



BIDDING & AUCTIONS WITH PUBNUB

With any auction, every split second counts. Success depends on making all bidders feel there's **seamless, reliable, real-time engagement** for everyone, wherever in the world they may be. Having the right end-to-end platform for delivering real-time capabilities like real-time notifications, alerts, and updates is an imperative part of the user experience.

Why a reliable and scalable platform is key to online auction success:

- » It **gives users the confidence** they're on top of every fresh bid or other development during an auction so they can make their next decisions about bidding (or not)
- » It **maximizes participation** among prospective bidders, contributing to higher top bids
- » It **strengthens the credibility** of the auction and the organization conducting it
- » It **keeps bidders continuously engaged** by delivering the same lively, competitive feeling as an in-person auction

PubNub

PLATFORM FEATURES

PRESENCE DETECTION

- » User/Devices Readiness
- » Geo-Readiness (including hyper-local detection)
- » Trigger Ideal Communication Channel (in-app, other)

DATA/EVENT STREAMING

- » Inventory
- » Price Feeds
- » Sensor Data
- » Other State Changes

BRIDGE TO APACHE KAFKA WITH CONFLUENT PLATFORM

- » Send/Receive Kafka topics in web browser or mobile app
- » Broadcast and unicast
- » Reliability tolerance to faults
- » Edge geographical connectivity
- » Fragmented device support (mobile, desktop, server, embedded)

TIME-CRITICAL ALERTS/NOTIFICATIONS

- » Includes In-app, push, email, Slack, and more
- » Interest-Based
- » Location-Based
- » Loyalty & Rewards
- » Fraud Prevention
- » Emergency/Public Safety

ACCESS CONTROL

- » Protect data and set permissions for users
- » Add or remove participants
- » Syndicate data streams across disparate systems and with third parties

ENTERPRISE-GRADE SECURITY AND COMPLIANCE

- » ISO 27001 and SOC 2 Type II Compliant, GDPR, and HIPAA compliant and 3rd party SOC and ISO audits conducted annually
- » End-to-end encryption for every message running over the network, fine-grained access controls, localized data storage, & more
- » 3rd party annual penetration testing