



Brand
Protection De La Rue

Protecting Revenues and Reputations



DeLaRue

De La Rue Authentication, Your Brand Protection Partner

Brand protection is a rapidly changing industry. In both offering and capability, today's brand protection model looks very different to how it did just a few short years ago. It requires responsive solutions that not only enable a brand to protect its products and reputation, but also create engaging consumer experiences, increase interaction and inspire trust. De La Rue understands that a complete solution is essential for the success of any brand or consumer protection programme – which must now go further than the interaction at point of sale, reach into the supply chain and keep working in the circular economy. De La Rue offers a range of solutions that combine the world's most secure serialised tokens (designed specifically to integrate with your brand) alongside digital capabilities that enable tracking, tracing and mobile applications.

We understand that brands today have to protect their consumers, image and revenue, by implementing solutions that effectively fight against diversion, smuggling, fraud and product counterfeiting.

Safeguarding reputations and revenue demands authentication and traceability solutions that are robust, adaptable and can be quickly deployed. De La Rue provides comprehensive modular software solutions, physical security labels and documents for a wide variety of commercial and government applications:

Authentication Against Counterfeit and Fraud	Traceability to Detect Smuggling and Diversion
Distinguishing authentic products from fake ones through physical markings and digital tracking.	Understanding where a product has been, i.e. its traceability, is crucial to identifying smuggled vs illicit goods.
Label with security features that are almost impossible to replicate.	Brand owners can confirm application and validation of security labels.
Eye-catching holographic effects entice the end user to engage with the security label, and start the visual authentication process.	Associate product and batch data with secure labels.
Unique serialisation on every label to identify each individual product.	Collect data from end consumer eVerification and anti-piracy team's in-field scanning.
	Capture commissioning, aggregation and shipment events for product tracking and diversion detection (with full track and trace option).

De La Rue's Brand Protection solution is built on three core pillars:

Engage

Our Traceology® Suite enables eVerification through the scanning of the QR code on our PURE™ and IZON® labels. This acts as a secondary product verification method and also provides a simple platform for brands to interact with their customers. Whether it's by sharing marketing materials or links to social media, your brand can customise how you utilise this platform.

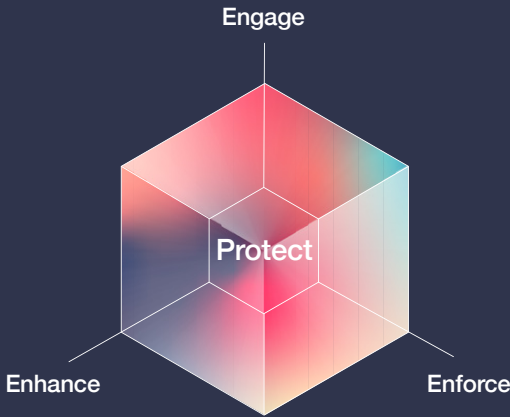
Enhance

The creation of an end-to-end consumer journey using our Traceology® Suite works to communicate a high level of authenticity and transparency, which in turn helps to instil, increase and reinforce brand trust, and enhance the consumer's overall brand experience.

Enforce

Each authentication label from De La Rue carries a unique serial number which enables tracking throughout its lifecycle. Combined with De La Rue's Traceology® suite, this provides brand owners with complete visibility and control from source to consumption. Every process in the supply chain is managed through a centralised database with customised reporting analytics.

DLR Validate™ enables your brand's field enforcement agents to quickly and easily identify whether a label is genuine or not, using a mobile platform which can verify the featured hologram's authenticity. This process confirms the validity of a label in under ten seconds and is a valuable device for field agents who have little time to visually inspect every label.



De La Rue Brand Protection Solution

Label Tracking

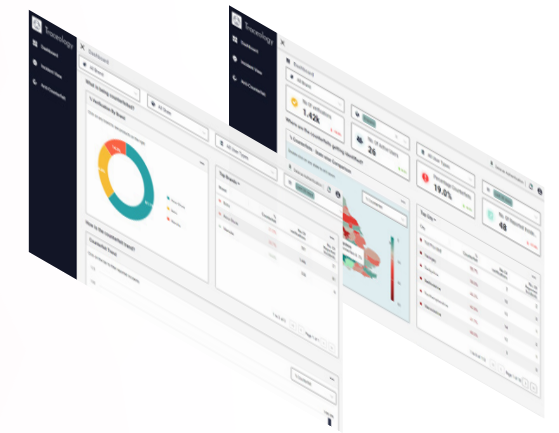
Captures label volume, movement and usage to give confidence about the secure supply and use of labels from De La Rue to product manufacturing sites.

Data Capture

Allow manufacturers to associate product and batch data with secure labels.

Label Manager Reporting

Through a standard set of reports, Traceology® Manager gives visibility of label movement and usage, as well as system-level information about users and organisations.



Gateway Dashboards

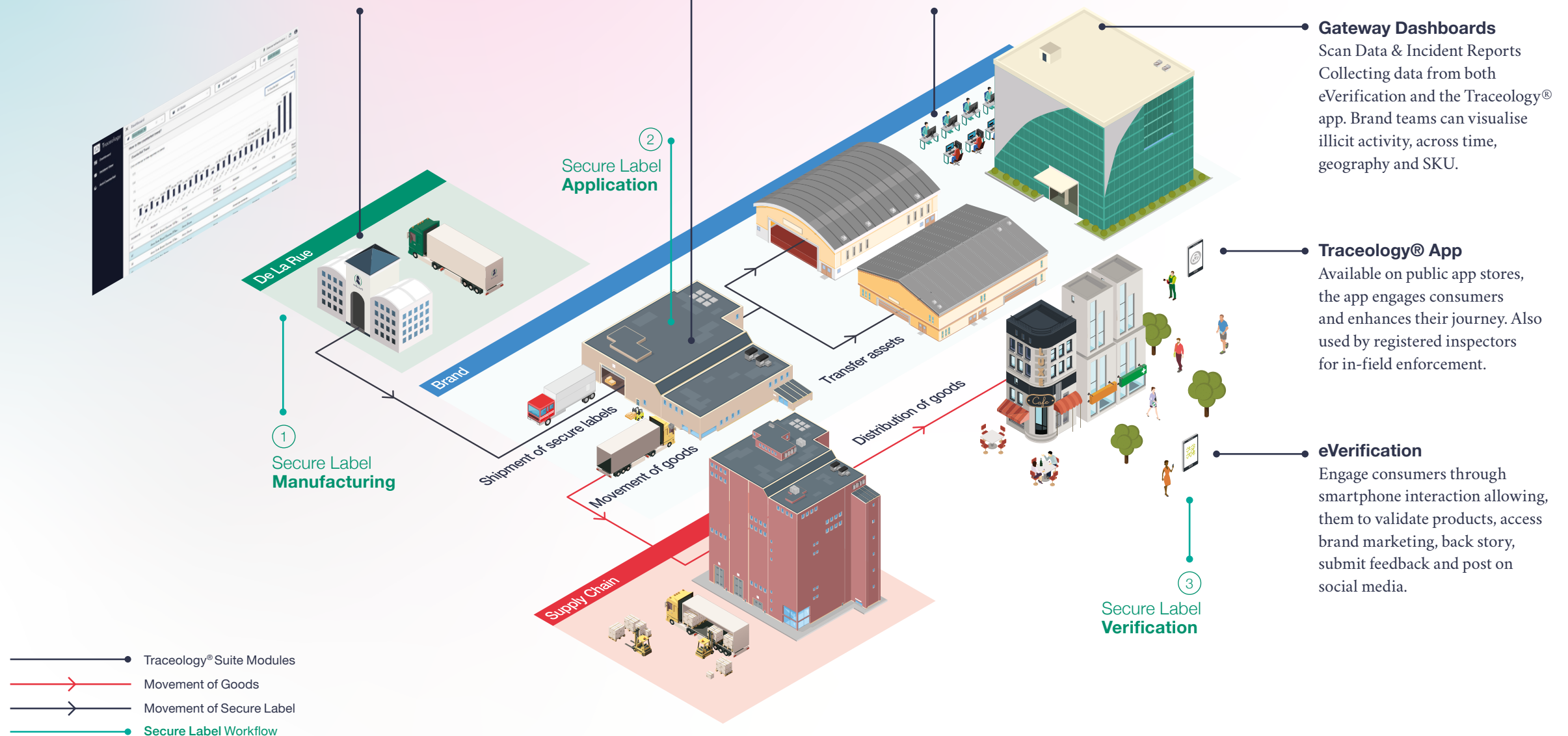
Scan Data & Incident Reports
Collecting data from both eVerification and the Traceology® app. Brand teams can visualise illicit activity, across time, geography and SKU.

Traceology® App

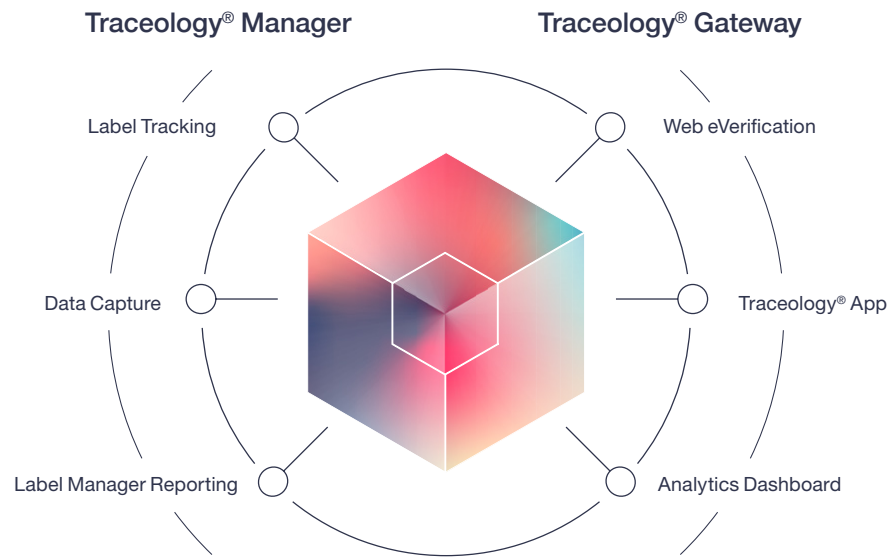
Available on public app stores, the app engages consumers and enhances their journey. Also used by registered inspectors for in-field enforcement.

eVerification

Engage consumers through smartphone interaction allowing them to validate products, access brand marketing, back story, submit feedback and post on social media.



The Traceology® Suite



Traceology® Manager

Brand owners can confirm receipt, application and validation of security labels through an easy-to-use web application, which is core to the digital aspect of De La Rue brand protection.

100% Web-based Access: via secure password protection

Track Every Label: track assets from De La Rue to manufacturer

Data Capture: associate product data to label/package

Essential Reporting: predefined reports allow brand stakeholders to see information in real time

Centralised Process Flow: all processes are managed through a web portal and database

Cloud Hosting: hosted in the cloud for fast access, with the security you would expect from a service hosted by De La Rue

Central label management system and database

Label serialisation, supply tracking and data capture

Web portal for label supply and usage operations

Label Serialisation

Label Tracking

Production Data Capture

Label Reporting

Traceology® Gateway

Traceology® eVerification

Suitable for consumer verification and engagement

Accessed by scanning URL and serial inside QR code

Mobile or desktop web page

Dedicated hosting OR embedded in customer website

‘How to Tell’

Serial Validation

Traceology® App

For anti-piracy teams needing deeper inspection for enforcement.

A single public app shared across all customers with Traceology branding.

‘How to Tell’

Serial Validation

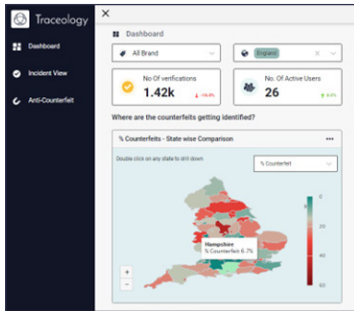
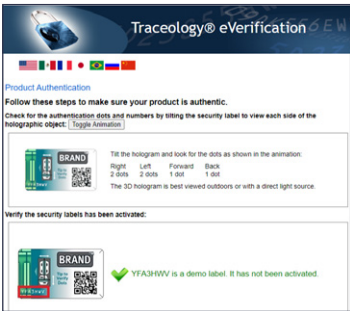
DLR Validate™

Incident Reporting

Traceology® Dashboards

Scan Data & Incident Reports

Collecting data from both eVerification and the Traceology® app, brand teams can visualise illicit activity across time, geography and SKU, in order to enforce brand compliance across the supply chain.



Traceology® Gateway Dashboards

01 Get a bird's-eye view of counterfeit problems

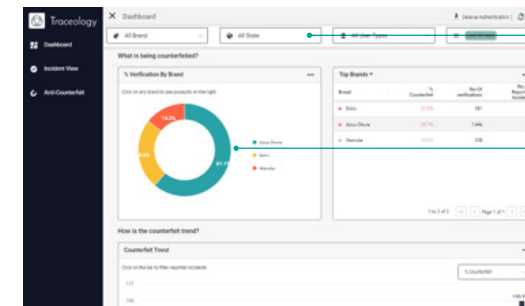
02 Counterfeit alerts in real time

03 Heat maps to easily scan into counterfeit hotspots

04 Review performance by SKU

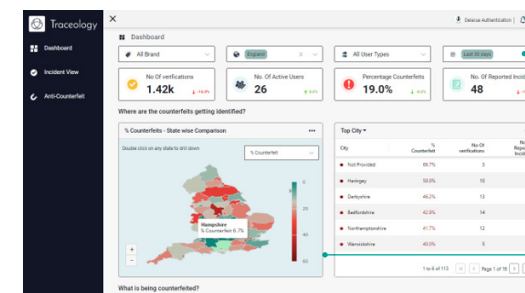
05 View analysis of on-ground activities

06 Incident view giving diagnostics of incidents



Filters stay visible as you scroll through all the dashboards

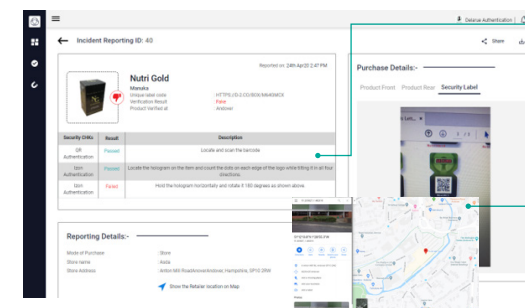
Compare and drill down into each brand to see individual scanning and counterfeit levels



Instantly filter dashboards by product, geography, inspection teams and time

Key metrics at top of page show scan/user activity and counterfeit levels

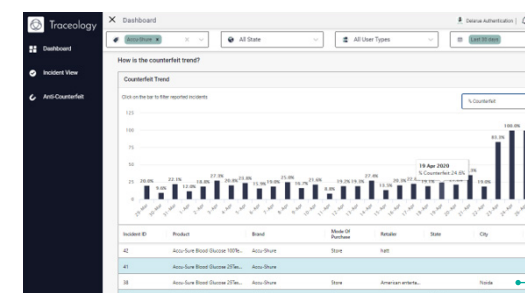
Geo-mapping visualises hotspots of reported counterfeits



Scan outcome details

Product images captured from the market

Show precise geo-location of the scan activity



Examine trends over time for scans, counterfeits and reported incidents

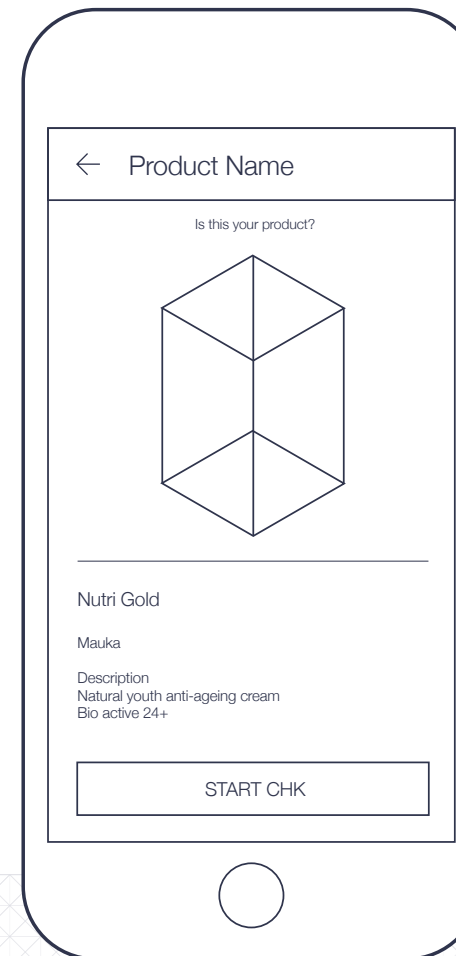
See all reported incidents, and drill down for greater detail



‘White-Label App’ (Custom)

Same as Traceology® Gateway, but with dedicated branding for consumer engagement.

Customise the verification experience according to the brand owner's needs, by adding or removing verification steps:



- ① Product recognition for a basic engagement experience



- ② QR code scan and serial lookup to verify the label



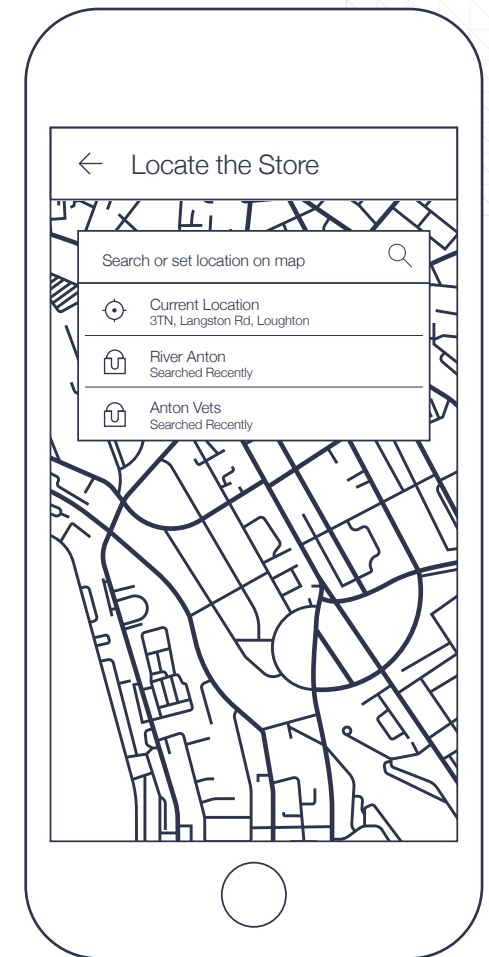
- ③ 'How to tell' label feature recognition to enhance verification



- ④ Premium digital enforcement with DLR Validate™



- ⑤ Incident report capturing images of suspect product label and answers to a configurable survey



- ⑥ Location details of purchase

DLR Validate™

DLR Validate™ will be an optional add-on 'verification step' inside the Traceology® app:

- Next-generation, digital authentication technology: Smartphone validation of 3D holographic images
- Robust, global traceability and smartphone validation in a single, user-friendly app

Foolproof enforcement by automatically comparing precise features of the label against a trained, genuine master image

DLR Validate™ embedded inside the native app gives:

- Torch/lighting control
- Scan result capture for central analysis

Traceology® App: Tailor The Experience

Simple

Standard

Advanced

Engage

Entry level workflow connecting inspectors to product verification service using the standard Traceology® app.

Enhance

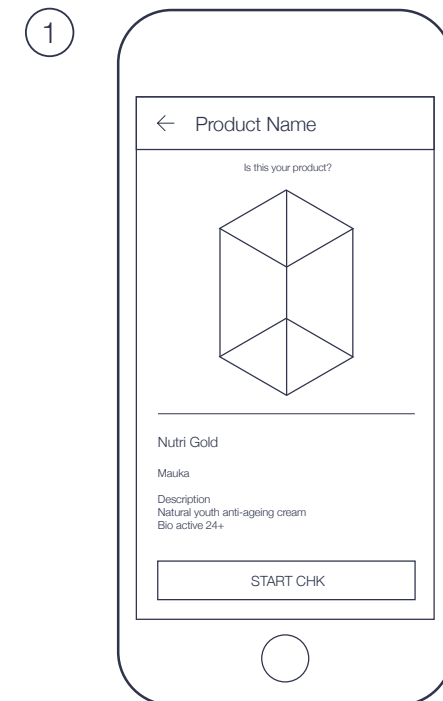
Provide a greater level of interaction between inspector/consumer and the product itself.

Enforce

A deeper level of control for inspection forces using the standard Traceology® app, or consumers of luxury goods using a custom-developed, brand-dedicated version of the app.

App Steps

- ① 'How to tell': Product
- ② 'How to tell': Label
- ③ Serial Validation
- ④ Incident Reporting
- ⑤ DLR Validate™
Hologram Validation




2—5 continued over leaf

2

← IZON Authentication

Locate the hologram on the item and count the dots on each edge of the logo while tilting it in all four directions



Do you see a different numbers of dots on each edge of the logo as shown above?

☐ Yes


☐ No

Previous CHK Next CHK

3

← QR Authentication

Locate and scan the barcode



Product code HTTPS://D-2-CO/BOX/M64GMCK is valid

OK


HTTPS://D-2-CO/BOX/M64GMCK

HTTPS://D-2-CO/BOX/M64GMCK ✓

Previous CHK Next CHK

4

← Report Fake

 Accu-Sure Blood Gluco...
Medical | Accu-Sure
Chked on 21.Apr.2020

1. Where did you buy?


2. Share purchase details

3. Tell us more

Submit

5

×



De La Rue Authentication

Safeguarding reputations and revenue demands authentication and traceability solutions that are robust, adaptable and can be quickly deployed. De La Rue provides comprehensive modular software solutions, physical security labels and documents for a wide variety of commercial and government applications.

With over 200 years' experience, De La Rue helps to protect against counterfeit and illicit trade, securing revenue and safeguarding reputation.

To find out how we can help you in the fight against illicit trade contact us at: authentication@delarue.com

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