows you to upload .csv files and get your data inserted directly into your database, allowing Transpere to upload their inventory sheet and make that information available to users.

Finally, thanks to Bubble's built-in SendGrid integration, Transpere could create an email notification system, sending users bulk emails for new auction alerts and bidding status changes in the auctions.

The screenshot shows a registration interface with a blue header bar containing a notice to all buyers. Below this is a white box with registration instructions. At the bottom is a dark grey box for password confirmation and account creation.

Notice to all buyers

We require all buyers to have a registered business that can provide valid resale documentation. We will ask you to provide valid resale document when registering your account. Our team will verify your account after reviewing and confirming your documentation.

If you are international buyer we ask some form of official documentation confirming your business information, such as business license, VAT number (EU only), or equivalent.

[You can visit this link to see which document we require to verify your account.](#)

CONFIRM PASSWORD

Password must be at least 6 characters in length

CREATE ACCOUNT

☒ I agree to Privacy Policy and Terms of Use by signing up.

[Already have an account?](#)

The screenshot shows an auction listing for an HP EliteBook Folio 9470m/9480m I5 3/4th Gen W/AC. The listing includes item details, a bid sheet download/view option, and a packaging table.

TRANSPERE
WHOLESALE LOTS | ELECTRONICS

Auctions How it works? Contact

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HP EliteBook Folio 9470m/9480m I5 3/4th Gen W/AC

Item Qty: 54 Location: OHIO Shipping: 1 x Pallet

Product Category: LAPTOPS

Total Weight: 236 lbs

LOT ID: A100-18191

[Download Bid Sheet](#) [View Bid Sheet](#)

Minimum Bid: \$10,400

ENTER YOUR MAXIMUM BID **PLACE BID**

R2 Assets offered on this auction have been tested and evaluated as: Tested for Key Functions, R2/R3

PACKAGING		
TOTAL PALLETS: 1	Width	Length
#1	40"	48"

OVERVIEW	
Product Type	Total Quantity

• RESULTS

Transpere's team built their application starting on a personal plan, and later upgraded to the professional tier and purchased additional 5 capacity units from Bubble as they acquired more users. Transpere went live with Transpere.auction in 2020 and found their app provided "a big improvement to our sales process, as well as to our customers' buying experience."

Most notably, Transpere increased the number of buyers bidding on their lots. They found more competition increased their **sales prices up to 150%**.

"We were amazed how easy it is to deploy an application on the web with Bubble. We realized that Bubble features were well developed and proved to be a reliable tool for enterprise."

No-code solutions like Bubble can provide faster development of minimum viable products for companies of all sizes, with the affordability and ease to scale up to production-ready tools.