

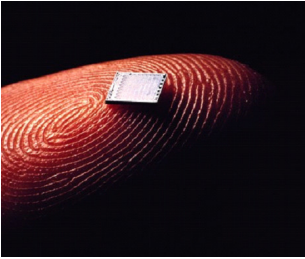
Security on Things

Counterfeiting affects the 10% of the worldwide trade and, according to the Interpol, it became one of the most important source of financing for terrorism. Counterfeit medicine cause yearly more than 200.000 deaths worldwide. Recently, a EU commission estimated a loss of 100.000 jobs per year due to counterfeiting and the phenomenon is in a continuous and progressive growth. The most affected consumer sectors are luxury and fashion, toys and sportswear, watches, medicine, perfumes and toiletries, food and beverage.

We define Security on Things (SoT) the branch of security that applies to goods and includes anti counterfeiting, the contrast of unauthorized production and distribution (gray market), the loss prevention and any illegal practice applied to goods. In our view, today the electronic and communication technology is mature to provide a significant help to producers in the defense of their property and commercial right and public organisations in combating counterfeiting.

H&S Custom, a company that operate in Wireless technology, ITC and consulting, matured significant experiences of Security on Things in luxury fashion and beverage sectors, that brought it not only to select the most effective and advanced electronic technology but also to develop with customers the most appropriate policies and procedures, taking in account the compliancy necessary to operate in a worldwide market. Our solution and approach can be applied to most of the sectors affected by problems of SoT.

The SoT systems that we design and develop are based on technology and policy framework that allows the quick deployment of a tailored solution that fits perfectly on the customer needs and way of work. For example, very often, to improve effectiveness, SoT projects include communication directed to the end user, accessible by digital multimedia, like WEB, smartphone or tablet at the store. The SoT components are part of a more extended suit of solutions for the store, HSCStorePoint, that includes Customer experience and relationship management to improve the engagement of final user in anti counterfeiting and loyalty programs.



HSC Security on Things suite provides an answer to goods security needs of private brands and public organisations:

- Anti counterfeiting
- Contrast of the non authorised production and distribution (grey market)
- Process Tracking and tracing
- Certificate of origin
- Warranty certificate
- After sales tracking
- Recalls of defective goods
- Product and process information availability for the distribution network and end user
- Privacy Impact Assessment and compliancy

IDENTIFICATION OF GOODS

H&S Custom uses radiofrequency to identify electronic authenticity certificates associated to each object during its lifecycle, from production to the end user delivery and, when required, in after sales. Certificates are designed to prevent cloning, disruption and illegal or inappropriate use. Selecting widespread standard in the authenticity certificates design, they can be also used for logistic or retail purposes, speeding the project return of investment.

ACCESS TO THE INFORMATION

The object related information can be either available inside the memory of the certificate or in a data repository of all the issued certificates with the detailed track of the movements along their lifecycle. Suspect internal or external events automatically alert the security manager and the process responsible via e-mail. Certificate authenticity can be traced and verified using robust industrial equipment or consumer oriented tablets and smartphones, that allow cost reduction and easy access to personnel or end users.

INTEGRATION AND OVERALL SECURITY

H&S Custom framework provides the infrastructure necessary to build a Security on Things system that fits to the needs of the company or organisation, able to process millions of item-based transactions originated around the world. Through HSC Security on Things, the collection and processing of data can be easily integrated to the corporate and partners systems in a secure and reliable way. Overall system security can be certified by independent auditors of Think-up network.

SOLUTION DESIGN, POLICIES AND PROCEDURES

Item-level security needs vary according to the product lifecycle and company objectives. H&S Custom offers the know-how of its organisation and ICT consultants, engineers and technological partners to provide the best solution at the right price, thanks to the Security on Things framework and already developed set of policies and procedures to apply to be effective in short time and compliant to norms and privacy regulations worldwide. HSC know-how in Customer experience and relationship management in luxury and fashion can help the producer marketing and communication departments to design and develop innovative tools based on Internet of Things to engage customers in anti counterfeiting and loyalty programs, using the same ITC platform of Security on Things.

APPLICATION

HSC Security on Things can be applied to most of the consumer sectors and in particular to high value products such as:

- Fashion and Luxury goods
- Shoes and Sportswear
- Expensive wine and spirits
- Beauty and personal care
- Medicine and medical items

Electronic certificates can be used for other applications that require items identification, like warehousing, logistics, marketing, store and after sales activities.