



Restore Consumer Trust with Scantrust and SAP Logistics Business Network, material traceability

PUBLIC

scantrust:

THE BEST RUN 

Challenges in the food and beverage industry

Over the last 10 years, large, global food producers have been steadily losing market share to smaller, local brands. A recent study revealed that **43% of American millennials don't trust large food manufacturers.**

CPG companies now want to restore consumer trust and improve

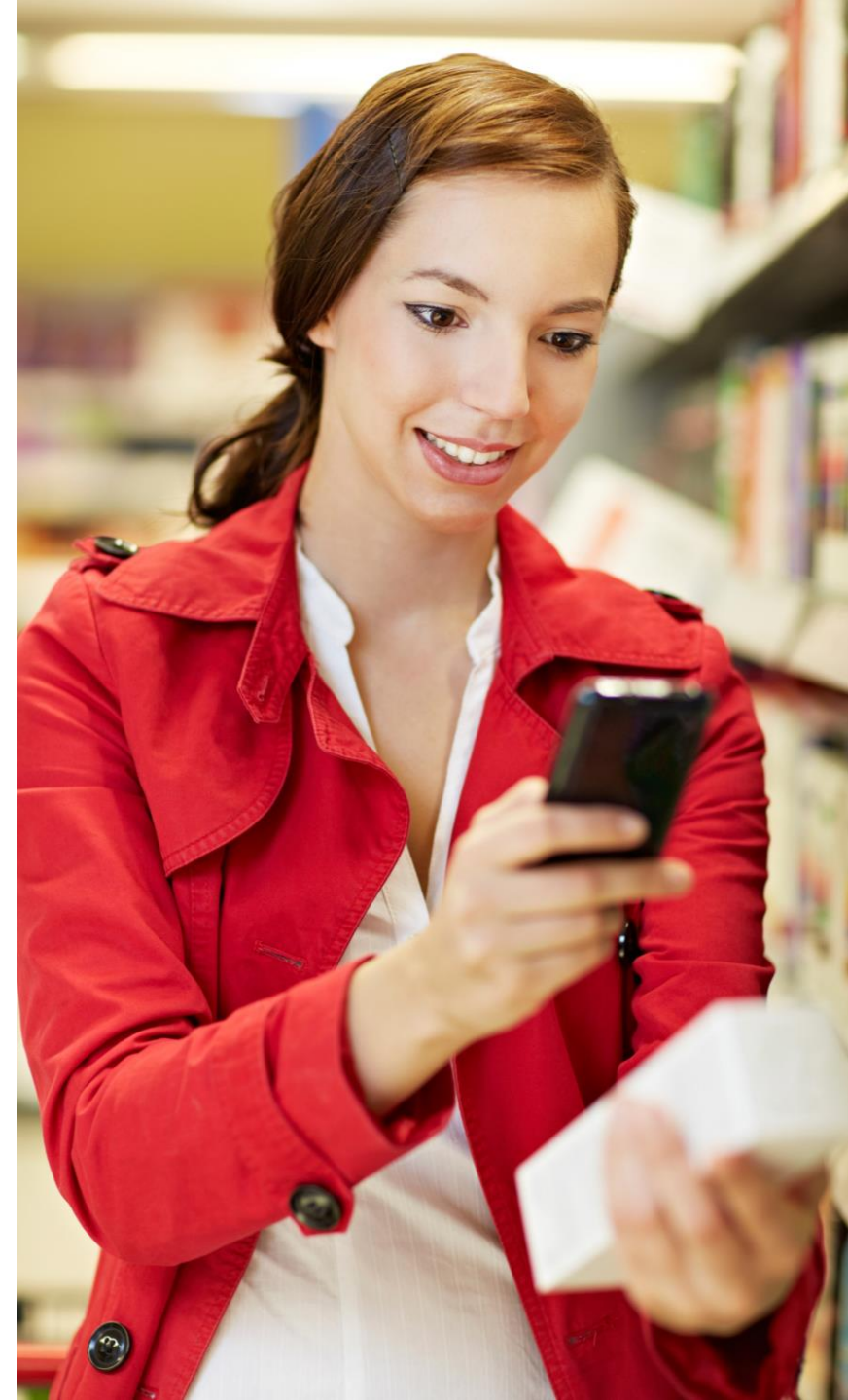
Digitization can help !



Restore Consumer Trust through Product Transparency

Scantrust enables you to re-store a trusted connection to your consumers by digitizing your products and tell the story about their provenance. Clients benefit from **higher consumer engagement rates**, rich **data sets** of real consumer interactions and **increased sales** through better consumer loyalty.

Improving **consumer engagement and trust** in **food and beverage** with unique QR codes, analytics and blockchain.

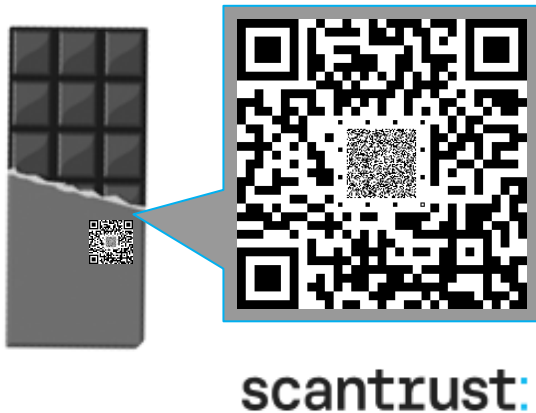


The Solution: Connecting individual, secure QR codes and SAP Logistics Business Network, material traceability option

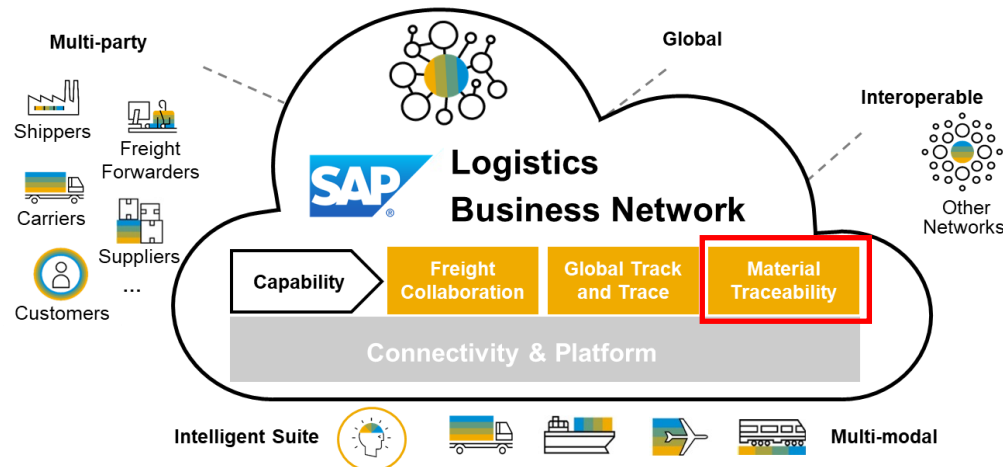


- Digital Experience
- Product Innovation
- Onboarding to loyalty program

Patented, secured QR code



SAP Logistics Business Network



- The Scantrust connected goods platform is able to integrate with SAP Logistics Business Network, material traceability option
- This allows to use Scantrust unique QR codes together with SAP Logistics Business Network, material traceability option
- As a result, brands can leverage the traceability data provided by the material traceability option for consumer story telling and unique marking of physical products

Solution elements: Scantrust individual QR codes



Unique Scantrust QR codes are available in three formats:

Secure Scantrust Codes

- Individual QR codes with copy protection to be integrated into product packaging

Secure Scantrust Labels

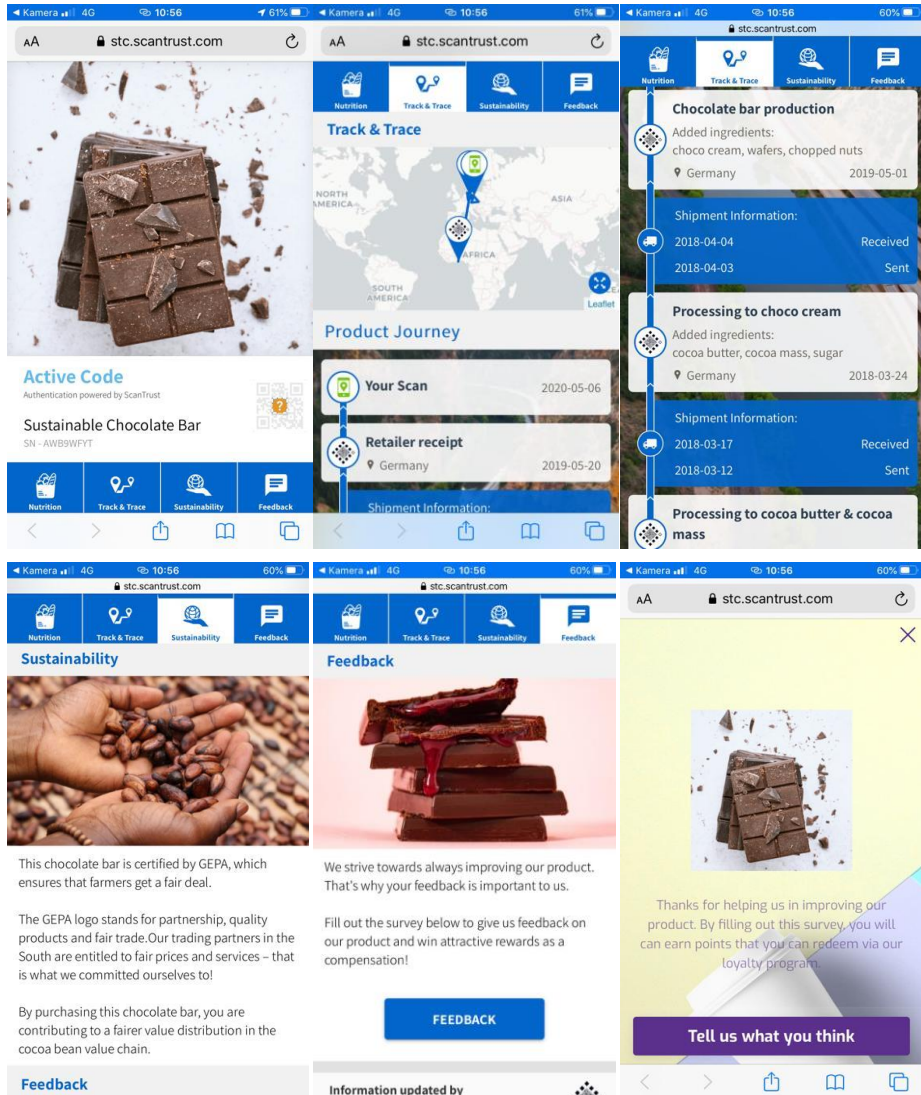
- Pre-printed adhesive labels containing Secure Scantrust Codes

Scantrust Identifiers

- Individual QR codes with no copy protection to be integrated into product packaging

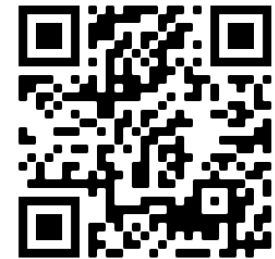
All formats can be linked to SAP Logistics Business Network, material traceability option

Solution elements: Consumer landing pages

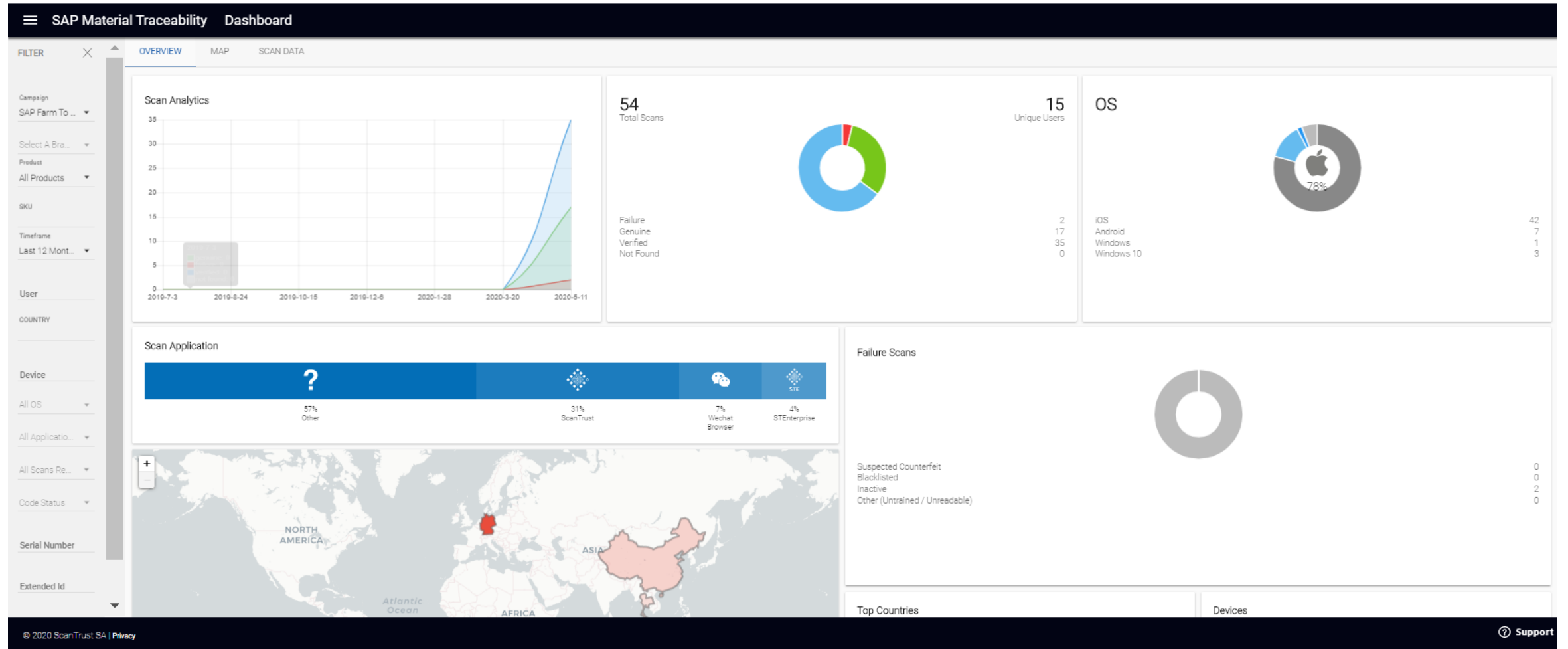


- The mobile journey users experience after scanning the QR code can be fully customized via Scantrust consumer landing pages
- The Scantrust consumer landing pages are linked to the individual QR codes and load data directly from SAP Logistics Business Network, material traceability option
- Branded versions of landing pages are possible

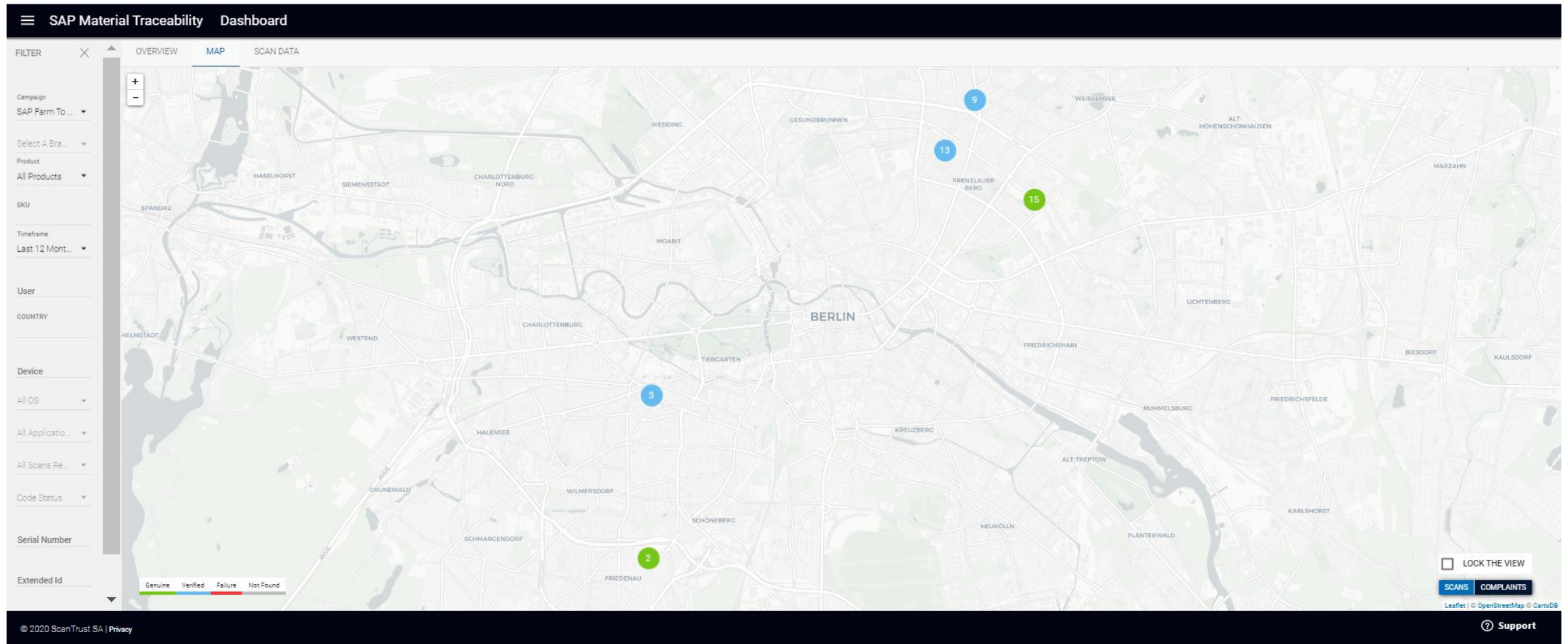
Example QR code to scan



Solution elements: Scantrust dashboard – scan data overview



Solution elements: Scantrust dashboard – geographical scan view



Solution elements: Scantrust dashboard – detailed scan data

Business benefits

Cost savings

Significantly reduced integration costs due to existing integration

Consumer loyalty

Increased consumer loyalty & trust

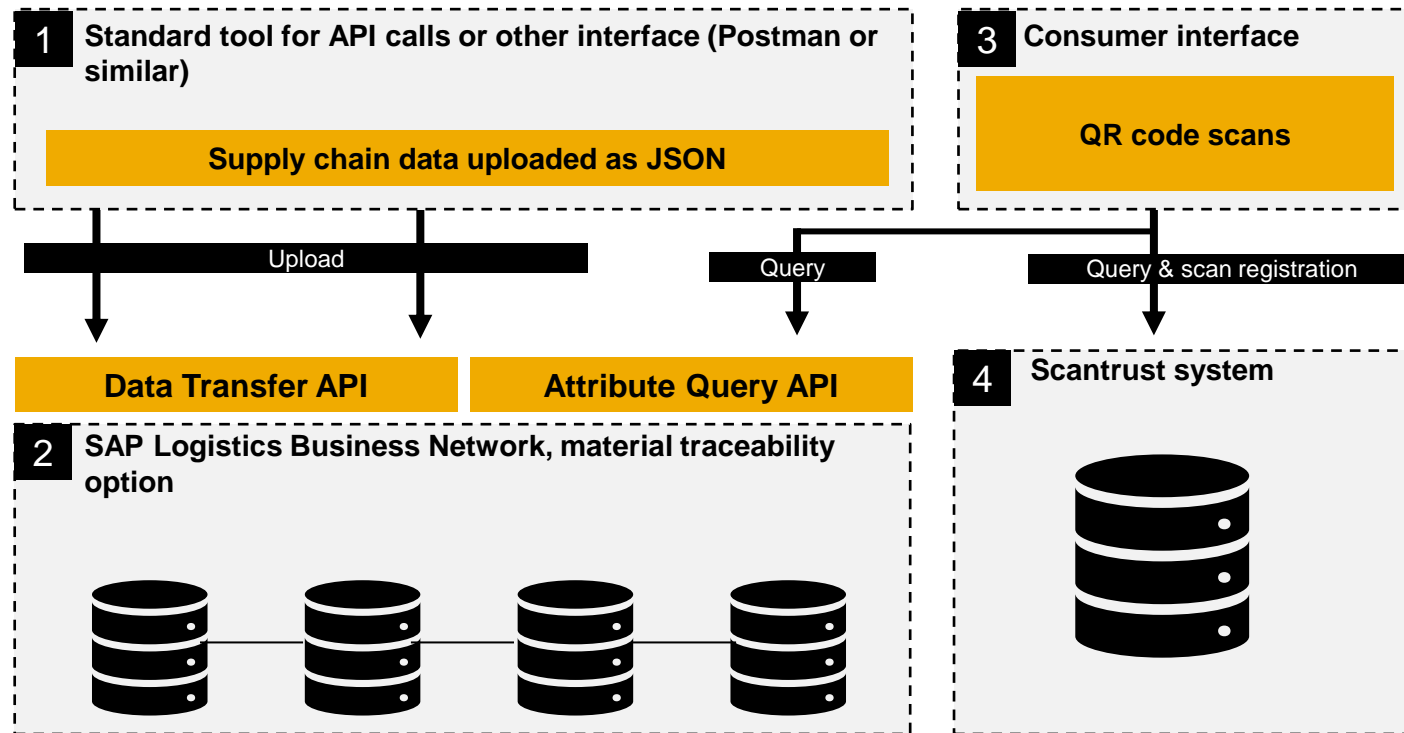
Competition

Emphasize your competitive advantages

Consumer data

Collect valuable consumer data and reduce expenses for external data sources

Technical architecture



- 1** API call
 - Post supply chain data to blockchain
- 2** SAP Logistics Business Network, material traceability option
 - Stores and visualizes supply chain data
- 3** Consumer interface
 - Unique Scantrust QR codes with smart label mobile page
- 4** Scantrust back-end
 - Code management, scan tracking and analytics

Thank you.

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