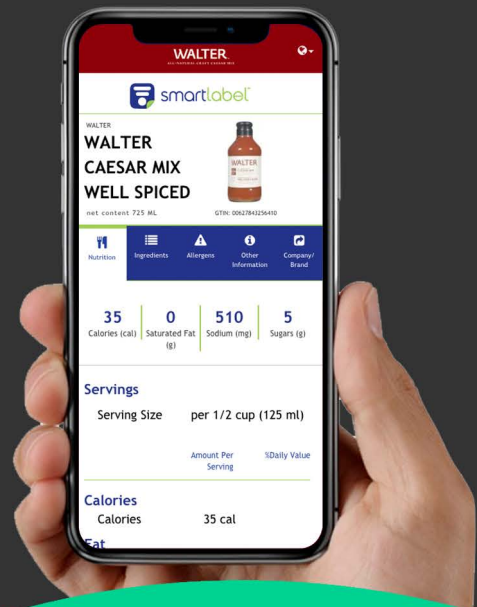# Deploy & Manage FCPC Canada SmartLabel™ with the **QLIK**TAG Platform

Easy and fast to deploy, the **QLIK**TAG platform easily integrates with your product data within GS1 Canada's ECCNet system simplifying long term management of FCPC specification SmartLabel™. The platform can have your SmartLabel™ up and running in minutes and also features secure APIs to seamlessly connect to and import additional data attributes from external PIM systems, GDSN and other sources to enrich the SmartLabel™ content.

WHY **QLIK**TAG?

✅ Tight **Integration with GS1 Canada's ECCNet.** Seamless connections to **GDSN, external PIMs** and other sources to import data attributes from.

✅ **Simple and Easy to Use.** Deploy any number of SmartLabel™ effortlessly.

✅ In line with latest **GS1 Standards & FCPC Guidelines.**

✅ Use the **Drag and Drop** controls in the **Digital Interaction Engine** to take data and rapidly generate and configure SmartLabel™ with a few simple clicks.

✅ Go beyond SmartLabel™ & layer on product marketing attributes, videos, feedback forms, social media contests, offer coupons, product reviews and more on your SmartLabel™ to provide a **Rich Customer Experience.**

✅ Ensure your brand has complete control on the **Quality and Accuracy** of the information that your customers rely on.

✅ **Cost Effective.** Get started quickly with a low price point & pay-as-you scale model.

GETTING STARTED

Sign-up, Capture & Aggregate your Product Data

We have direct integration with GS1 Canada's ECCNet. You can also capture and bring in your product data attributes from GDSN, external PIMs and other sources into our GS1 compliant Q*Aggregator platform. Manage and disperse your data securely through the robust API.

Deploy & Manage SmartLabel™

Load your product GTINs into the Q*Engine platform. Use our user friendly UI to create SmartLabel™ to deliver a rich mobile experience to consumers at the product level. Get insights and analytics into products being scanned and know your customers better.

Deliver a Rich User Experience

Once your SmartLabel™ have been deployed, update the user experience in real time with Q*Engine effortlessly. Add offers, forms, seasonal information etc. to specific products and change what the customer sees dynamically and instantly without having to reprint your QR codes or make any changes to your packaging.

smartlabel™

http://c.qlkt.ag/h8

Scan to view demo SmartLabel™

QLIKTAG