Intelligent Supply Chain® (ISC) – End-to-end traceability platform capable of collecting and linking data throughout the entire product life cycle, from raw materials to the consumer. The ISC empowers businesses to optimize efficiency, performance and supply chain visibility.
OPTEL is the leading global provider of traceability systems, and its mission is to use its innovative traceability and transparency solutions to create a better world through the Intelligent Supply Chain®, leveraging state-of-the-art technologies such as artificial intelligence, blockchain, chatbots, cloud computing and the Internet of Things.

OPTEL’s technologies provide actionable, granular, real-time data to verify product provenance and quality, optimize production efficiencies, fight counterfeiting and reduce waste. Our solutions create added value while contributing to sustainability and the circular economy, and benefiting businesses, brands, communities, people and the environment.

OPTEL is the only company with the ability to provide true end-to-end traceability via modular solutions for raw material traceability, individual SKU identification, box/case/pallet/batch aggregation, warehouse and distribution channel performance, and consumer engagement.
HOW WE CAN HELP YOUR BUSINESS

OPTEL’s modular traceability solutions can improve your operational efficiency and help you achieve supply chain transparency. Here are just a few examples of what our technologies can do for you:

**REDUCE COSTS**
- Minimize reusable packaging losses and purchases
- Minimize recall costs
- Reduce sustainability certification costs
- Reduce labor costs

**IMPROVE EFFICIENCY**
- Optimize the life cycle of reusable packaging
- Digitize product flow, supply chain operations and documentation
- Improve reverse-logistics management with real-time tracking of assets
- Get alerts and advanced analytics/reporting
- Improve product quality
- Measure the complexity of your supply chain
- Track inventory
- Optimize dwell times
- Improve forecasting

**PROTECT YOUR BRAND**
- Mitigate counterfeiting, fraud, gray-market diversion and unauthorized production
- Authenticate products
- Minimize the impact of recalls
- Prevent mislabeling

**ENSURE REGULATORY COMPLIANCE**
- Comply with digital tax stamp programs
- Digitize certifications and documents

**CREATE VALUE FOR CONSUMER ENGAGEMENT**
- Connect directly with your customers
- Tell the story of your brand and its products
- Monitor incentive programs and promotions
- Obtain valuable market and consumer analytics

**INCREASE VISIBILITY**
- Enable transparency for the consumer
- Manage supply chain risks
- Verify product provenance and authenticity
- Protect registered designations (fair trade, organic, etc.)

**IMPROVE SUSTAINABILITY**
- Ensure responsible sourcing
- Improve agricultural practices/social policy and smallholder engagement
- Reduce waste, losses and carbon footprint
- Optimize resources
- Substantiate sustainability claims
- Engage smallholder farmers

**ENSURE REGULATORY COMPLIANCE**
- Comply with digital tax stamp programs
- Digitize certifications and documents

ON THE FOLLOWING PAGES YOU WILL FIND AN OVERVIEW OF OUR MOST POPULAR AND PROFITABLE SOLUTIONS FOR FOOD AND BEVERAGE COMPANIES.
OPTEL’s circular packaging solution provides precise unit-level traceability at every step of the packaging process. Gain visibility with our reverse supply chain mapping tools. Whether you use glass bottles, PET bottles, kegs or jugs, we can help you optimize the life cycle of these important assets.

Many metrics can be monitored, depending on your needs, with scalable options: real-time location, cold chain, dispensing inventory, last known site, product journey, return rate, incentive programs, and many more.

**USE CASE:**

**IMPROVE REVERSE LOGISTICS OF KEG FLEETS AROUND THE WORLD**

- Each beer keg is assigned a unique identifier (UID) with a smart tag.
- GPS location is recorded according to client requirements (number of checkpoints).
- All unit events are recorded and uploaded to the cloud platform.
- Reporting and dashboards map the keg’s journey, circulation times, return rates, location and inventory, and history (last location).
- Actionable data is now available for further keg authentication at every step of the supply chain, up to the consumer.
- The temperature and freshness of the contents can also be measured.

**ADDED VALUE FOR YOUR BUSINESS**

- Increase reverse-logistics efficiency
- Reduce asset losses and purchasing costs
- Improve overall supply chain operations and manage recalls
- Combat fraud and counterfeiting
- Engage directly with your customers
- Obtain strong market analytics
- Many more

READ THE COMPLETE USE CASE HERE

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Our approach focuses on methods for gathering information on the operations and outputs of stakeholders engaged at the initial stages of the supply chain, such as farmers. This information can then be passed along the supply chain, providing full visibility and allowing downstream stakeholders and consumers to trust in the quality and sustainability of the raw materials that go into their products. Using digital tools such as mobile and desktop apps, a cloud platform and a data visualization platform, all the supply chain stakeholders can work in unison to collect and share data, enabling end-to-end product traceability.

Digitizing manual processes and implementing a traceability system—at the item, lot, batch or case level—is the key to a safer and more transparent food and beverage supply chain. OPTEL can monitor various metrics according to your needs, with tailored and scalable options. Our traceability platform can be deployed in different phases or modules.

**MITIGATE RECALL COSTS AND IMPACT**
OPTEL’s solutions protect your profitability by reducing recall costs and minimizing lost sales.
- Monitor real-time location, status and flow of products in the supply chain from raw materials to the end user
- Know the provenance of your ingredients and supplies, including origin, quality and authenticity
- Gain real-time, actionable insights to take immediate corrective measures

**PREVENT MAJOR OUTBREAKS**
When a food-safety issue is reported, quickly determine where your supply chain is at risk and act on it.
- Improve product quality and availability, control pests and diseases, improve post-harvest operations, etc.
- Mitigate unauthorized and counterfeit chemicals
- Field extensionist support is facilitated by having access to digitized historical data that could be combined with weather and soil data.

**PROTECT YOUR BRAND WHILE BUILDING TRUST AND EQUITY**
Our consumer-engagement solutions, powered by chatbots and other collaborative tools, will help your brand connect with the consumer and build trust.
- Provide product quality and authenticity information to consumers
- Connect suppliers to consumers with provenance data and storytelling
- Gain valuable market and consumer insights
MITIGATE FRAUD WITH **GRANULAR TRACEABILITY**
**TURNING A FRAUD PROBLEM INTO A CONSUMER-ENGAGEMENT TOOL!**

Our traceability platform to prevent fraud and protect your brand is composed of two main modules. The first is our cloud-based, item-level serialization solution, which stores data in a private cloud environment with secure access. For extra security, immutability and interoperability, data can also be stored in a blockchain.

The second module uses collaborative platform integration to connect your product and brand to the consumer, so you better understand your market, know where illegal activities are happening and build brand trust. This module allows you to leverage traceable incentives with unique identifiers to boost your marketing programs and gain valuable, actionable market insights.

### ADDED VALUE FOR YOUR BRAND

- Secure packaging combined with authentication capabilities enables you to protect your brand and keep consumers safe while building brand trust.
- The solution provides insights into where fraud and gray markets exist.
- Compelling storytelling creates added value for your brand and allows you to create or extend your loyalty program.
- You get access to valuable market insights, including the end user’s profile and data.
- The technology provides data-rich, fact-based reporting for inspectors.
- Business intelligence (BI) reports and alerts.

### READ THIS CASE STUDY TO LEARN WHAT ONE OF OUR CLIENTS WAS ABLE TO ACCOMPLISH

OPTEL’s Intelligent Supply Chain® for the food and beverage industry

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Many countries and regions impose an excise tax on manufacturers of sugary beverages, and governments enforce the tax payment through a Digital Tax Stamp (DTS) program. Manufacturers need to be registered and connected to the government system and provide product information for tax validation compliance.

OPTEL is a leading provider of vision inspection, serialization and track-and-trace technologies, providing top-quality line equipment for tax regulation compliance and traceability. Our team of experts in manufacturing lines will help your business optimize your compliance process efficiently.

When you add a unique identification code to each product (serialization), you can leverage the resulting granular data to gain valuable market insights, supply chain visibility and increased operational efficiency. OPTEL is not a stamp provider. Instead, we provide innovative track-and-trace technology that is complimentary to the DTS. We can also advise and support you in getting the best return on your serialization investment.

BEYOND COMPLIANCE

THE ADDED VALUE OF OPTEL’S SOLUTIONS
- Illicit-trade detection
- Product authentication
- Interoperable traceability
- Vendor-agnostic flexibility
- Improved operational efficiency
- More targeted recalls
- Consumer-engagement options
- Scalable solutions
- BI reports and alerts

When you add a unique identification code to each product (serialization), you can leverage the resulting granular data to gain valuable market insights, supply chain visibility and increased operational efficiency. OPTEL is not a stamp provider. Instead, we provide innovative track-and-trace technology that is complimentary to the DTS. We can also advise and support you in getting the best return on your serialization investment.

TAKING YOU BEYOND REGULATORY COMPLIANCE, SERIALIZATION IS A RISK-MANAGEMENT TOOL THAT GIVES YOU THE VISIBILITY AND DATA EMPOWERMENT YOU NEED TO SECURE YOUR SUPPLY CHAIN.

2D CODE, HUMAN READABLE OR ANY OTHER REQUIREMENTS

AQ0002A48H5E8700119070512

- 11-character serial number
- 8-digit date and time by manufacturer
- 2-character country prefix
- 4-character product ID

READ MORE ABOUT KEY STEPS AND TAX COMPLIANCE INSIGHTS IN THIS USE CASE

OPTEL’s Intelligent Supply Chain® for the food and beverage industry

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**WHY OPTEL?**

**VALUE CREATION**

**DIGITAL TRACEABILITY PROVIDES UPSTREAM VISIBILITY IN YOUR SUPPLY CHAIN**

- Increase supply chain and operational efficiencies for better productivity
- Reduce recalls/labor/packaging/supplies and inventory/certification and quality costs
- Increase forecasting accuracy and secure supplies
- Provide transparency to your consumer, building trust and brand equity
- Ensure product provenance and authenticity, mitigate fraud and protect your brand
- Link your products to your customers with consumer-engagement tools

**OPTEL’S ADDED VALUE**

- Scalable and modular approach
- Turnkey solution: start-to-finish project assistance
- Next-generation data collection hardware (IoT)
- Data intelligence with customized BI reports
- Increase forecasting accuracy and secure supplies
- Ensure product provenance and authenticity, mitigate fraud and protect your brand
- Link your products to your customers with consumer-engagement tools
- Interoperability; vendor agnostic
- Customizable solution
- Professional services and 24/7 worldwide support
- Physical traceability
- Only company with true end-to-end capabilities

**WHY TRACEABILITY?**

**VISIBILITY**

**AWARENESS**

**TRANSPARENCY**

**DISCLOSURE**

**TO LEARN MORE ABOUT OPTEL GROUP**

SCAN ME