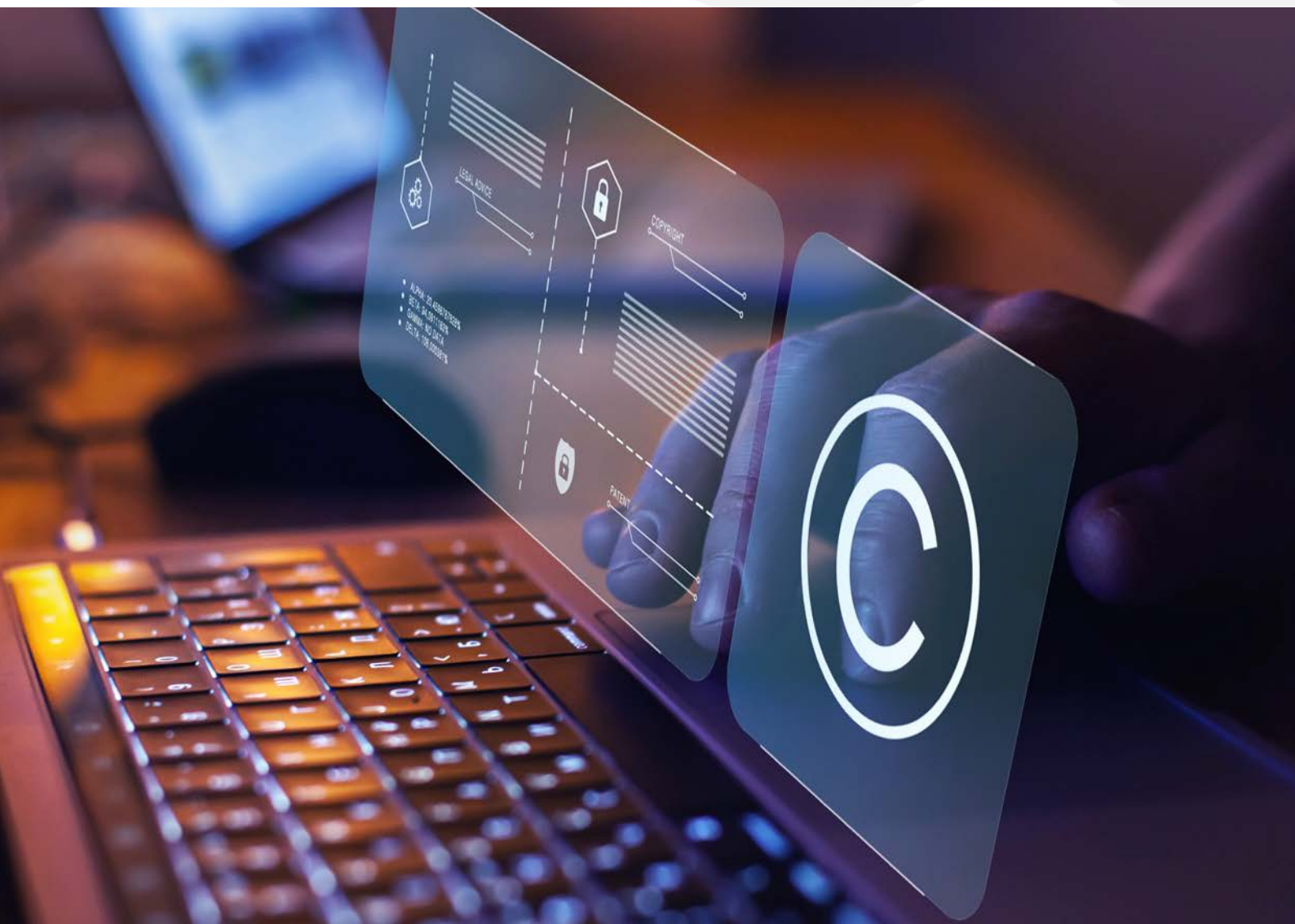


3 ways to elevate product authenticity and brand protection

Real-life examples of how to track and trace
products throughout your supply chain



Digital tools have brought many benefits to supply chains globally—from business efficiencies to faster delivery times for consumers. But going digital introduces other supply chain risks, like counterfeiting and product safety issues. That's why businesses must look for ways to authenticate their products and protect their brand throughout the product lifecycle.

Top challenges

- ✗ Managing lost revenue and reputational damage linked to “fake” products
- ✗ Identifying disruptions due to unauthorized distribution channels
- ✗ Remaining in compliance with evolving global regulations, such as the United States Federal Drug Administration (FDA), the Food Safety Modernization Act (FSMA), Drug Supply Chain Security Act (DSCSA), Customs and Boarder (CBP) STOP Act, and European Union Medical Device Regulation (EU MDR)

Biggest gains

- ✓ Create a unique digital identifier or digital passport, for every product— from the unit level to shipping containers
- ✓ Monitor distribution channels using a built-in business rules engine coupled with “granular” product level traceability
- ✓ Receive automatic illicit activity alerts to quickly respond to and shut down suspicious activity as quickly as possible

Product counterfeiting and theft

OpenText™ Core Product Traceability Service started as a successful internal brand protection service. When YETI™, a leading global manufacturer of outdoor recreation products, needed a way to combat and monitor “fake” products, as well for consumers to be able to authenticate, they came to OpenText for help. Our suite of brand protection features gave them real-time visibility into where, when, and how illicit activity was globally occurring and is a key component of their overall brand protection strategy.

Why using track and trace is important to prove product authenticity

As a business, you are always looking for ways to protect against revenue and reputational loss and intellectual property theft. OpenText Core Product Traceability Service has helped numerous businesses across industries add and track unique digital codes to monitor products and supply chain activity end-to-end, including in the open consumer market where we aided law enforcement to find stolen goods and recover millions of dollars!

Benefits

- Protect your business and boost your brand
- Strengthen end-to-end supply chain visibility
- Improve customer engagement with digital connections
- Increase awareness of sustainability efforts

Top challenges

- ✗ Responding quickly to a product safety or quality issue
- ✗ Managing customer expectations during supply chain disruptions
- ✗ Protecting against lost revenue and brand damage

Biggest gains

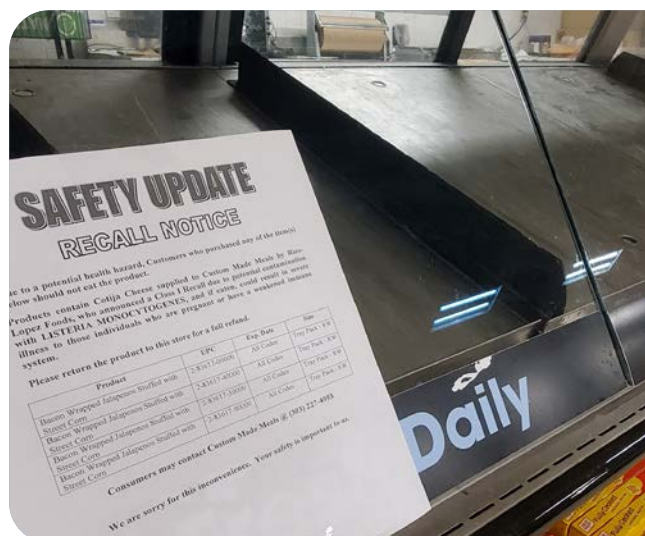
- ✓ Receive automatic activity alerts to quickly respond to supply chain issues
- ✓ Analyze real-time dashboards and reports to monitor for activity spikes that could indicate an issue
- ✓ Share critical information with trading partners, retailers, and customers as soon as possible once an issue arises

Product safety or quality issues, including recalls and returns

A few years ago, a voluntary recall on a mass scale (due to a lack of traceability) caused a major disruption to the infant formula market. With OpenText's help, a leading provider now serializes every product and captures batch, product lot, manufacturing and quality check dates, as well as other key attributes. This significantly limits the scope of a potential recall, helps determine where affected batches have been distributed and remove them, and alerts consumers at the product level—significantly benefitting the brand when needed, keeping their consumers safe.

Why strengthening supply chain visibility reduces risk

Supply chains have a ton of steps from production to distribution, as ensuring high quality and safe use are critical for everyone. With OpenText, you can optimize the data you gather about every product from manufacturing through distribution, including recalls and returns. We helped one company with more than 35 manufacturing locations worldwide, nine distributors, and multiple retail vendors, add traceability and visibility at the product level so every important event that happens, from production to consumer purchase, is tracked and audited.



Top challenges

- ✗ Creating a connection point with customers when and where they are—online
- ✗ Getting customers verifiable product information when and where they need it most
- ✗ Ensuring customers know how to access loyalty and rewards programs

Biggest gains

- ✓ Confirm product authenticity with a simple QR code scan
- ✓ Increase information sharing at the right time to the right person
- ✓ Enhance customer engagement through easy-to-use digital programs

Keeping customers informed through “connected” packages

Arthrex, a leader in orthopedic medical devices, differentiates itself through the quality of its product information resources—primarily world-class educational videos. Across thousands of SKUs, the company wanted to ensure its medical devices were digitally tagged so it does not take a healthcare provider to a global site to search for content, instead it automatically ties in with its global digital asset management system, pulling the latest, specific product information/videos forward in milliseconds. OpenText answered the call. Our solution has also assisted numerous other businesses across industries, such as a large US-based apparel and sports equipment manufacturer, create digital customer engagement programs that tie the unique product identifier to essential product education, as well as reward and loyalty program information.

Why connect customers to your brand to improve engagement

How consumers interact with brands is constantly evolving. Businesses realize their brand, along with their products and packaging, must connect directly with customers and they need to keep renewing their relationship with customers regularly—wherever and whenever those customers choose to engage.

With OpenText Core Product Traceability Service, you can create a product-specific engagement point on every product and its packaging (e.g. connected products/packaging) that is specific to the product itself. Our customer engagement features can explain to consumers how and where to return a product and our traceability features can help verify the return, such as scanning the product to make sure it's legitimate.



“Although OpenText didn’t have the exact capability we needed, we were struck by their willingness to work with us to develop a solution that would have a much closer fit to our requirements.”

Rekha Baptista

Fonterra | OpenText

Fonterra Co-operative Group Limited, a global dairy nutrition company, uses OpenText’s Core Product Traceability to enhance food safety and quality, which has increased customer confidence and satisfaction, improved product traceability and recall management significantly, and increased food safety globally.

The United States Chamber of Commerce estimates that businesses **lose at least \$500 billion dollars annually** due to the proliferation of fake goods.

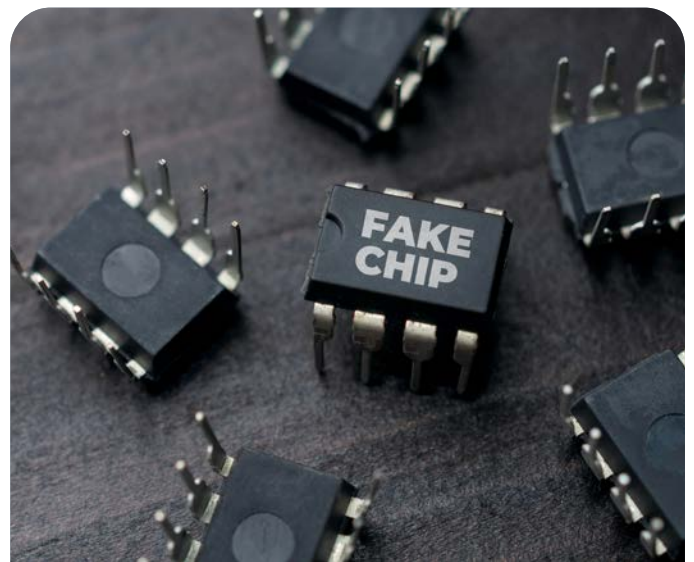
Source: Organization for Economic Co-Operation and Development (OECD) - The Economic Impact of Counterfeiting and Piracy

According to market research, 47% of brands are now **losing sales to counterfeit goods**, with one in three reporting a revenue drop of 10% or more.¹

Source: Forbes – The Global Impact of Counterfeiting and Solutions to Stop it

Conclusion

OpenText Core Product Traceability Service connects to your manufacturing, supply chain, and consumer ecosystems, so product-specific data can be captured at every stage and you can put that data to work for your business and your brand. Our solution offers brand protection, supply chain visibility, digital customer engagement, and reporting to safeguard your business and your products.



Ready to get started?

**Learn more about OpenText Product Traceability
& Digital Product Passport Software**