

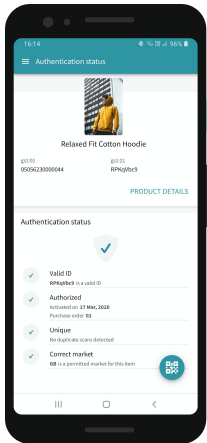
BRAND PROTECTION

Data-driven supply chain integrity and product authenticity

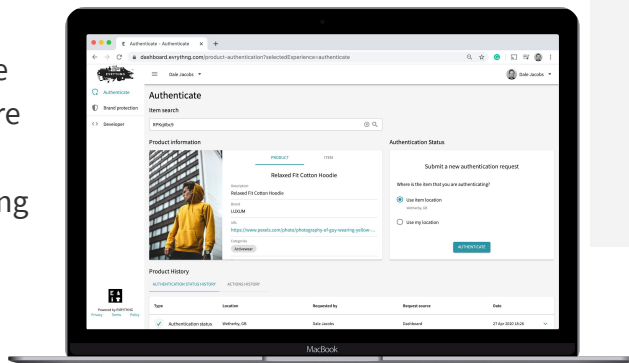
The key to truly effective protection for all your products at scale is data intelligence in the cloud. Legacy brand protection solutions based on proprietary marks, tags or other covert identifiers have been unable to win the battle against fraud and counterfeiters - hampered by high cost and complexity of manufacturing, combined with a dependency on trained inspectors using specialist apps. That is why the EVERYTHING Product Cloud™ has pioneered a game-changing approach based on data science.

SOLUTION HIGHLIGHTS

- A single platform for digital identity management, brand protection, supply chain traceability and consumer engagement.
- Every item is given a unique crypto-secure digital identity embedded in any standard code on labels or packaging, such as QR or NFC.
- Each item is activated and authenticated on the production line.
- The same code can be authenticated by Brand Inspectors, or scanned by consumers engaging at point of purchase for provenance, sustainability and authenticity.



- Real-time rules, machine learning and analytics are applied to this crowdsourced data, giving brands unparalleled detection of integrity issues.



AUTHENTICATE BENEFITS

- ✓ **Improve ROI**
Remove costly and complex material science application and simplify the manufacturing process.
- ✓ **Eliminate Unauthorized Production.**
Through real-time visibility of factory performance, and enabling only approved items to be authenticated in market.
- ✓ **Combat Product Diversion**
Get early warnings to identify issues, with live crowdsourced data, and trace back to source with item-level traceability
- ✓ **Expand Your Field Force**
Enable anyone to authenticate your products, from retail staff and distributors, to wholesale customers and consumers.
- ✓ **Reduce Fraud**
Allow affiliates or authorised third parties to authenticate goods, and enable retail staff to authenticate returns in-store.



The application of this technology means every Polo product will be 'Born Digital', which represents a new milestone in data intelligence innovation in our sector.

-- David Lauren, Chief Innovation Officer, Ralph Lauren



Counterfeit and Diverted Goods

Events: From factory, through supply chain to the consumer - every event or action involving a product is captured and considered when determining an item's authenticity status.

Detection Notifications: These events are processed in real-time and when a rule condition is triggered an alert is generated in the cloud.

Machine Learning: Ensures the Product Cloud is always in 'active learning' mode, able to automatically adjust detection algorithms as consumer and counterfeiter behaviour changes.

Analytics: Our real-time custom dashboard show you the location, time, date and patterns of integrity issues.



Brand Authentication

Business Rule Library: Simply switch on any prebuilt rules from our library for detection of gray market or counterfeit products, or create your own custom ones.

Brand Inspector App: Brandable app for iOS and Android for field teams or any authorized user to scan and authenticate items in real-time, add photographic evidence and input associated metadata such as location.

Remote Authentication: Enter the serial ID in our Authenticate dashboard to check products without line-of-sight to the item. Designed for customs officers with suspect cargo or customer services responding to a customer enquiry.

Secondary Market: Enable sellers and buyers of pre-owned items to authenticate items.



Consumer Authentication

Configurable Consumer Experience: EVRYTHNG's cloud-based authentication service runs multiple verification checks on an item when scanned by a consumer. This data is collated for behind-the-scenes brand integrity analysis, and the result can also be optionally presented back to the consumers, along with other brand content.

Integration Options: Brands can choose from engagement via native smartphone camera, Progressive Web App (PWA) or owned native app, with simplified integration via SDK or direct API.



Security Layers

Multi-factor Authentication: Where an additional layer of protection is required, you can combine multiple tags (say QR code and secure NFC tag) on the same garment, or additional forensic markers, which can all link back to the same serialised identity in the cloud.

Secure tag Integration: To compliment our Authenticate module, we can also integrate 3rd party secure mark technologies into our cloud rules workflows.