How a Major Personal Care Brand Built an Authentication & Anti-Counterfeit Solution to Safeguard their Supply Chain

Overview

Counterfeits, replicas, fakes and illegal products are among the top challenges for consumer brands worldwide. A leading personal care brand requested Qliktag to set up a prototype demo for a foolproof counterfeit detection solution to help alert the company when growing instances of counterfeiting are identified in a region.

Solution

Entities were configured with data models for Batch->SKU->SerialItem within the Qliktag Platform. Additionally an "AuthenticationLog" entity was created to store results of an authentication check. Special "Trusted NFC" stickers, capable of generating a new, unique identifier code on being tapped by a smartphone app, were inlaid within the packaging. The unique identifier code is then checked against an authentication server, followed by the pass/fail result being relayed to the Qliktag Platform along with the device location details. A "Digital Interaction" template was designed and applied to every "SerialItem" instance of the product. If the product passed the authentication check, the consumer will see an interaction page with their specific serial item number and a confirmation assuring them that their purchase is genuine.

In the event that the authentication check fails, apart from the consumer receiving a relevant notification through the digital interaction, the serial number, date, time and location of the failed attempt will be written to the log.

This log can then be used to feed a visual map based web application, with the passed or failed attempts being illustrated by location markers. A concentration of failed attempts within a specific area on the map could indicate a possible counterfeiting source.

Conclusion

The solution helps the brand secure the integrity of their supply chain and ensure authentic and safe products reached their customers. It also helps the brand get a distinct view of locations with higher rates of counterfeits through the map based web application, enabling them to assess and tackle the problem more effectively.

Platform tools used in creating the solution include:

- ⬣ Data Model Designer
- ⬡ Entity Creator
- </> Custom API Designer
- 🏷 Things Editor

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