

Customer – Organic Health and Beauty Products Company



Requirements – Authentication for Anti-Counterfeit, Track and Trace for Anti-Diversion, Loyalty Promotion

Solution – Secure Data Management, Secure Serialization, Authentication Call Center and Digital Authentication, Alerts and Reporting

Future – Logistics Control for Return Management

Overview

A new company offering leading edge certified organic health and beauty products. The company's products and ingredients are certified organic by the highest standards in the world – the USDA's National Organic Program and the United Kingdom's Soil Association. Unfortunately as with many other industries, the beauty, health and organic industries face an increasing threat of counterfeiting and unauthorized distribution. Based on this experience, the company sought out Verify Brand to deploy a comprehensive solution to ensure products are authentic from the point of production, until they reach the consumer, and are not distributed to unauthorized retailers.

Needs Analysis/Project Planning

The Verify Brand sales process includes a thorough Needs Analysis including meetings with all company or third-party stakeholders and entities responsible for the scoping deployment and support of a solution. The Needs Analysis typically includes brand security, IT, production, distribution/logistics, marketing and often end-customer site visits. Throughout this process Verify Brand project managers and technical support personnel complete Customer Requirements Documents, which support defining, documenting and confirming customer requirements and objectives. The outcome of the Needs Analysis is a complete proposal, Statement of Work, and project plan to support customer approval and then to guide a successful deployment process.

Secure Data Management

Verify Brand provides complete and secure data management through an infinitely scalable, fully-redundant hardware and software platform with disaster recovery hosted by an IBM Premier, Microsoft Gold Certified and Cisco Gold Certified Partner. The data management platform configuration is a cluster SQL 2008 database server environment connected to a virtual infinitely scalable SAN with remote disaster recovery. Virtual Web servers provide a fully scalable architecture as bandwidth requirements grow. In this case, the customer required a dedicated hardware fully redundant Web and database server platform, which Verify Brand designed, acquired and deployed at its data center as a part of the comprehensive solution.

Secure Serialization

As a part of a comprehensive and turnkey solution, Verify Brand scoped, designed and deployed VB Enterprise UID Procurement and Management software applications for a complete secure serialization solution. Verify Brand worked with the company's carton and label suppliers to enable serialization and primary packaging associations. In addition, Verify Brand procured label applicators and printers to enable locations to imprint and apply labels at each level of packaging, as required. Batch numbers and other just-in-time information are updated to the central database. The same systems allow for configurable workflows to associate packaging parent-child associations prior to shipping to the distributions centers.

Product Authentication and Promotion

The deployment of the VB Enterprise Authentication Investigator UI allowed role-based employees to authenticate product and view product data, packaging relationships, and chain of custody information. By cross referencing the sales order, the investigator could immediately determine if a product was counterfeit, diverted, or cross-sold from a legitimate salon. Consumers are encouraged to "join-in" to register their authentic products from the Company's Website. In return for providing contact demographic information, the customer receives a reward for signing up. Returning customers may login to register additional products, whereby the system banks points for future redemption.

Tracking

Finished product labels are tracked from the printer to the filler locations. The filler locations add batch and location packaging associations prior to shipping to the third-party distribution center. The distribution centers fulfill Web and certified salon orders. By scanning the secure codes and associated sales order information into the system, Company investigators may detect counterfeit or diverted product at Web and retail locations.

Alerts and Reporting

Using VB Enterprise Alerts and Reporting, invalid authentication attempts are logged by geographic location, alerting investigators to unauthorized distribution and potential contract violations.