



## CASE STUDY

# ENHANCING REDEMPTION PROCESSES, SIMULTANEOUSLY STRENGTHENING PRODUCT TRACKING THROUGH ACCESSREAL

How does i-Sprint's AccessReal solution help a global pharmaceutical company to eliminate counterfeit and grey market issues while gaining insights required for future business planning?

### ORGANIZATION PROFILE:

- Business Category: Life Sciences, Pharmaceuticals
- Size: 87 countries, 103,824 employees worldwide
- A life science company with more than 150-year history and core competencies in the areas of healthcare and agriculture. Placing great focus on research and development activities on preventing, alleviating and treating diseases.

### THE BUSINESS ISSUES:

- Hassle redemption process (e.g. redemption requires box cut-out which can be time and space-consuming)
- Lack of capability to track product route map in resale process
- Absence of product distribution data

### SOLUTION:



AccessReal is an anti-counterfeit, track and trace and consumer marketing solution. Introducing unique ID on every individual product, products can be tracked on an 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.

#### Dual Layer Authentication Label to Complement Redemption Process



Understanding the requirements of the company, dual layer authentication label was recommended to complement the retailers' redemption process. Each dual layer authentication label is unique, allowing the company to track products on an individual level. Consumers can scan the first layer QR code for product information while distributors and retailers no longer need to collect cut-out from product packaging for redemption. Instead, the first layer QR code label replaces the function of the cut-out, this greatly improves the handling process and allows the company to track product source with each unique label.

The hidden layer AR code enables consumers to authenticate their purchase instantly, moreover, serve as a consumer engagement tool (upcoming phase). 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

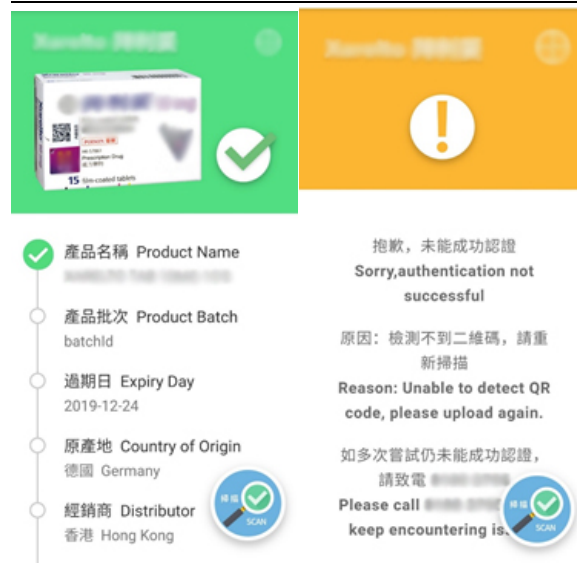
encryption protection to create an AR code, eliminating any possibility of replication.

### Track and Trace Aids Grey Market Source Identification

The lack of a digitalized solution resulted in the inability to track the source of product. The company was unable to identify the source of distribution upon collection of box cut-out. Lack of such information disrupted the company’s distribution plan and ceased the company in identifying any grey market source.

With the introduction of AccessReal, the company is now able to identify the source of every collected label, tracking the entire product route map.

### Instant Product Authentication for Consumers’ Protection



A scan on the hidden layer AR code enables consumers to authenticate their purchases instantly. This information is then transmitted to the company’s heat map dashboard, alerting the company should any fake/ replicated AR code be scanned.

The beauty of AccessReal lies in its ability to track products on an individual level, any fake/ replicated AR code identified can be tracked down till distribution source to assist in further investigation.

### Improved Loyalty Point Reward System Reduces Processing Time

Redemption replaced by first layer QR code improves handling processes, the company now only needs to scan customer ID and all collected QR code through AccessReal Enterprise app and the system will automatically calculate the points. Moreover, with the capability to track source of products, the company can now be certain they are incentivizing the right distributors/ retailers.

Consumers who register and login to their account to scan the hidden layer AR code can earn loyalty points while authenticating their purchases. The points can be accumulated for reward redemption.

**BUSINESS  
IMPACT:**

Enhanced Redemption Processes Minimize Hassle and Enhance Reliability

The switch from cut-out box to label ease up on logistics, minimizing handling hassle and storage concern.

Automated redemption point calculation speeds up processes and enhances reliability, eliminating possible duplicated entry.

Product source is now traceable, ensuring incentives are awarded to the right retailers.

Timely Damage Control Leading to Customer Retention

Real-time track and trace capability boost timely damage control, leading to effective grey market control and counterfeit elimination. Customers regain trust and confidence in the products, improving customer retention rate.

Business Insights for Future Business Planning

The track and trace feature provides the company with valuable insights such as product movement, sales and customers information which aids the company in future distribution and marketing plan.

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).

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