

# Protecting your Brand with Digital Traceability

## CASE STUDY



Computing and  
Electronics



Real-time  
Alerts



Product Serialization  
and Authentication

### CUSTOMER PROFILE

#### LEADING PRINTER MANUFACTURER

**\$3.6 Billion** Annual Revenue

**12,000+** Number of Employees

### CUSTOMER CHALLENGES

A leading developer, manufacturer and supplier of printing and imaging solutions had encountered issues with widespread counterfeit and diverted ink and toner cartridges. The fake products ranged from genuine cartridges being illegally refilled with counterfeit ink, to products that were entirely counterfeit from the cartridge to the packaging.

Physical security features, including complex holograms, had little or no impact on counterfeiting, failed to curb gray market diversion and provided no support for authentication by end users. In response, their brand protection manager implemented OPTEL's Verify Brand® Software for its market-leading traceability and digital product-authentication capabilities.

### REQUIREMENTS

- Secure serialization at multiple packaging levels
- Web-based Track&Trace solution with hosted data management
- Mobile apps for product authentication
- Real-time alerts and reporting
- Global customer support in wide variety of languages
- Integration with ERP System (SAP)



## RESULTS

OPTEL's Verify Brand® Software has greatly reduced the number of counterfeit and diverted products in the marketplace. Additional benefits include increased customer satisfaction, thanks to customer feedback the brand receives through the mobile authentication application.

End users can authenticate product worldwide in real time, leading to increased confidence in the brand. As a result, the company has taken an industry leadership role in better protecting products from counterfeiting and diversion, driving improvements in customer satisfaction and financial performance.

## BENEFITS

- Better supply chain visibility and performance
- Global product authentication
- Integrated customer loyalty program
- Increased revenue and brand protection
- Decreased product diversion
- Additional market insights
- Improved brand trust

The **Verify Brand® Software** is our **most powerful** brand protection tool, helping us **increase enforcement seizures by 20%, theft recovery by 30%** and revenue by as much as **10%**.



## CONTACT US

For more information on our Fast Track solutions for serialization, visit [www.optelgroup.com/fast](http://www.optelgroup.com/fast).

### 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](http://optelgroup.com)

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