



## CASE STUDY

### GLOBAL AUTOMOTIVE AND INDUSTRIAL SUPPLIER ENABLES TRACK AND TRACE CAPABILITY IN ITS SUPPLY CHAIN

How does i-Sprint's AccessReal solution help a global automotive supplier to ensure their products are being distributed and sold to the right market?

**CHALLENGE:** To achieve a real-time channel monitoring capability and brings value-added services to end customers

**ORGANIZATION PROFILE:** A global automotive and industrial supplier that promises the delivery of high-precision components and systems in engine, transmission, and chassis applications, as well as rolling and plain bearing solutions for a large number of industrial applications. It is one of the world's largest family companies with approximately 170 offices in over 50 countries.

However, the company faced challenges on tracking their products after ex-factory, resulting in product diversion. On the warehouse level, product identities (ID) are not serialized, making it difficult to manage their inventories.

**THE BUSINESS ISSUES:**

- No serialization for product identity
- Lack of track & trace capability after ex-factory state
- Inefficient warranty registration method and the need to provide invoice when maintenance required
- Lack of customer data
- Loyalty point system is not trackable resulting in abusing of system

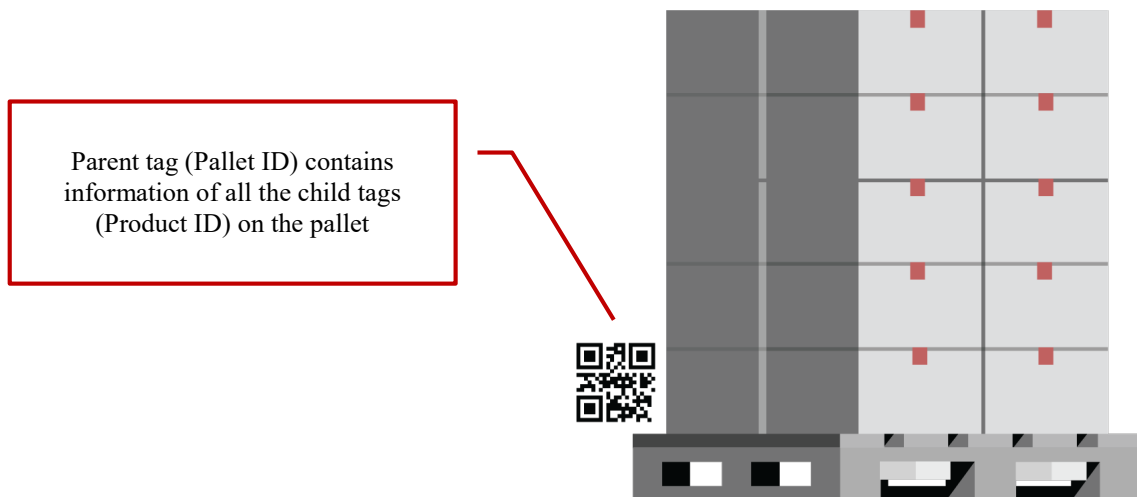
**SOLUTION:**



The company had reviewed few vendors and ultimately selected i-Sprint to assist on their transformation needs. i-Sprint has worked closely with the company to customize the AccessReal solution to address their different needs.

Serialized Product ID

AccessReal produces serialized product ID to ease warehouse management. Each product is assigned with a unique ID and when packed in a carton, the product ID will be tagged to the carton or ID tag, allowing parent/child multi-level data structure. Receivers can receive the products with ease through a simple scan on the parent ID tag. The parent tag contains information of all the products within the carton.



Track & Trace

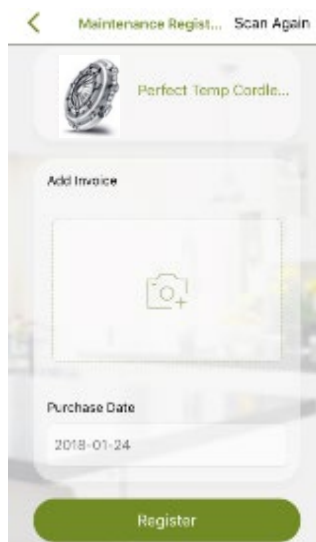
Unique ID tag enables the company to track products on an individual level. Before dispatching, every carton will be pre-assigned to a distributor/ territory. The company can identify any product diversion in real-time should location of receive record mismatch with the system information.

Warranty Management

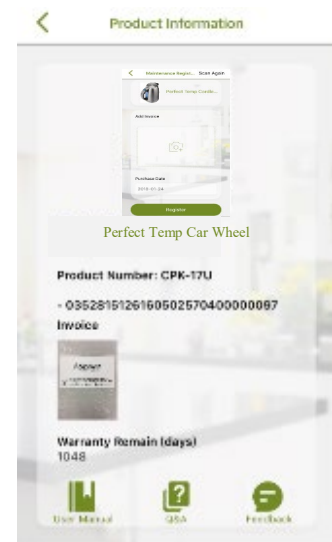
Customer who login to their account can simply scan and upload a picture of the receipt or invoice to activate the warranty. AccessReal helps to store warranty information and ease the warranty claim process.



Scan Product QR Code



Upload Invoice



Warranty Details

Customer Data

The company can gather customer data when customer login to their personal account for authentication service or warranty registration. Such data enable the company to understand the demographics of their customers for a more targeted outreach in

future. The company now has a direct connection with their customers.

#### Loyalty Point Reward System

Customers who scan and register their purchase will automatically receive reward points for their purchase. Reward claims can also be done through AccessReal system. The company now has better visibility and direct control of their reward system, and this will minimize opportunity of any abuse in the reward process.

#### **ACCESSREAL SOLUTION:**

AccessReal is an anti-counterfeit, track and trace and consumer marketing solution. Introducing unique ID on every individual product, products can be track on individual level to identify duplicated product ID (counterfeit products) and product diversion. Enterprises gain access to real-time business and consumer data, and a direct marketing channel to their consumers.

#### **WHY I-SPRINT:**

- **Proven track records.** Meeting the most stringent requirements, i-Sprint Innovations has more than 19 years of successful implementations in more than 200 financial institutions and large organizations.
- **Featured in Gartner reports.** i-Sprint Innovations is the only Asian Identity Credential and Access Management (ICAM) vendor featured in Gartner reports.
- **Owned IPs with patented technology.** Innovation is one of the core values of i-Sprint Innovations. i-Sprint's intellectual properties and patents are designed to exceed regulatory requirements.

Further details about i-Sprint's products are available at [www.i-sprint.com](http://www.i-sprint.com). To reach us, please email us at [enquiry@i-sprint.com](mailto:enquiry@i-sprint.com).