



## MAIN RULES

1. **No offer can be higher than the previous offer** , and must be based in the following data:
  - Currency: Pesos
  - Unit VAT: No
  - Global VAT: Yes
2. No offer could have a reduction beyond 30 % of the initial price of each competitor .
3. So that you can visualize the offers of your competitors, is necessary to make your first offer.
4. If an offer is registered in the last 5 minutes from the auction, this will add another 5 additional minutes and so on until the platform do not register any offer.
5. The reduction could not be of peso in peso, the minimum reduction amount must be respected.
6. Offers delivered by other mean will not be considered.
7. Each company is responsible of their offers, thats why you must verify your offer before sending the information. In case of an error in any of the offers, it may be a reason for disqualification.

## STRATEGY

1. The platform will only allow the reduction of the 30 % over the first offer, that why we suggest **do not start with inflated prices**, since otherwise it will not be possible to reach the best offer.
2. The velocity in **saving the offer** depends in many factors, thats why **it make take some seconds**, you must consider this factor while sending the offers at the last minutes.
3. All the prices of the best participants will be evaluated and if necessary **they will ask for the price card** , so it should only reduced in the conceptos that can be shown and **must update the price cards at the same time as the offers** , to have them ready when they requested them.
4. The positions of the company may vary constantly, thats why we recomend **to enter al least once a day** to evaluate the positions of the other competidors. The order shown in the graph will change every time that you login.
5. It is advisable to evaluate with anticipation the capacity to reduce the prices, it is advisable to evaluate in advance your ability to reduce prices, so that you do not have to make last minute calculations or offer unrealistic offers.
6. If the best participant does not comply with any of these points, the determination can be made **to get the next best participant** , thats why we suggest to **keep making offers even if you are not with the lower price**.

## DATES

(Schedule de México)

EVENT	STARTS	ENDS
Forum	30 June, 2021 04:50:00 PM	02 July, 2021 09:20:00 AM
Auction	27 August, 2021 04:51:00 PM	01 September, 2021 09:21:00 PM

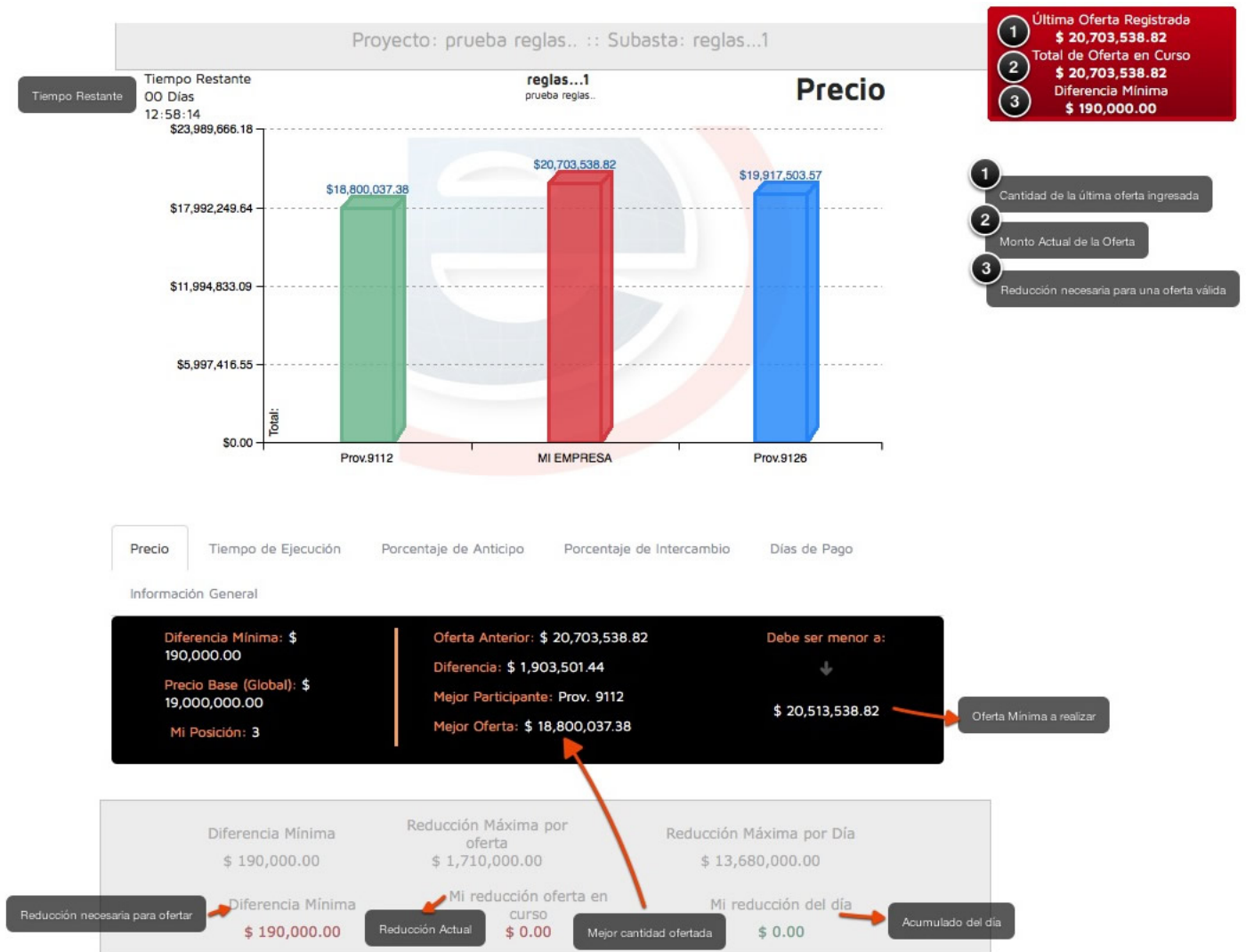
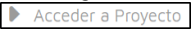


Figura 1



## KNOWING THE ENVIRONMENT OF THE AUCTION

- The first offer must be made so that you can visualize the graph as shown in Figure 1 with the offers of the others participants.
- The red box shown in the top right at the Figure 1, is called HELP TABLE, is the indicator that shows us the **actual status of our offer**, which has the following 3 values
  - a. The indicator number 1 reflects the amount of the last offered entered.
  - b. The indicator number 2 shows our actual offer, this field will be updating at the moment that you change the price unit in the catalog and will indicate the total amount of the new offer that you will make.
  - c. The indicator number 3 shows the amount to reduce from the actual offer. This must be on zero (0.00) so that the offer can be accepted.
- To make a counteroffer you will have to modify the unit prices of each concept until the amount in the 3rd indicator is equal to zero.
- To avoid errors and maintain the competition, the platform manages 3 limits regarding the offers you can make:
  - a. Minimum reduction: Minimum difference between 2 consequential offers, for the offer to be valid you must make a reduction of at least **\$ 20,000.00**.
  - b. Limit per offer: Maximum difference between 2 consequential offers. For this auction must be **\$ 160,000.00**.
  - c. Daily offer limit, this limit is the one the participant will have to reduce his offer per day (calendar day), this time will be **\$ 1,280,000.00** and it is not cumulative between different days.



## ENTER TO THE FORUM AND MAKE THE FIRST OFFER

1. Enter to the platform with the following link <https://demo.esmdigital.com.mx/>.
2. Type your user and password that was given in the welcome email.
3. In the menu, enter the option of Project Administrator.
4. Enter the Reverse Auction menu.
5. In the right side it exists a menu of options, go to to purchase **LANGS..** and the auction **LANGS 2 TRY NO VISIT** in the following icon 
6. We clic the name of the auction so that the information may show up and at the right side in the column option you will find the icons related to the events to to purchase in there stablished times.

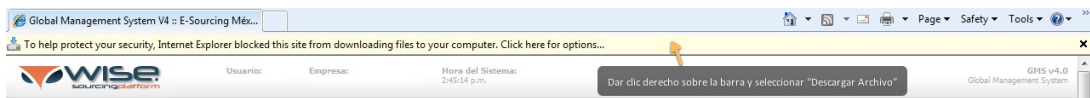
## FORUM

7. Enter to the forum to ask questions, this can be done by clicking the forum icon .
8. We clic on the icon , and fill the field with the question and then clic con Save Changes.

## MAKE AN OFFER

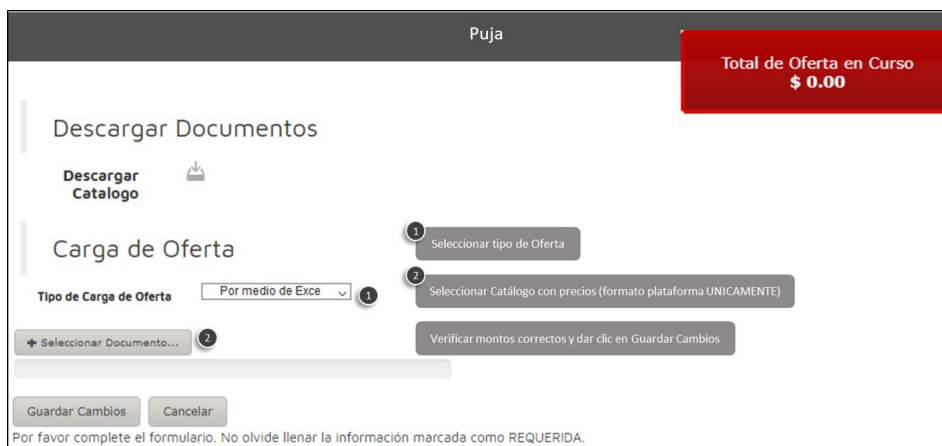
9. Enter to the auction to register your prices, this can be done by clicking the auction icon .
10. Before entering your offer, you must accept the terms and conditions agreement shown in screen. This can be done by typing the email registered and accepting the options, then clic the **Save changes** button .
11. To make an offer it exists 2 ways:
  - a. **Manual**: the unit price can be typed in the product catalog that its shown in the bottom of the screen.
  - b. **By Excel** : can use the document in excel that was send by email or you can download the catalog in an Excel format by clicking the following icon .

**IMPORTANT NOTE:** is necessary to verify at the moment to download the catalog that the browser is not blocking the downloads. A bar will be displayed in the browser.



The **catalog version** of products the will be use is the number **1**, it is shown in the top right in the Excel Catalog. Is important to use the version that was mentioned, otherwise the platform will no let you make the offer.

Once the unit prices are in the Excel and saved, you can upload the document in the option **Select Document**, as shown in the Figure 2.

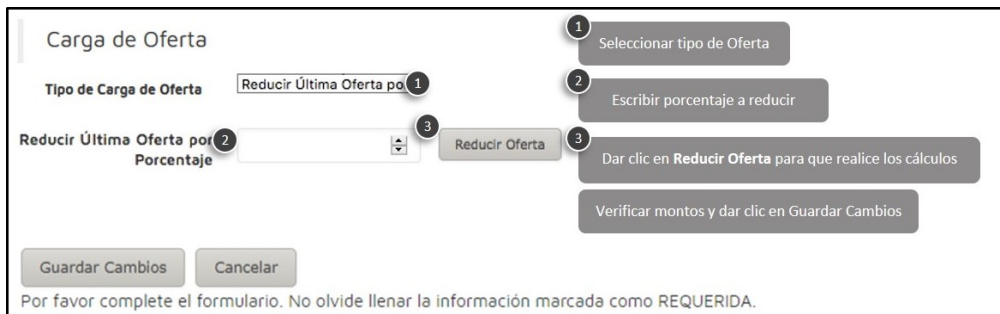


**Figure 2**

12. Once the unit prices by any of the options, you will have to save your changes by clicking in the button that it is in the end of the form

on the left **Save Changes** .

13. After making the first offer, it is possible to make an automatic reduction to all the unit prices by selecting the percentage to reduce and then clic to **Reduce last offer by percentage** shown in Figure 3 en la Figura 3 and clicking in the button **Reduce Offer**. The reduction will be made **in the saved offer**.



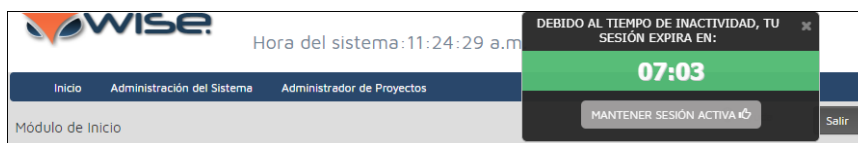
**Figura 3**

## FREQUENTLY ASK QUESTION

1. The updating of the graph is in real time?  
**YES.** The graph will be updating every 5 seconds.
2. Can I reduce the amount that I want ?  
**NO,** the platform counts with a minimum percentage per offer.
3. Do we have to respect the reduction per offer amount?  
**YES,** it must be respected otherwise the platform wont let you save your offer.
4. Can I make a last second offer?  
**NO** its no recomendad, beside the time that it can take to save your offer, the platform will assign an extra 5 additional minutes of the auction if an offer is made it will add another 5 minutes before the closure time. It is recomendad to enter your offers in time so that they can be saved and has the posibilidad to make a counteroffer.
5. If the length of the auction is more than one day, since when does it starts to count the time of the daily offer?  
It begin at **12:00:01 AM.**

## IMPORTANT NOTE

The system has an inactivity time of 10 minutes, you must refresh the session with the buton **Keep session alive** when the platform asks for it.



## ESSENTIAL TECHNICAL REQUIREMENTS

1. Internet connection, broadband.
2. Updated internet browser
  - o Google Chrome (RECOMMENDED).
  - o Mozilla Firefox (RECOMMENDED).
  - o Internet Explorer 10 o superior.

## **TECHNICAL REVISION BEFORE YOU PARTICIPATE**

If your company has a TI department or something similar or any regulations/limitations about the use of the internet, please review the following:

- Enabling Firewall or Proxy to access the Internet.
- Enabling port 80.
- Whitelist of the domain, <http://www.e-sourcing.com.mx>, wise.mx in Firewall, Proxy and email servers.

## **TECHNICAL SUPPORT AND HELP**

### **DOUBTS ABOUT CATALOG, MATERIALES, DELIVERIES, DETAILS FROM THE PROJECT**

Company: SOCIO JESS

Contact: Jessica

Email: [jgarz@e-sourcing.com.mx](mailto:jgarz@e-sourcing.com.mx)

Phone: 49494994

### **DOUBTS ABOUT THE USE OF THE PLATFORM**

SOCIO JESS:

[ayuda@e-sourcing.com.mx](mailto:ayuda@e-sourcing.com.mx)

TIME: 9:00 a 18:00 hrs.