How a Cookware Brand Installed a Traceability Application for their Supply Chain

Overview

A leading household cookware brand approached Qliktag with the request to demo a very basic B2B product tracking application for their supply chain and a consumer facing digital interaction that could be used to view the trace log of each product's journey to the consumer.

Solution

Entities were created for Batch, Product SKU, Serial Item and Trace Log. Data models were then linked to these entities and associations/dependencies created between the entities to match the business process. Data for some test products were added and an iOS mobile app was then developed, which would allow a hypothetical business partner, such as a manufacturing unit, transporter, warehouse, distributor, importer, exporter or retailer, within the organization's supply chain to scan a data matrix code on the product batch. Based on the GS1 EPCIS standard for visibility event data, the app would then automatically log the company name, the business event/activity, disposition, date, time and geolocation, writing this information against the Tracelog entity instance for that batch or serial item, in case a batch has been opened and a serial item within the batch was scanned.

A digital interaction was designed using the Qliktag Interaction Editor. The interactions can be accessed by consumers upon tapping an NFC sticker on the packaging or scanning a QR code, which brings up a chronological list of events and locations for that item along with a map to illustrate the product's journey and activities leading up to reaching the end consumer.
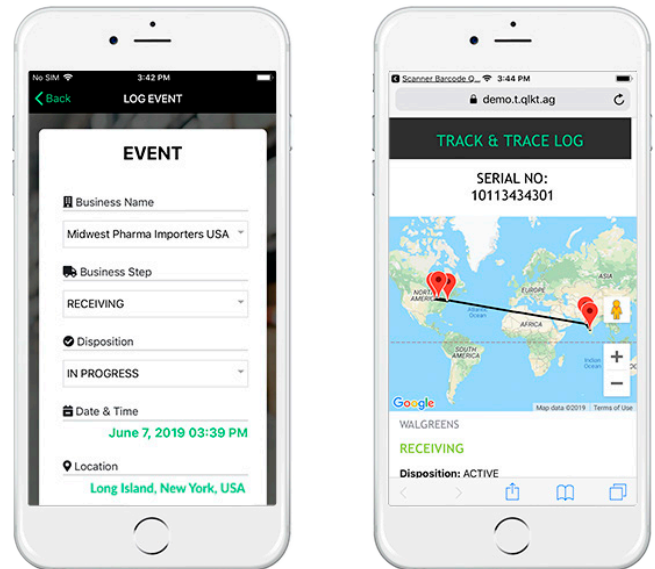
Conclusion

The solution provides better visibility into the movement and traceability of products both at a batch level and individual serial item level, in all directions within a supply chain. It enables better consumer safety, greater accountability within the supply chain to reinforce its integrity and the ability to act more efficiently on any compromised products. It also helps brands influence and engage consumers by delivering detailed product information in an interactive format.

Platform tools used in creating the solution include:

- Data Model Designer
- Entity Creator
- Digital Interaction Editor
- Things Editor
- Standard API's
- List & Library Manager

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