

DIY

SOURCING TOOLS



Balazs Paroczay
Vice President of Global Sourcing



BEFORE WE START...

Who is on Instagram?

Who is on Twitter?

Post a pic on Instagram with #evolvesummit

Tweet this:

the amazing @theBalazs is back on stage
#evolvesummit*

*or something similar...

BUILD YOUR OWN BOOLEAN BUILDER



Boolean builder  

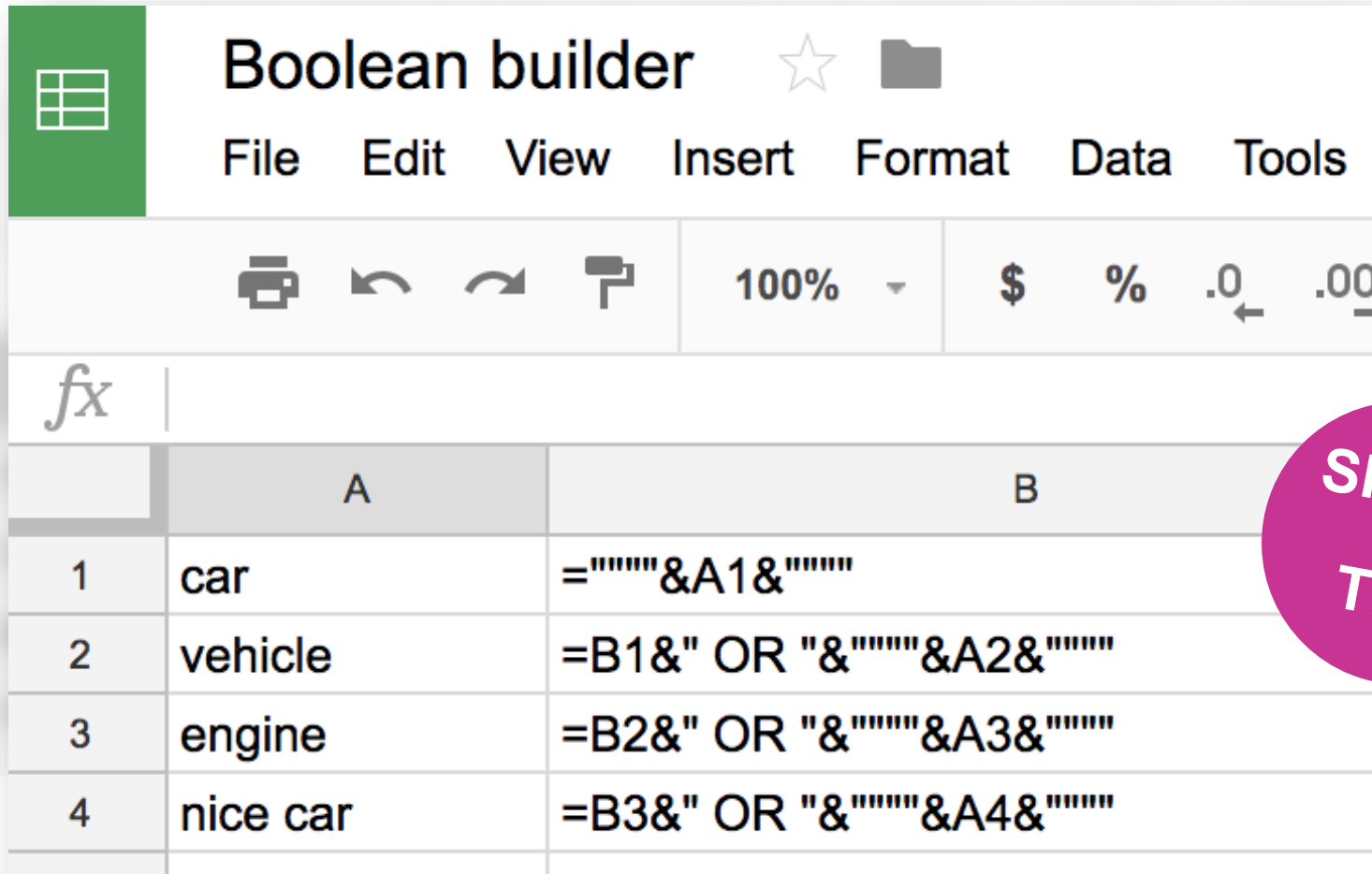
File Edit View Insert Format Data Tools Add-ons Help

    100%  \$ % .0  .00  123  Arial

fx |

	A	B
1	car	"car"
2	vehicle	"car" OR "vehicle"
3	engine	"car" OR "vehicle" OR "engine"
4	nice car	"car" OR "vehicle" OR "engine" OR "nice car"

BUILD YOUR OWN BOOLEAN BUILDER



Boolean builder

File Edit View Insert Format Data Tools

100% \$ % .0 .00

fx

	A	B
1	car	=""&A1&""
2	vehicle	=B1&" OR "&""&A2&""
3	engine	=B2&" OR "&""&A3&""
4	nice car	=B3&" OR "&""&A4&""

SHOW & TRY

BUILD YOUR OWN BOOLEAN BUILDER

WHY?

	A	B
1	car	=""&A1&""
2	vehicle	=B1&" OR "&""&A2&""
3	engine	=B2&" OR "&""&A3&""
4	nice car	=B3&" OR "&""&A4&""

Alerts

Monitor the web for interesting new content

Brno ios developer



<https://www.google.com/alerts>

How often

At most once a day



Sources

Automatic



Language

Any Language



Region

Any Region



How many

Only the best results



Deliver to

mail.com



Update alert

Hide options ▲

Alert preview

There are no recent results for your search query. Below are existing results that match your search query.

BLOGS

Tentacles Innovation BV joins **Apple Developer** Program

Tentacles Innovation

As of today Tentacles Innovation B.V. has joined the **Apple Developer** Program. The innovative IOT-solutions

Alerts

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RSS feed

Update alert

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SHOW
&
TRY

existing results that

Tentacles Innovation BV joins **Apple Developer** Program

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ALERTS

Google

Alerts

chrome web store



RSS Feed Reader

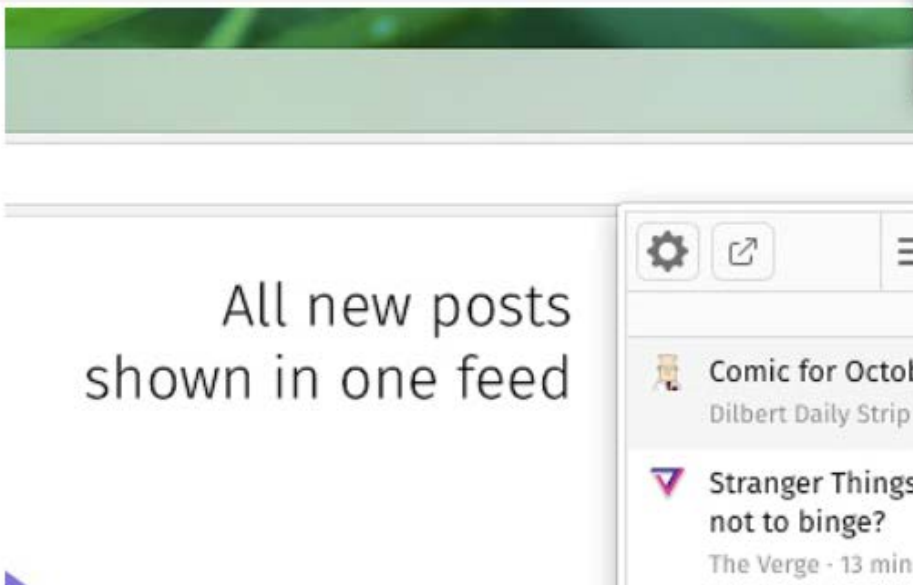
offered by feeder.co

★★★★★ (6221) | [News & Weather](#) | 613,677 users

OVERVIEW

REVIEWS

SUPPORT



All new posts shown in one feed

41

-  Lays off nurse
-  Google Alert - "texas church" 21
-  Google Alert - site:twitter.com #texaschurchmassacre
-  Google Alert - site:jobs.cz "android developer"
-  Google Alert - site:index.hu
-  Google Alert - "started to" 20
-  Owler - Special Reports
-  Talkwalker Alert: 0 results for [0 results for 1 feeds]

187

Newest first ↓

 **Comic for October 24, 2017** NEW
Dilbert Daily Strip - 10 hrs ago

 **Stranger Things season 2: to binge or not to binge?** NEW
The Verge - 13 min ago

Tentacles Innovation

As of today Tentacles Innovation B.V. has joined the **Apple Developer Program**. The innovative IOT-solutions

ALERTS



CREATE

MANAGE

IMPORT

Create Alert

SEARCH QUERY

RESULT TYPE

Everything

LANGUAGE

All languages

HOW OFTEN

Once a day

HOW MANY

Only the best results

YOUR EMAIL

 Preview

CREATE Alert

Talkwalker Alerts, the free and easy alternative to Google Alerts

Monitor the Web for interesting new content about your name, brand, competitors, events or any favourite topic with Talkwalker Alerts!

Talkwalker Alerts are an easy and free alerting service that provides email updates of the latest relevant mentions on the Web directly to your email box or RSS feed reader.

thank you,
Mr. Martin Lee!



[Talkwalker.com](#) | [Support / Feedback](#) | [Search Syntax](#) | [Terms of Service](#) | [Press Kit](#)



ALERTS



CREATE

MANAGE

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WHY?

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Talkwalker Alerts are an easy and free alerting service that provides email updates of the latest relevant mentions on the Web directly to your email box or RSS feed reader.



thank you,
Mr. Martin Lee!

[Talkwalker.com](#) | [Support / Feedback](#) | [Search Syntax](#) | [Terms of Service](#) | [Press Kit](#)



GOOGLE CUSTOM SEARCH ENGINE (CSE)

Custom Search

New search engine

Enter the site name and click "Create" to create a search engine for your site. [Learn more](#)

▸ Edit search engine

▼ Help

Help Center

Help forum

Support

Blog

Documentation

Terms of Service

Send Feedback

Sites to search

*.cz

www.example.com

1

<https://cse.google.com/cse>

You can add any of the following:

Individual pages: [www.example.com/page.html](#)

Entire site: [www.mysite.com/*](#)

Parts of site: [www.example.com/docs/*](#) or [www.example.com/docs/](#)

Entire domain: [*.example.com](#)

If you want to search pages over entire web containing specific [schema.org](#) markups, click on "advanced" below.

Language

English

Name of the search engine

Resumes from CZ

2

▸ Advanced Options

By clicking 'Create', you agree with the [Terms of Service](#).

CREATE

3

GOOGLE CUSTOM SEARCH ENGINE (CSE)

4

New search engine

▼ Edit search engine

Resumes from CZ

Setup

- Look and feel
- Search features
- Statistics and Logs

Help

Send Feedback

Basics Make money Admin Advanced

Provide basic details and preferences for your search engine. [Learn more](#)

Search engine name

Resumes from CZ

Search engine description

Description of search engine.

Search engine keywords ⓘ

Search engine keywords, e.g. climate 'global warming' 'greenhouse gases'

Edition

Free, with ads.

Details

Search engine ID Public URL Get code

Image search ⓘ

OFF

Speech Input ⓘ

ON

Language

English

[Advanced](#)

Sites to search

Label sites by search Search only included sites

1- 2 of 2 < >

Add Delete Filter Label

☐ Site Label

☐ *.sk

☐ *.cz

[Advanced](#)

<https://cse.google.com/cse>

5

Always
update/save!

GOOGLE CUSTOM SEARCH ENGINE (CSE)

Custom Search

New search engine

▼ Edit search engine

Resumes from CZ ▾

Setup
Look and feel
Search features
Statistics and Logs

► Help

Send Feedback

Layout

Themes

Customize

Thumbnails

Set the layout of your search engine. Click the save button to publish your changes. [Learn more](#)

Web search

Image search

<https://cse.google.com/cse>

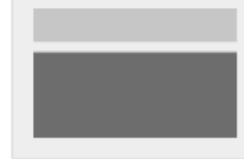
Overlay



Two page



Full width



Two column



Compact



Results only



Google hosted



7

Always
update/save!

Save

Save & Get Code

GOOGLE CUSTOM SEARCH ENGINE (CSE)

Custom Search

New search engine

▼ Edit search engine

Resumes from CZ

8
Setup
Look and feel
Search features
Statistics and Logs

► Help

Send Feedback

Promotions

Refinements

Autocomplete

Synonyms

Advanced

9

Enable or disable advanced search features.

<https://cse.google.com/cse>

► Results sorting ?

ON

▼ Websearch Settings ?

Refinement Style ?

☒ Links ☐ TAB

Safesearch ?

☐ Off ☐ Moderate ☐ Strict

Results Browsing History ?

☐ Enable ☒ Disable

Structured data in results ?

☐ Enable ☒ Disable

No Results String ?

Link Target ?

Query Addition ?

intitle:(resume OR CV OR c

Query Parameter Name ?

10

Always
update/save!

Save

► Websearch Restricts ?

GOOGLE CUSTOM SEARCH ENGINE (CSE)

Custom Search

12

New search engine

Promotions

Refinements

Autocomplete

Synonyms

Advanced

<https://cse.google.com/cse>

Edit search engine

Let users filter results according to categories you provide. [Learn more](#)

Resumes from CZ

11
Setup
Look and feel
Search features
Statistics and Logs

Add

Delete

13

1- 2 of 2



☐ Refinement

☐ PDF

☐ Word

Edit refinement

* PDF

14

How to search sites with this label?

☒ Give priority to the sites with this label.

☐ Search only the sites with this label.

Facet Refinement

OFF

ext:pdf

15

OK

Cancel

SHOW
&
TRY

Always
update/save!

GOOGLE CUSTOM SEARCH ENGINE (CSE)

Read more and more and more!

- <http://sourcingcertification.com/cses/>
- <https://www.dropbox.com/s/4td8n8ijaz254lv/CustomSearch-SoSuDe.pdf?dl=0>



GOOGLE CUSTOM SEARCH ENGINE (CSE)

Custom Search

12

WHY?

11

13

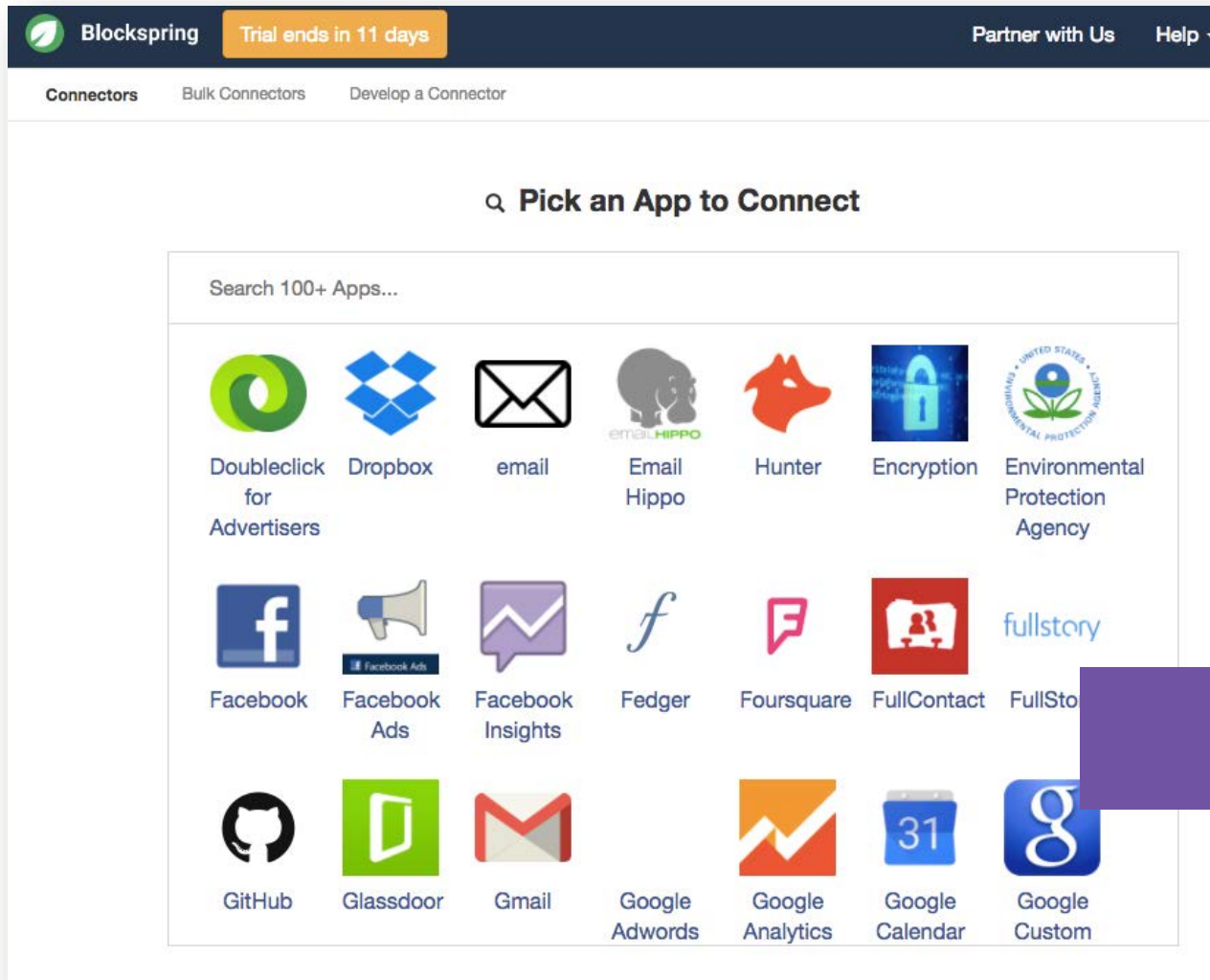
14

15

SHOW
&
TRY

Always
update/save!

BLOCKSPRING (AUTOMATED SEARCH)



thank you,
Aaron Lintz!

<https://chrome.google.com/webstore/detail/blockspring/aihldeahgcpbpmimkdpkafaedhbmfhoh>

BLOCKSPRING (AUTOMATED SEARCH)

Blockspring Console ×

[< Back](#) [Edit Block](#)

Would you like to view the current cell? **Yes.**
No.

Get RSVPs to Meetup Event ★

Given ID of an event, get people that RSVP'd yes. Use the page parameter to continue moving through the result list.

✓ Connected

PARAMETERS

Event ID * ? ⌵

Page ? ⌵

Select Optional Parameters ▾



Blockspring Console  ×

[< Back](#) [Edit Block](#)

Would you like to view the current cell? **Yes.**
No.

Organization's Repositories ★

Get the repositories a GitHub organization has worked on.

✓ Connected

PARAMETERS

Organization * ? ⌵

Select Optional Parameters ▾

Update

Blockspring Console ×

[< Back](#) [Edit Block](#)

Would you like to view the current cell? **Yes.**
No.

Explore Nearby Places ★

Find interesting places nearby a location with the foursquare api.

✓ Connected

PARAMETERS

Your Address * ? ⌵

What type of place to search for ? ⌵

Select Optional Parameters ▾

Update

WE BECOME YOU™

18

CIELO

BLOCKSPRING (AUTOMATED SEARCH)



Blockspring



File Edit View Insert Format Data Tools Add-ons Help Last edit was yesterday at 10:25 AM

Comments

Share

100% \$ % .0 .00 123 Arial 10 More

fx

country

	A	B	C	D	E	F	G
1	country	city	topics	joined	link	photo.highbres	lin photo.photo_i
2	CZ	Brno	[{"urlkey"=>"cons	1506957109000	http://www.mee...ers/233068614		2711722
3	CZ	Brno	[{"urlkey"=>"card	1501606581000	http://www.meetup.com/members/233068614		
4	CZ	Brno	[{"urlkey"=>"read	1506128268000	http://www.meetup.com/members/237194866		
5	CZ	Zlín	[{"urlkey"=>"engl	1505576008000	http://www.meetu	https://secure.me	2707081
6	CZ	Brno	[]	1500557461000	http://www.meetu	https://secure.me	2689535
7	CZ	Brno	[{"urlkey"=>"soci	1500644602000	http://www.meetu	https://secure.me	2697646
8	CZ	Olomouc	[{"urlkey"=>"new	1500820017000	http://www.meetu	https://secure.me	2690392
9	CZ	Brno	[{"urlkey"=>"phot	1506942174000	http://www.meetu	https://secure.me	2711671
10	CZ	Brno	[{"urlkey"=>"pyth	1500877158000	http://www.meetup.com/members/198462059		
11	CZ	Brno	[]	1501497183000	http://www.meetu	https://secure.me	2643177
12	CZ	Brno	[{"urlkey"=>"oper	1508789036000	http://www.meetu	https://secure.me	2717908
13	CZ	Brno	[{"urlkey"=>"beer	1501583412000	http://www.meetu	https://secure.me	2601172
14	CZ	Brno	[{"urlkey"=>"boar	1500984224000	http://www.meetup.com/members/232571116		
15	CZ	Brno	[{"urlkey"=>"new	1500559885000	http://www.meetu	https://secure.me	2646583
16	CZ	Brno	[{"urlkey"=>"big-c	1504025897000	http://www.meetu	https://secure.me	2691861
17	CZ	Olomouc	[{"urlkey"=>"inter	1506637391000	http://www.meetu	https://secure.me	2710752
18	CZ	Brno	[]	1502907110000	http://www.meetu	https://secure.me	2692506
19	CZ	Brno	[]	1500553888000	http://www.meetu	https://secure.me	2657198
20	CZ	Brno	[{"urlkey"=>"softv	1500671367000	http://www.meetu	https://secure.me	2644634
21	CZ	Brno	[{"urlkey"=>"boar	1503925648000	http://www.meetu	https://secure.me	2701244
22	CZ	Brno	[{"urlkey"=>"softv	1500877522000	http://www.meetu	https://secure.me	2648856
23	CZ	Brno	[{"urlkey"=>"oper	1504004817000	http://www.meetu	https://secure.me	2446665
24	CZ	Brno	[{"urlkey"=>"php"	1500558006000	http://www.meetu	https://secure.me	2546444
25	CZ	Brno	[{"urlkey"=>"oper	1500575293000	http://www.meetup.com/members/215134410		

Blockspring Console

< Back

Edit Block

Group Search by Location from Meetup

Search Groups on Meetup by Location

✓ Connected

PARAMETERS

Country *

CZ

City *

Brno

SHOW
&
TRY

Update

Runs the block using the updated parameters, then inserts the results into its previous cell location.

To move the results to a new location, cut and paste. Any future runs of the block will insert data

BLOCKSPRING (AUTOMATED SEARCH)

Blockspring

File Edit View Insert Format Data Tools Add-ons Help Last edit was yesterday at 10:25 AM

100% \$ % .0 .00 123 Arial 10

country

	A	B	C	D	E	F	G
1	country	city	topics	joined	link	photo	address
2	CZ	Brno	["urlkey"=>"cons	1506957109000	http://www.meetup.com/members/233068614		2711722
3	CZ	Brno	["urlkey"=>"card	1501606581000	http://www.meetup.com/members/233068614		
4	CZ	Brno	["urlkey"=>"read	1506128268000	http://www.meetup.com/members/237194866		
5	CZ	Zlín	["urlkey"=>"engl	1505576008000	http://www.meetup.com/members/27070811	https://secure.meetup.com/	
6	CZ	Brno	[]	1500557461000	http://www.meetup.com/members/26895351	https://secure.meetup.com/	
7	CZ	Brno	["urlkey"=>"soci	1500644602000	http://www.meetup.com/members/26976461	https://secure.meetup.com/	
8	CZ	Olomouc	["urlkey"=>"new	1500820017000	http://www.meetup.com/members/26903921	https://secure.meetup.com/	
9	CZ	Brno	["urlkey"=>"phot	1506942174000	http://www.meetup.com/members/27116711	https://secure.meetup.com/	
10	CZ	Brno	["urlkey"=>"pyth	1500877158000	http://www.meetup.com/members/198462059		
11	CZ	Brno	[]	1501497183000	http://www.meetup.com/members/26431771	https://secure.meetup.com/	
12	CZ	Brno	["urlkey"=>"oper	1508789036000	http://www.meetup.com/members/27179081	https://secure.meetup.com/	
13	CZ	Brno	["urlkey"=>"beer	1501583412000	http://www.meetup.com/members/26011721	https://secure.meetup.com/	
14	CZ	Brno	["urlkey"=>"boar	1500984224000	http://www.meetup.com/members/232571116		
15	CZ	Brno	["urlkey"=>"new	1500559885000	http://www.meetup.com/members/26465831	https://secure.meetup.com/	
16	CZ	Brno	["urlkey"=>"big-c	1504025897000	http://www.meetup.com/members/26918611	https://secure.meetup.com/	
17	CZ	Olomouc	["urlkey"=>"inter	1506637391000	http://www.meetup.com/members/27107521	https://secure.meetup.com/	
18	CZ	Brno	[]	1502907110000	http://www.meetup.com/members/26925061	https://secure.meetup.com/	
19	CZ	Brno	[]	1500553888000	http://www.meetup.com/members/26571981	https://secure.meetup.com/	
20	CZ	Brno	["urlkey"=>"softv	1500671367000	http://www.meetup.com/members/26446341	https://secure.meetup.com/	
21	CZ	Brno	["urlkey"=>"boar	1503925648000	http://www.meetup.com/members/27012441	https://secure.meetup.com/	
22	CZ	Brno	["urlkey"=>"softv	1500877522000	http://www.meetup.com/members/26488561	https://secure.meetup.com/	
23	CZ	Brno	["urlkey"=>"oper	1504004817000	http://www.meetup.com/members/24466651	https://secure.meetup.com/	
24	CZ	Brno	["urlkey"=>"php"	1500558006000	http://www.meetup.com/members/25464441	https://secure.meetup.com/	
25	CZ	Brno	["urlkey"=>"oper	1500575293000	http://www.meetup.com/members/215134410		

WHY?

Group Search by Location from Meetup

Search Groups on Meetup by Location

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Country *

CZ

City *

Brno

SHOW & TRY

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ZAPIER (APP WORKFLOW AUTOMATION)

Zaps Connect the Apps You Use Every Day



TRIGGER

When I get a new email in Gmail

ACTION

Copy the attachment from Gmail to Dropbox

ACTION

Alert me in Slack about the new Dropbox file

Start Workflows from Any App

Pick a Trigger that sets your Zap into motion.

Finish Routine Tasks Automatically

Zaps complete Actions, while you solve more important problems.

Simple, Fill-In-The-Blank Setup

Point, click, automate. Go from idea to workflow in minutes.

<https://zapier.com/app/explore>

ZAPIER (APP WORKFLOW AUTOMATION)

Home

Home

Facebook → Email Name your Zap... ON

Instagram → Twitter Evolve Summit Insta Twitter list

Twitter → Google Docs evolvesummit Twitter mention

Meetup → Google Docs Meetup Google Docs

RSS → Email RSS to email

evolvesummit Twitter mention

Add a note

TRIGGER

1. Search Mention

Twitter

Search Mention

Twitter TheBalazs

Edit Options

Test this Step

Rename Step

ACTION

2. Create Spreadsheet

Google Sheets

Create Spreadsheet Row

Google Sheets thebala:

Edit Template

Set up Twitter Mention

Search Term (required)

Can be a generic search term like "internet" or a screen name like "@Zapier". Support

evolvesummit

	A	B	C	D	E	F
	Name	Tweet	User URL	user_friends_count	user_description	user...
1						
38	michal_engage	It was tough but even @googledave finally made it to @EVOLVEsummit #evolvesummit https://t.co/kTW17KIE6	https://t.co/9zJeS74MaJ	user_friends_count331	Headhunter/Modern recruitment advocate/EVOLVE! Summit organizer	
39	mira_kiescht	#evolvesummit speakers getting ready -) https://t.co/caGTn3cg9	https://t.co/9zJeS74MaJ	user_friends...	Executive Recruiter /	
40	googledave	RT @michal_engage: It was tough but even @googledave finally made it to @EVOLVEsummit #evolvesummit https://t.co/kTW17KIE6	http://t.co/C47b1qWhRm	user...	Author of	
41	michal_engage	Getting ready #evolvesummit https://t.co/c1xw2t332a	https://t.co/9zJeS74MaJ			
42	KatrinaMcColler	RT @michal_engage: Getting ready #evolvesummit https://t.co/c1xw2t332a	https://t.co/YCEupxzeV0	user...	Author of	
43	googledave	Morning!! Let's get ready to rumble!!!!!! #evolvesummit	http://t.co/C47b1qWhRm	user_friends_count1008	Partner @PhCreative Author of Digital Love: Inbound, SEO, Content, Social Media, LFC, Hate: Liver, Odd Socks, Crap T-Bags!	
44	googledave	So Tina Turner, Jamiroquai and Bryan Adams have played here ... think I might sing 'you'll never walk alone'... https://t.co/UMjpdMzYPj	http://t.co/C47b1qWhRm	user_friends_count1008	Partner @PhCreative Author of Digital Love: Inbound, SEO, Content, Social Media, LFC, Hate: Liver, Odd Socks, Crap T-Bags!	

A few ideas...

- RSS ---> gmail
- Instagram photo hashtag ---> twitter list
- FB group new pic ---> email
- Tweet hashtag ---> Spreadsheet
- Meetup ---> Google Docs

<https://zapier.com/app/explore>

DATA IMPORT

import.io

Product

Solutions

Pricing

Blog



Dashboard

Data is Changing the World

Import.io gives you access to relevant web data for critical business decisions

Buy Now

Free Trial

Retail

Price Monitoring, Inventory Updating, MAP Compliance

[Get Data](#)

Research

Research for Equity Analysis, Hedge Funds, Professional Services

[Get Data](#)

Big Data

Machine Learning, Artificial Intelligence, Application Development

[Free Trial](#)

Data

Leads, Analytics, CRM

[Free Trial](#)

SHOW
&
TRY

THANKS!

(NO, IT'S NOT THAT COMPLICATED)

