MindSphere Partner Use Case

Consumer Product Trust, Transparency and Traceability

Factory floor to consumer solution for manufacturers

Summary
Increasing demands from government regulations and consumers require greater information transparency and traceability to address product safety, consumer health concerns, counterfeiting, and illicit trade. Manufacturers continue to use complex and inefficient processes to meet these demands, such as use of print labels, leaflets, spreadsheets, fragmented databases, and dispersed systems.

Keeping current with regulations for consumer information access and labeling is challenging. Counterfeiting, grey market trade, mass product recalls, and packaging changes lead to millions in lost revenue.

Increases consumer confidence in products, reduces manufacturers’ risk

This solution use case is provided by Qliktag on the MindSphere platform. It is designed to increase consumer transparency and availability of product or item information and improve consumer trust. For manufacturers, it increases visibility into product movement, traceability, ability to combat counterfeiting while also addressing quality control, product safety, margins, and liability risk.

As Fast Moving Consumer Goods (FMCG) products and pharmaceuticals are manufactured, the Qliktag Platform application assigns unique identifiers and digital links at a batch, SKU, or serialized item level. By integrating with factory floor systems, products maintain information about themselves and the context in which they exist, updating as they move from the factory, through the supply chain, to the consumer, and beyond.

Benefits
- Increased end-customer satisfaction with safer and healthier consumer goods.
- Improved efficiency along the supply chain.
- Addresses regulatory compliance issues.
- Optimized view of product movement.

Features
- Flexible data model designer structures the right data models and association between ‘things.’
- Digital interaction designer to create visual experiences and non-visual interaction flows for ‘things’ managed with the application.
- Configurable and custom APIs for easy integration with other systems, applications and devices.
- Optimized for scalability across millions of products or serialized items.

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MindSphere is the cloud-based, open IoT operating system from Siemens that connects real things to the digital world, and enables powerful industry applications and digital services to drive business success. MindSphere’s open Platform as a Service (PaaS) enables a rich partner ecosystem to develop and deliver new applications.

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