

Combating Electronic Counterfeiting with Digital Traceability

CASE STUDY



Computing and Electronics



Real-time Alerts



Product Serialization and Authentication

CUSTOMER PROFILE

ELECTRONIC-ACCESSORIES MANUFACTURER

\$350 Million Annual Revenue

850+ Number of Employees

CUSTOMER CHALLENGES

A leading electronic-accessories brand discovered counterfeit products circulating widely in the global marketplace, causing lost revenue and driving increases in operational costs. The fake products were made with low-quality materials and failed often, damaging consumer confidence in the brand. Yet to the untrained eye, the counterfeits were nearly indistinguishable from genuine products, creating challenges in identifying fake products during warranty and returns processes.

In response, the brand sought solutions to quickly and easily identify genuine products as unique items. The search process included an exhaustive review of several anti-counterfeiting technologies, including secure serialization, digital authentication and traceability. OPTEL's Verify Brand® Software was selected for its capabilities, ease of use and cost-effectiveness, all based on industry-leading experience.

REQUIREMENTS

- Item-level unique serialization, including security controls for access to individual identifiers
- Integrate data from the Enterprise Resource Planning (ERP) solution, contract manufacturers and distribution centers
- Provide real-time digital authentication capabilities for brand employees
- Provide real-time alerts for key events



RESULTS

This leading mobile accessories brand is now able to quickly verify products as genuine or fake. The customer service team can authenticate products within their existing ERP, helping to streamline operations for warranty and returns work.

Real-time alerts and analytics have also allowed the brand to aggressively pursue brand protection and enforcement activities. Only months after implementing our solution, the brand reported raids on 162 retail stores worldwide with about 30,000 counterfeit items seized.

BENEFITS

- New sales driven by a decrease in fake products
- Decreased fraud in warranty replacements and returns
- Operational cost savings
- Increase in successful brand/IP enforcement activities
- Improved brand trust
- Revenue and brand protection

CONTACT US

For more information on our Fast Track solutions for serialization, visit www.optelgroup.com/fast.

[We have recently] **removed** more than **39,000** individual listings offering **counterfeit [brand name] products** online worth an **estimated \$1.3 million**.



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