

**Customer** – Agrichemical Company, Industry Leader in Crop Protection Division



**Requirements** – In-Line Secure Serialization, Data Management, Product Authentication, Product Distribution, Return and Unauthorized Disposal Track and Trace

**Solution** – Secure Data Management, Secure Label Serialization, Authentication Call Center and Web Authentication, Alerts, Reporting, Customer Support

**Future** – Logistics Control for Return Management, Government Compliance

## Overview

A Latin American subsidiary of a global agrichemical company required a solution to serialize and track crop chemical containers. Verify Brand, in conjunction with our partner's local branch and local hardware integration supplier, deployed in-line serialization, product and packaging association and secure data management. Verify Brand deployed VB Enterprise Authentication and Tracking Software as a Service.

## Needs Analysis/Project Planning

The Verify Brand Needs Analysis typically includes production, distribution and often end-customer site visits. Throughout this process Verify Brand project managers and technical support personnel complete Customer Requirements Documents, which support defining, documenting and confirming customer requirements and objectives. The outcome of the Needs Analysis is a complete proposal and project plan to support customer approval and then to guide a successful deployment process.

## Secure Data Management

Part of the comprehensive Verify Brand solution is enabling secure data management. Verify Brand provides a shared, infinitely scalable, fully-redundant hardware and software platform with disaster recovery and segregated databases, a customized hardware/software platform or can deploy secure data management at a customer designated site.

## Secure Serialization

Plastic bottles were first spot coated with a laser reactive transparent varnish. A low power laser burst imaged an unalterable 2-D barcode, human-readable code and authentication Website address into the coated surface. A second 2-D barcode was imaged on the bottle caps, all in an off-line location. Stationary scanners were strategically mounted on the filling and packaging line to create associations between the bottles to caps, or capped bottles to case, and a handheld scanner was used for cases to pallets. All products were associated to a product name, fill location, batch, and born on date prior to batch upload to the master server.

## Product Authentication

The deployment of VB Enterprise Authentication Investigator allows employees to authenticate product and view product data and packaging relationships. By cross referencing the sales order, the investigator, may determine if a product was counterfeit, diverted, or cross sold to the end customer corporate farm. The end customer was incented to authenticate their product to assure legitimate product in the supply chain.

## Tracking

The production location utilizes the VB Enterprise UID Management application to add sales order information and scan the pallets or cartons prior to shipping to the third-party distribution center, which fulfill wholesale orders. Raw materials (bottles and caps) are tracked from the print location to the production location to detect manufacturing overruns. Regional company employees use their VB Enterprise Authentication Investigator Web portal to detect counterfeit or diverted product at wholesale, retail and farm locations. VB Enterprise enables tracking of coded product to the consumer and provides an audit trail to pursue the violator.

## Alerts and Reporting

VB Enterprise Alerts enable company employees to view geographic locations of invalid authentication attempts in real time. Regional representatives may then enforce contract violation clauses.

## Professional Services

Verify Brand provides a wide variety of professional services, including project management; procurement and integration of third-party software and hardware; software configuration, customization and integration; label supply and coordination with third-party label suppliers; system installation; on-site and Web-based training; regulatory reporting and documentation; 24x7 global and system support; and on-site repair and maintenance.