



CASE STUDY

ELIMINATING COUNTERFEIT WITH ACCESSREAL CLOUD-BASED SOLUTION

Introducing unique QR code label to every Kwong Cheong Thye products empower customers to authenticate purchases instantly while providing Kwong Cheong Thye with big data

ORGANIZATION PROFILE:



- Business Category: Food Manufacturing
- Rich tradition and vast experience in food manufacturing in Singapore, Kwong Cheong Thye manufactures and trades sauces for food suppliers. Used by over 90% of the top hotels and restaurants in Singapore and widely distributed in more than 10 countries. As a supplier for many top hotels and restaurants, food safety is of utmost importance. Kwong Cheong Thye is committed to follow the strict regulations of SFA and ISO22000 to deliver products of utmost quality.

THE BUSINESS ISSUES:

- Increasing counterfeit issue especially for export to China market
- 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

Being a company which places great emphasis on food manufacturing, Kwong Cheong Thye identified a lack of physical server and IT personnel 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, Kwong Cheong Thye can tap on AccessReal professional team to support the implementation and maintenance. Placing their focus on physical implementation, which is the introduction of dual-layer QR code to every product.

Dual-layer QR Code Solution - Keeping Production Cost while Enabling Authentication



Production cost is a great concern especially for FMCG, with low profit margin, FMCG relies on high sales volume for profit. Mass number is produced daily and any production cost surge can greatly affect profit, resulting in product price adjustment.

Working closely with Kwong Cheong Thye in redesigning the product label to ensure production cost is kept to a minimum surge. A unique code is introduced to each product enabling Kwong Cheong Thye to track their products on an individual level.

Each unique code is pre-assigned to a distributor, uncovering the code of the counterfeit product leads us to information on the distribution source of the duplicated code, which may aid in uncovering and eliminating the counterfeit producer.

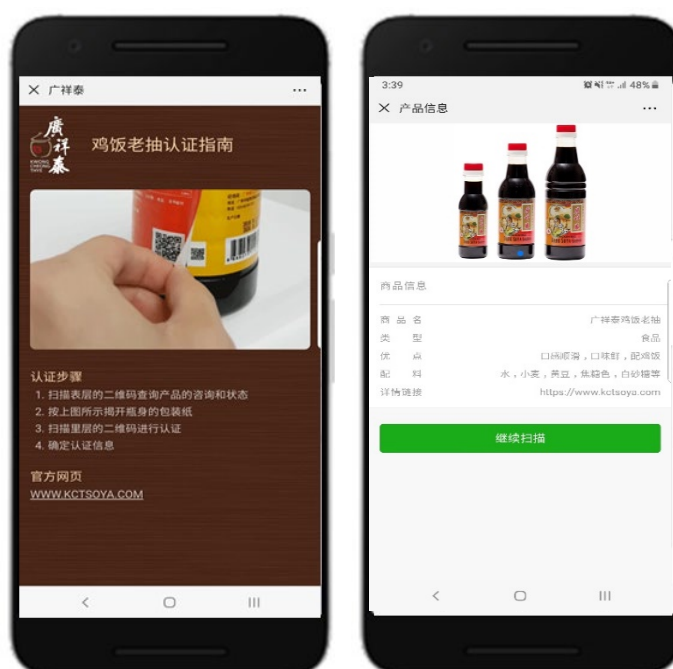
Real-time Monitoring Capability and Business Statistics

The ability to track products individually grants Kwong Cheong Thye visibility on product movement in the market. Supposingly, a unique code meant for market A is scanned in market B, Kwong Cheong Thye can immediately identify the source of grey market.

Real-time statistics enables Kwong Cheong Thye to react timely when situations arise. Kwong Cheong Thye can quickly track the current ownership of any identified product batch. Product recall can be performed promptly on a very targeted level, limiting brand impact and recall cost.

Moreover, real-time statistics aids Kwong Cheong Thye in inventory management. Kwong Cheong Thye can monitor stock level of distributors and retailers and manage production effectively.

WeChat Integrated to Ease Consumers' Authentication Process



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

**BUSINESS
IMPACT:**

Reduced Counterfeit and Recovered Lost Sales

Since implementation, Kwong Cheong Thye has seen a decrease in counterfeit products in the market. With a high percentage of counterfeits in the past, 9 out of every 10 bottles, AccessReal has helped Kwong Cheong Thye to recover lost sales due to counterfeit issues.

Rebuilding Customers' Confidence and Eliminate Health Risks

Being in the food manufacturing industry, Kwong Cheong Thye needs to consider possible health risks which counterfeit products can pose to consumers. This not only harms the brand reputation of the company, it damages the health of their consumers.

Implementing AccessReal enables consumers to authenticate their purchase instantly. This empowers consumers to check and verify their purchases, eliminating possible issues counterfeit may bring, while building customers' confidence in their products.

Real-Time Business Data which Aids in Product Management and Future Planning

Real-time tracking capability provides Kwong Cheong Thye with valuable business data. Kwong Cheong Thye can now track product movement, sales, customer data and more. These effectively help to identify the grey market and track down counterfeits. Furthermore, allows targeted product recall when necessary, reducing possible negative impacts derived from the process.

Sales and customer data benefits Kwong Cheong Thye in production and distribution management. Meanwhile, aids Kwong Cheong Thye to better understand their customers; their purchase cycle, customer demographics, needs and wants, valuable information which may aid in future marketing plan or product development.

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.

©2000-20 i-Sprint Innovations Pte Ltd. All rights reserved.

A Hierarchy Model is a patent of i-Sprint Innovations Pte Ltd. i-Sprint, i-Sprint logo, AccessMatrix and AccessReal logo are registered trademarks of i-Sprint Innovations Pte Ltd. All other trademarks and registered trademarks are property of their respective owners. i-Sprint reserves the right to make changes to the specifications or other product information at any time and without prior notice.