# The Qliktag Platform

AN INTERNET OF PRODUCTS PLATFORM
Extending your Products to the Internet

Confidential

**QLIK**TAG

# Internet of Things Platform for enabling Smart Products

The Qliktag Platform is a one-of-a-kind solution for building innovative, digital applications, experiences and interactions to enable Smart Products. With a combination of a data cloud and an interaction designer, the Qliktag Platform is an enabler for driving new-age digital businesses and processes for the consumer products industry.

# THE QLIKTAG PLATFORM
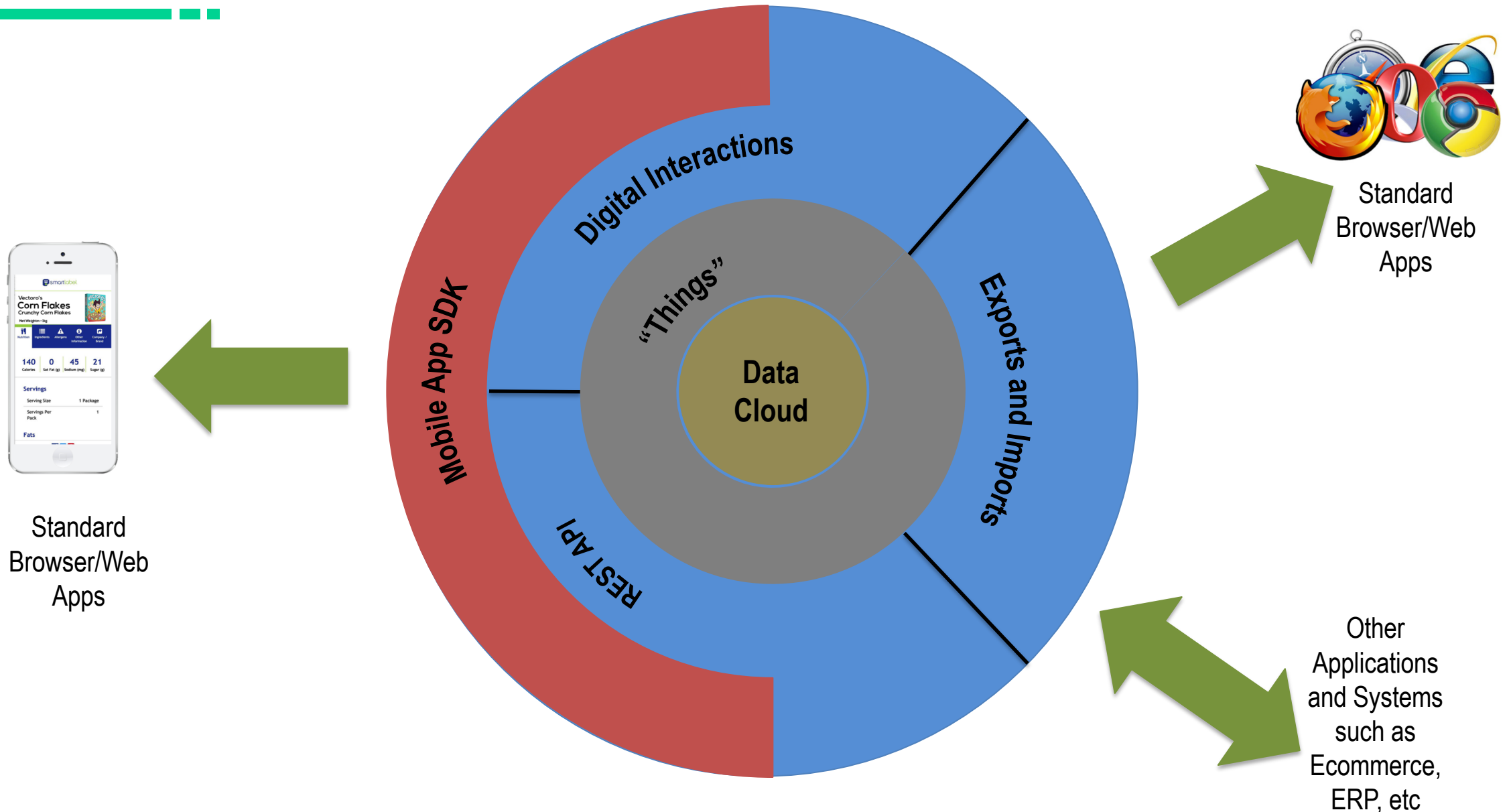
# QLIKTAG

**QLIKTAG is a unique identifier on the internet for your "thing" be it a product, batch or serialized instance.**

- 128 bit globally unique identifier

- Enables pseudo connected things to participate in the Internet of Things



4f9a6024-508d-11df-8768-2614518a6751

A Universally Unique Identifier (UUID) is a 128-bit number defined by RFC 4122 that is for all intents and purposes guaranteed to be unique. For example, the probability of a duplicate UUID would be about 50% if every person on earth—population approaching seven billion people—owned 600 million UUIDs.

Wasted 160,325 UUIDs since 10:37 on 20 February 2010.

© 2010 John Topley (Source)

# WHAT ARE DIGITAL INTERACTIONS?

**Allows one to easily and efficiently create highly interactive digital interactions with be they 1 or 1 Million. Interactions can be visual (accessed via a browser or webview\) or simply some action performed on "products as things"**

- Smart Label

- Incentives such as coupons

- Post reviews against a product

- Videos

- Back stories

- Recipes

- Reviews

- Contests and promotions

- Update inventory

- Notify someone if the sensor on the packaging indicates an issue with the product
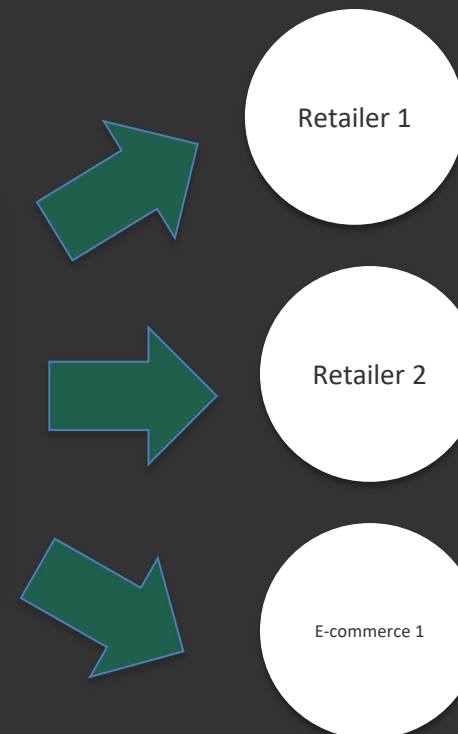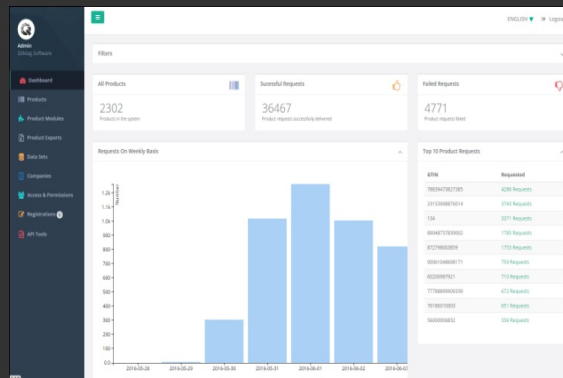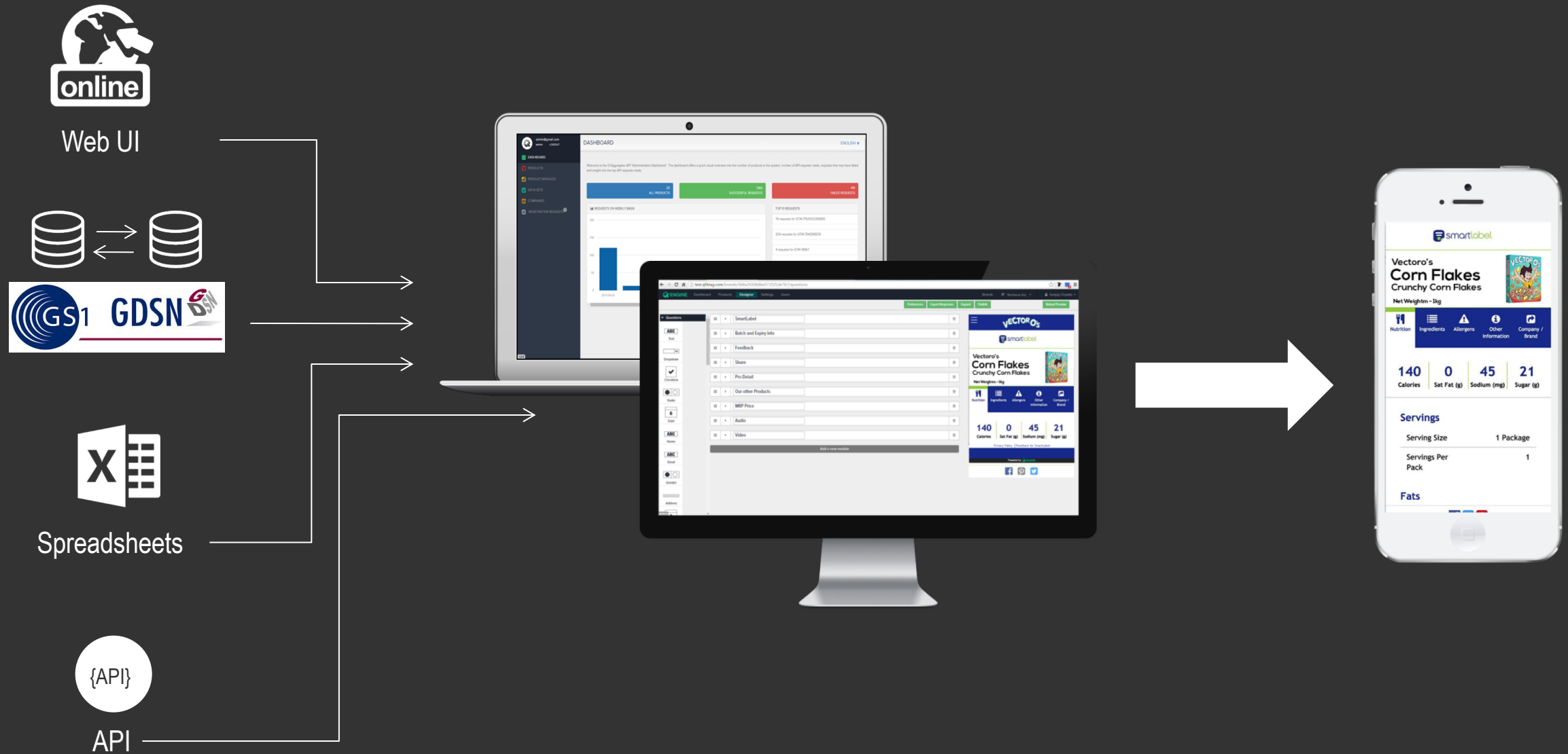
# Use Cases

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QLIKTAG

# USE CASE: ALTERNATIVE TO GDSN TO DELIVER CONSUMER FOCUSED PRODUCT DATA TO RETAILERS, E-COMMERCE VENDORS AND SHOPPING ENGINES

**Provide product data directly to retailers and e-commerce vendors**

- GDSN better suited to supply chain data
- Protocols to receive and send data via GDSN are outdated and difficult to use
- GDSN is cost prohibitive for smaller brands and retailers
- Q*Aggregator provides flexibility to control what data is made available to different recipients.
- Data accessible in batch or real time.



Retailer 1

Retailer 2

E-commerce 1

# USE CASE: DIGITAL LABEL, SMARTLABEL™ (EXTENDED PACKAGING)



Web UI

GS1 GDSN

Spreadsheets

{API}

API

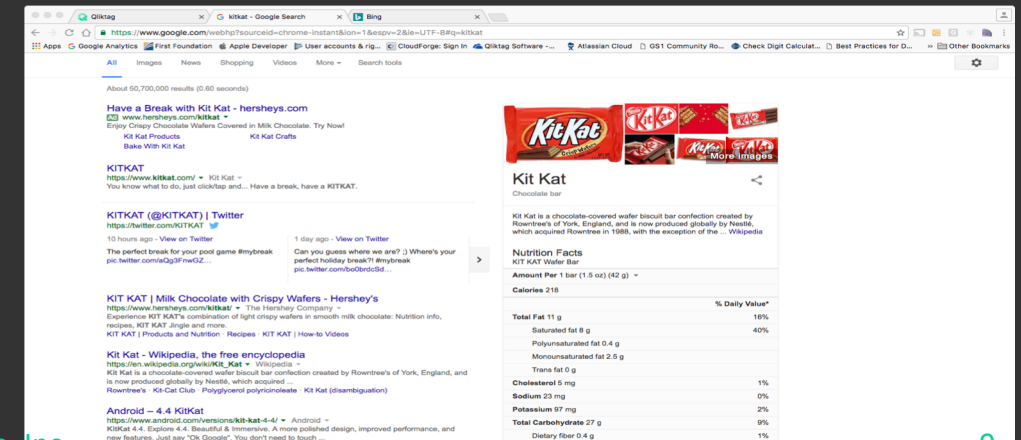# USE CASE: ELEVATE YOUR PRODUCTS ON THE INTERNET

GS1 has been working with their members, various standards organizations as well as search engine companies to make it easier to find and describe products on the web.

The GS1 Smart Search is a Schema.org compliant markup standard allows companies to gain benefit from:
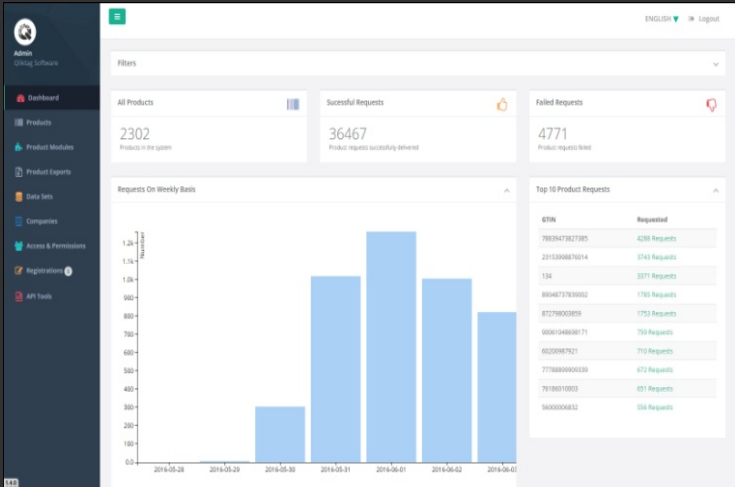
- ✓ Better search results for consumers to find the products and information

- ✓ Greater visibility of products in online searches.

- ✓ Improved, accurate product information on search results.

- ✓ Brand and product elevated through Knowledge Panels
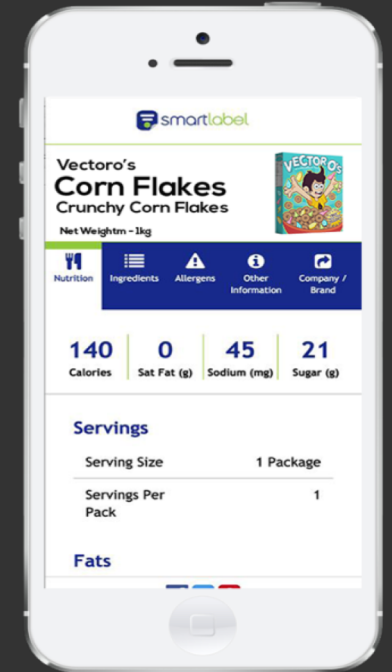
Digital Experiences are embedded with json-ld that can be crawled by Search Engines to create a rich user experience when searching for a product

gtin 021547893549675

# USE CASE: ENABLE EXTERNAL & 3rd PARTY MOBILE & WEB APPLICATIONS BASED ON YOUR THINGS.

# USE CASE: AND MANY MORE



### SYNDICATION

Syndicate product data to multiple recipients including retailers, e-commerce sites, mobile applications, and search engines via a robust API or a bulk export of data. As a brand you can be assured that accurate, trusted and consistent product data appears across all channels.

### SMARTLABELS™

With the GMO Labeling Law – S.764 taking into effect in 2018, brands have the option to create digital labels without printing GMO disclosure directly on the package. The Qliktag platform lets you, as a brand, to create SmartLabels™ seamlessly and cost effectively.

### PRODUCT REGISTRATION

Product Registration can be a cumbersome process. Digitize the whole process using the Qliktag platform. Receive registration information directly via the consumers mobile device while providing valuable information to the consumer.

### MOBILE ENGAGEMENT

Engage with your consumers via their mobile phones directly at the product level by providing them additional product information for the specific product they are interested in or notifying them of specific products or product incentives that may be of interest to them.

### AUTHENTICATION

Keep track of the location of your products and use that information to provide consumers with knowledge of whether the product is authentic. Enable the consumer to report products that may be counterfeit.

### SMART PACKAGING

Consumers are demanding more information. Enable Smart Packaging so you can give the consumers rich product information in multiple languages.

### PHARMACEUTICAL TRIALS

Facilitate clinical trials by using digital labels to provide patients with the necessary information to conduct a successful trial. Use alternate digital labels only accessible by the doctor or trial administrator to identify patients using placebo.

### MOBILE B-TO-B CATALOG

Rapidly create a mobile app consisting of all your products to share with you business partners.

# Qliktag Platform
## Retailer



Internet | Retailer

Manual Entry via Web User Interface

Private Label Manufacturer

For private label products

PIM 1

MBC Owned Brand 1

GS1 GDSN

Kwikee®

Spreadsheets

PIM 2

MBC Owned Brand 2

{API}

API

PIM 3

MBC Owned Brand 3

Qliktag Platform Sponsored by Large Retailer

To/From other external recipients/ sources

Centralized Corporate PIM

ERP

Ecommerce

Store Planning

To/From other internal recipients/ sources

# Qliktag Platform
**Brand**

Manual Entry via Web User Interface
MBC Owned Brand 4

**GS1 GDSN**

Centralized Corporate PIM

To MBC's internal data recipients and systems such as ERP

**Spreadsheets**

{API}

API

**Qliktag Platform Sponsored by Large Multi-brand Corporation**

**Kwikee®**

To/From other external recipients/ sources

To/From other internal recipients/ sources

smartlabel

Vectoro's
**Corn Flakes**
Crunchy Corn Flakes
Net Weight - 9kg

| Nutrition | Ingredients | Allergens | Other Information | Company / Brand |

| 140 | 0 | 45 | 21 |
| Calories | Sat Fat (g) | Sodium (mg) | Sugar (g) |

**Servings**

Serving Size          1 Package

Servings Per          1
Pack

**Fats**

# Q*Aggregator
## Independent 3rd Party Aggregator – supporting the sharing and syndication of data for multiple brands
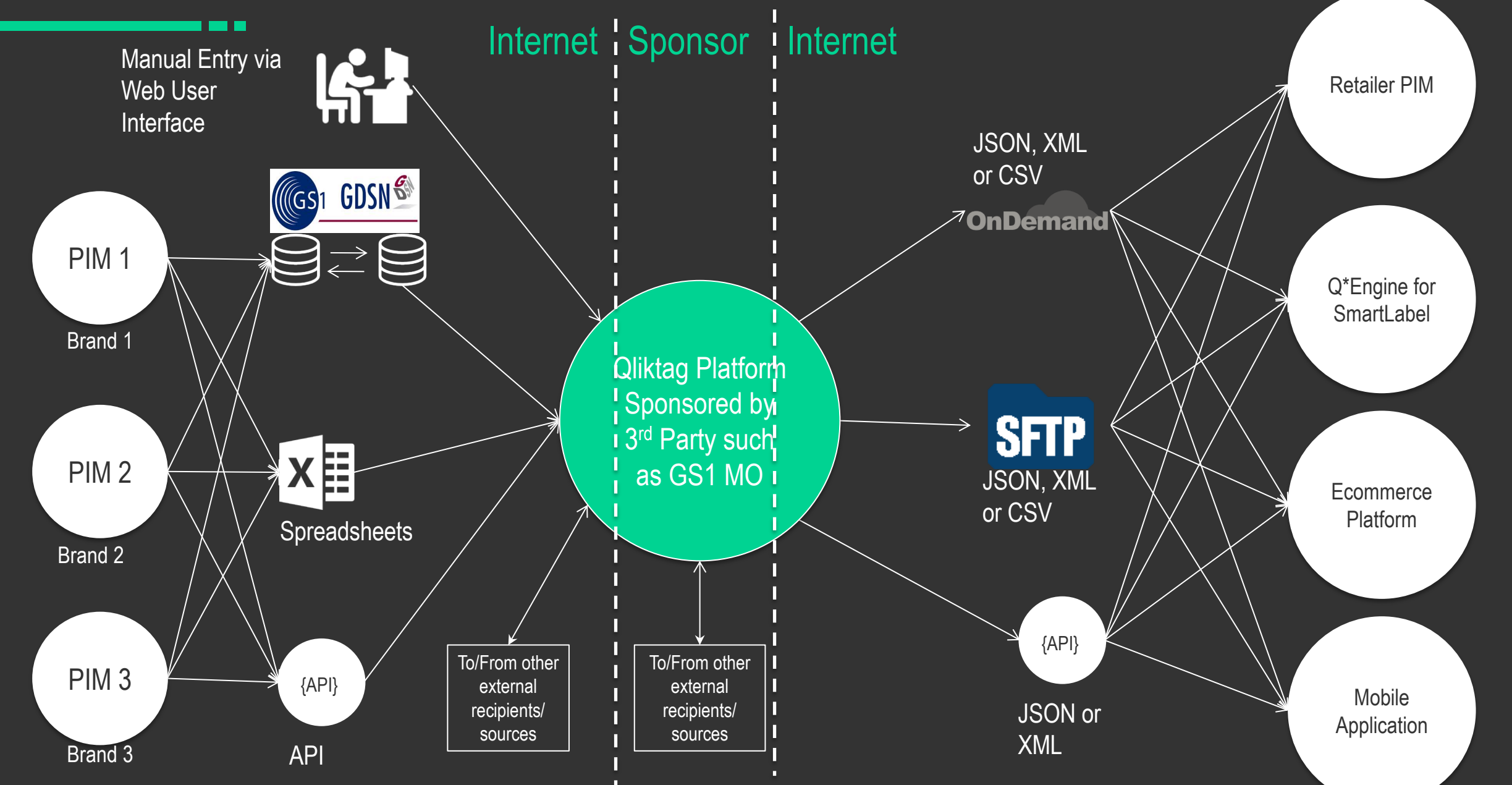
# Out–of-the-Box Data Model

- **Based on GS1 Source (Food, Health and Beauty)**
  - ✓ *Basic Product Information Module*
  - ✓ *Product Allergen Information Module*
  - ✓ *Product Claims and Endorsements Module*
  - ✓ *Product Instructions Module*
  - ✓ *Product Quantity Information Module*
  - ✓ *Product Origin Information Module*
  - ✓ *Food and Beverage Ingredient Information Module*
  - ✓ *Food and Beverage Preparation Information Module*
  - ✓ *Nutritional Product Information Module*
  - ✓ *Nonfood Ingredient Information Module*
  - ✓ *Product Usage and Safety Module*
- **Can be easily extended to include any additional attributes**

# VALUE PROPOSITION

- **Enabler of innovative Smart Product applications, experiences and interactions all available over the Internet.**

- **Data Collection and Syndication**
  - ✓ For brands provides a way to gather data from manufacturers and share data with retailers and other 3rd parties in a self service manner
  - ✓ For retailers provides a way to gather data from suppliers and manufacturers of their private label products. And share data with internal as well as external parties such as advertising publishers
  - ✓ Provides a single central point for aggregation and syndication of all product content

- **Unlock the data in  your PIM to enable**
  - ✓ SmartLabel
  - ✓ Digital Labels
  - ✓ Authentication

# HOW ARE WE DIFFERENT FROM OTHER INTERNET OF THINGS PLATFORMS?

- **Focused on pseudo-connected everyday things such as groceries**
- **Connection to the internet is via a mobile phone in many cases**
  - ✓ We fully embrace the mobile phone as a proxy for a Thing.
- **Supports a very rich data model for your things.**
  - ✓ While devices have a limited amount of data attributes that need to be maintained and can use a simplistic data model, everyday items such as groceries require maintaining a lot of structured information.
    - ✓ Track and trace type information
    - ✓ Product level information such as nutrition data.

# OVER A MILLION PRODUCTS ON THE INTERNET

**We currently have over a million products on the Qliktag Platform**

- **GS1 Belgium**
  - ✓ *Nearly 100,000 products successfully loaded by brands/manufacturers; data disseminated to retailers and recipients each night.*
  - ✓ *900+ Suppliers*
  - ✓ *40 Recipients/Retailers*

- **GS1 Canada**
  - ✓ *Approximately 700,000 products loaded; data used to drive mobile applications such as Store Audit*
  - ✓ *4000+ Suppliers*

- **GS1 Mexico**
  - ✓ *Projected approximately 200,000 products by end of 2018*

- Naturemade
- Sanofi
- Vintage99

**Selected End User Participants**

# THANK YOU

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