



Online Brand Protection

Comprehensive solutions for supply chain integrity, product authentication, and consumer engagement



SUPPLY CHAIN TRACK & TRACE

Track & trace using a wide variety of production variables to safeguard supply chain integrity and improve operational efficiencies. Combat product diversion and grey market activity.

PRODUCT AUTHENTICITY

Enable in-store smartphone product authentication to guarantee product authenticity and instill consumer confidence.

BRAND ENGAGEMENT

Create a powerful link between consumer's and the brand by providing smart-phone access in-store to a range of compelling product information. Boost revenue and repeat sales with incremental real-time marketing opportunities.



SUPPLY CHAIN TRACK & TRACE FEATURES:

- Comprehensive software architecture preventing product diversion and enabling complete characterization of the supply chain from production to purchase.
- Manufacturer-specified serialization, bar codes, QR codes, or any other unique identifier.
- Manufacturer-specified information tracking including production location, dates, delivery routes, batch sizes, individual product, batch and lot identification.
- Advanced analytic and customized reporting tools to identify areas of improvement in operational efficiency.
- Seamless integration with back end ERP systems including Oracle and Dynamics.
- Configurable open system for integration with web-based portals or custom Windows programs.
- Configurable user role assignment, hierarchy, and authentication system accommodates manufacturers and third-party stakeholders with a multi-tenant environment.
- Real-time multi-tenant notification system triggered by manufacturer-defined events.
- Multi-tenant checks and balances to prevent “third shifts” and any other unauthorized production.

AUTHENTICATION FEATURES:

- Striking product or portrait imagery supported by the ability to embed visible and/or hidden security elements.
- Imagery and visible security effects that cannot be captured or duplicated with comparable quality.
- Mobile and web-based scanning tools for authentication of the security labels with the manufacturer`s choice of barcodes, QR codes, serialization, or other unique identifiers.
- Complete configurability for manufacturers to add or remove products to the system allowing for seamless integration into the authentication process.

BRAND ENGAGEMENT FEATURES:

- In-store consumer smartphone product scanning for a range of manufacturer-designed marketing activities.
- Manufacturer-specified URL redirects allowing in-store consumer product research, reviews or promotions.
- URL redirects based on manufacturer-specified data including date ranges, product SKU, or any other unique identifier.
- Post-purchase product registration or other marketing initiatives based on date-triggered URL redirects.

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