

7 use cases for IoT and traceability



With AI capabilities delivering near instant analysis of the data you collect, IoT and product traceability solutions can be a game changer for your operation. An IoT orchestration platform takes this even further—integrating these separate IT systems, software, and sensors into a single management platform. It allows you to access, manage, and set automated rules on the data available on all your systems and devices, from product and asset traceability solutions to IoT sensors.

- 1** Recover lost revenue and protect brand integrity
- 2** Remove the mystery of intralogistics and keep operating schedules intact
- 3** Remove ghost assets and recover lost equipment
- 4** Build digital twins of your critical assets and your supply chain
- 5** Establish “trust in source” traceability and build consumer confidence
- 6** Improve customer engagement
- 7** Monitoring the condition of a shipment is critical

Resources

- Get The IoT orchestration and traceability roadmap
- Learn more about OpenText™ Aviator IoT and OpenText™ Core Product Traceability Service

7 use cases for IoT orchestration, product and asset traceability

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Recover lost revenue and protect brand integrity

Counterfeiting cost a global economy more than \$500 billion in 2022.² But by leveraging QR codes, RFID, and other simple technology combined with an IoT orchestration platform, companies can easily track events across the product lifecycle/supply chain to:

- Identify and shut down counterfeit or grey market sales activity in real time.
- Prevent damage to the brand image/reputation.
- Increase revenue through reversal of counterfeit or grey market sales.
- Prevent potential public safety risks.
- Investigate illicit activity through geo-location data reporting.

Product traceability in action: US manufacturer recovers millions in lost revenue

With the OpenText product traceability solution, a US manufacturer reclaimed millions in lost revenue from illicit counterfeit activity, recovered a \$6-million stolen trailer, and shut down unauthorized sales channels.

² US Chamber of Commerce, Making the Grade: Avoid Fake and Counterfeit Goods When Back-to-School Shopping, July 2023

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Improve customer engagement

Brands must adapt and renew their relationship with consumers wherever they choose to engage. Brands are realizing that their products and packaging needs to connect directly with consumers:

- Create a product-specific engagement point with connected products or packaging.
- Achieve omnichannel marketing by creating a one-to-one channel in which to connect with consumers.
- Improve transparency and communicate to consumers the ability to convey “trust-in-source.”
- Build brand loyalty through specific marketing campaigns and integration with rewards programs.

Product traceability in action: Multinational pharmaceutical and nutrition company increases market share and strengthens customer relationships

Increased transparency and customer engagement were key drivers for this multinational company that engaged Opentext product traceability solutions for sample management, loyalty and rewards, and quality and recall. It was able to track the effectiveness of a nutritional sample product program from sales reps into healthcare provider waiting rooms and finally track if a scan or sale occurred. The company also expanded its market share with serialized codes, ensuring loyalty and reward redemption that tracked products from the plant level with production line integration into the loyalty vendor integration on a global basis.

