



CASE STUDY

COUNTERFEIT PREVENTION THROUGH ACCESSREAL CLONE-PROOF CODE

Extending from counterfeit prevention to product tracking - intercepting vertical channel conflict

ORGANIZATION PROFILE:

BEAUTÉSCIENCE

- Business Category: Beauty and Healthcare
- Understanding clients’ needs for quality skincare and dietary supplement products that deliver the best results. The products and technologies offered by Beutescience are always in the forefront of skincare trends. Guided by clients’ care, quality, integrity, innovation, continuous improvement and knowledge defines how the company conducts its business practices.

THE BUSINESS ISSUES/ OBJECTIVES:

- Counterfeit prevention for company’s premium supplement product
- Lack of product tracking capability
- Lack of physical server or IT personnel to implement and maintain the solution

SOLUTION:



AccessReal Cloud Solution to Resolve Requirement of Physical Server and IT Personnel

Beutescience’s focus is on beauty and healthcare, and such a company commonly lacks physical server and IT personnel required to implement AccessReal, the anti-counterfeit solution. Empathizing with the concern, AccessReal cloud solution was proposed.

Implementing AccessReal cloud solution reduces operating costs, without the need to invest in hardware, facilities, utilities and employing a team to maintain the server. A cloud solution does not require any physical server, meanwhile, Beutescience can tap on AccessReal professional team to support the implementation and maintenance. Placing their focus on physical implementation, which is the introduction of AccessReal clone-proof code (AR code) to every product.

AccessReal Clone-Proof Code (AR Code) Eliminates Replication



Developed by i-Sprint, AR code is a clone-proof identification label designed to protect the rights of every brand owner. Unique digital watermark and product identification DNA are added to a normal QR code with serialization and

encryption protection to create an AR code, eliminating any possibility of replication.

Customers can scan the AR code for product information and to authenticate purchase instantly, forgoing the possibility that the AR code is a duplicated piece from the original.

Product Tracking Prevents Vertical Channel Conflict

With the introduction of a unique AR code to each product, Beautescience is now able to track product movement individually. Every product/ AR code label is pre-assigned to a particular distributor before dispatched, should any distributor sells the products directly via any channels, undercutting resellers' price, Beautescience can identify the distributor with the unique AR code and take necessary action.

App and WeChat Integration for Authentication

WeChat is the most popular messaging app in China and almost every China smartphone user owns a WeChat account. To bring convenience for Beautescience's customers, especially customers located in China, product authentication scan is integrated in WeChat, dismissing the need to download any additional app.

Meanwhile, non-WeChat users can authenticate their purchases through Beautescience app, providing an alternative for customers.

BUSINESS IMPACT:

Track & Trace Capability Narrows Counterfeit and Grey Market Search while Providing Big Data for Future Plan

Beautescience can easily identify any possible source of grey market or counterfeit. Pre-assigned unique code means Beautescience can identify the initial assigned distributor, narrowing search. Moreover, visibility of product movement provides valuable insights such as restocking frequency and quantity. Such information can aid Beautescience in inventory planning.

At the same time, as customers scan to authenticate each purchase, information is reflected on AccessReal Enterprise account. Beautescience now has access to customer data, demographics, purchase frequency, purchase history... These are valuable information to sharpen future product innovation direction or targeted marketing plan.

Preventing Reputation Risk by Omitting Counterfeit

Sales losses resulted from counterfeit goods is on the rise. Counterfeit market not only leads to loss of sales, damage to brand reputation is the greater concern. Ranked as the top risk management concern, many companies agree that damage to brand or company reputation can have a lasting and dramatic effect on company's financial health.

Counterfeits from industry such as beauty and healthcare can possibly contain harmful ingredients which may lead to allergic reactions, sicknesses or even longer term health problems. Once the brand is tied with such health issue, the brand

faces reputation risk, leaving a permanent negative footprint behind which may never recover.

As such, Beautescience decided to implement AccessReal to omit possible reputation risk.

Further details about i-Sprint's products are available at www.i-sprint.com.
To reach us, please email us at enquiry@i-sprint.com.

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