

SUPPLY CHAIN TRACK & TRACE

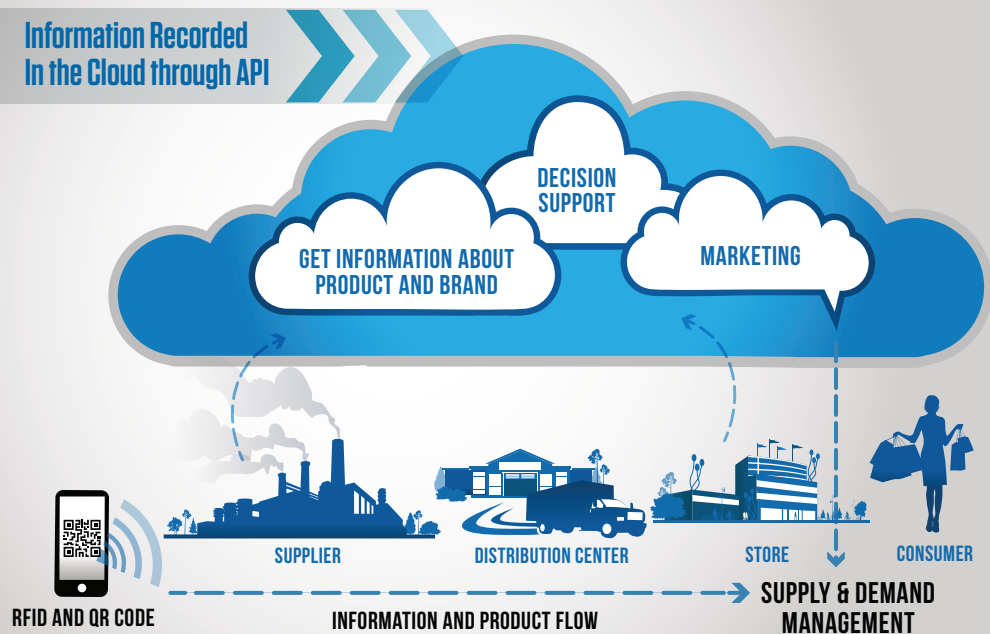
Intelligent Brand
Protection

Retailers invest significant money and resources to build and protect their brands. Yet counterfeiting and gray market diversion can easily devalue trademarks and erode profits and consumer confidence. Supply ChainTrack & Trace uses innovative RFID technology and cloud-based analytics so brand owners can track and control inventory throughout the supply chain. This user-friendly application offers real-time access to product flow data, providing smarter brand and customer protection.

Cloud-Based Analytics Deliver Brand Protection

- Prevent counterfeiting with product traceability and identification at the item level
- Detect gray market trading via audit reporting to help brand owners combat market diversion
- Retrieve accurate item-level data and product history for gray market control
- Monitor supply chain procedures—from supplier to DC to store—for increased operational efficiency
- Improve decision making with real-time cloud-based analytics, powered by easy-to-use back office app
- Ensure customer brand satisfaction and loyalty by verifying delivery and authenticity of genuine brand products

Information Recorded
In the Cloud through API



Lost due to cargo theft
worldwide in 2015 from
a variety of supply
chain threats¹

\$23B

\$1 Trillion

Counterfeiting worldwide for all
commerce in all verticals combined
- roughly 2-7% on average of a
brand owners' total revenue²

Real-Time Reporting for Smarter Supply and Demand Management

Supply ChainTrack & Trace's smart RFID technology and mobile apps empower brand owners with actionable data and real-time reporting to proactively track and protect every product along the supply chain. Data is read and synchronized with the central database, and is visible to the back office application for robust reporting and full system performance.

Easy-to-Use Smart Tools Offer Brand Owners Optimal Protection

RFID Handheld Reader: Scans and validates RFID tagged and QR coded products with unique ID at the factory and sends data to the cloud to optimize tracking through the supply chain.

Distribution Center Module Shipping on Tunnel:

Uses RFID devices to read entire contents of package or carton without opening; matches unique IDs to know exactly what products shipped to what stores by country and region.

Inspector/Auditor Mobile App: Verifies if the correct product is in the right location using a smartphone paired with a small RFID reader; approves or reports inaccuracies and changes store location via auditing application.

Customer Engagement, in Store:

Consumer scans item tag QR code via smartphone and is redirected to brand website with consumer engagement feature.

Protect and reinforce your brand. Information is power. So make sure you track and trace with Tyco's Supply ChainTrack & Trace solution.

Detailed Reporting Options:

- EPC Search
- By Package
- Delivery Notes
- Factory
- Auditor
- Distribution Center