

Mitigating **Product Diversion** with **Serialization Technology**

CASE STUDY



Home Furniture



Real-time Alerts



Product Serialization and Authentication

CUSTOMER PROFILE

FORTUNE 100 CORPORATION

MATTRESS MANUFACTURER

\$2.4 Billion Annual Revenue

6,700+ Number of Employees

CUSTOMER CHALLENGES

When this leading mattress manufacturer donated mattresses to victims of Hurricane Katrina, they chose to use a reputable third party that specialized in distributing charitable donations. Unfortunately, the third party illegally diverted and sold thousands of the mattresses to another distributor for profit.

Although the manufacturer had previous and ongoing issues with product diversion, this extreme case justified a thorough review of supply chain security technologies and a high-priority project to implement a solution across the brand.

After reviewing a variety of technologies and solutions, the manufacturer selected OPTEL's Verify Brand® Software for its industry-leading ability to provide supply chain security and visibility.

REQUIREMENTS

- Track components and finished goods from manufacturing through sale to the customer
- Provide alerts and notifications for potentially illegal resale or diversion of the product
- Provide real-time status updates
- Provide real-time alerts for unauthentic components and finished goods



RESULTS

OPTEL's solution allows the manufacturer to track and trace its products for complete supply chain visibility. Questionable products found on e-commerce sites can also be authenticated and tracked back to supply chain vulnerabilities.

The company uses event information, including a chain-of-custody document, to identify security weaknesses for internal purposes and to provide evidence about item-level events or transactions during legal proceedings.

Ultimately, OPTEL's solution has allowed the manufacturer to more easily identify questionable or illegal activities across its supply chain.

BENEFITS

- Reduced product diversion
- Better supply chain visibility and performance
- Global product authentication
- Increased revenue and brand protection
- Optimized operational efficiency

CONTACT US

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

OPTEL's **Verify Brand®** Software has been an **integral part** of our **supply chain security** and **product authentication strategy**. Their solution has allowed us to **identify the point** of product diversion and address those supply chain **security vulnerabilities**.



NORTH AMERICA

OPTEL Canada — HEADQUARTERS
+1 418 688 0334

NORTH AMERICA

OPTEL USA
+1 763 235 1400

EUROPE

OPTEL Ireland
+353 61480965

ASIA

OPTEL India
+91 832 669 9600

SOUTH AMERICA

OPTEL Brazil
+55 19 3113 2570

optelgroup.com

© 2019 by OPTEL GROUP.
All rights reserved.