Fight Counterfeit using Cloud

HPE Global Product Authentication Service

Hewlett Packard Enterprise

HPE Global Product Authentication Service (GPAS) is a cloud-based brand protection, track & trace and consumer engagement solution to help organizations combat the problem of counterfeit goods and activities.

Global counterfeiting and product diversion is on the rise. Experts estimate that by 2018, global sales of counterfeit products could reach nearly $2 trillion USD.[1]

Customers risk using products that are harmful to their health, while businesses face lawsuits, loss of revenue, and brand erosion. **HPE GPAS** offers organizations a safe and scalable way to help crack down on counterfeiting for products as diverse as medications, cosmetics, auto parts, toys, electronic components, and tickets to popular musical, sporting, or entertainment events.

Empower your customers with instant product verification
HPE GPAS allows customers to use their smartphone to scan a product's Quick Response (QR) code or send the code via a text message, to determine whether the product they wish to purchase is real or fake. Results come back immediately. This helps brands to protect customers from potential physical harm or spending money on an inauthentic product they do not want, and helps you to preserve your brand promise and enable a positive experience for your customers.

A comprehensive cloud solution for the entire supply chain
HPE GPAS offers cloud-based anti-counterfeit functionality that can be up and running for an organization, its print supply chain partners, and end-user customers within hours. The service offers the following capabilities:

• **Generation of unique security codes**

– A mass serialization engine that offers cryptographic security for generating unique product security codes

– HPE GPAS secure codes are GS1 GTIN-compliant and are used to identify a product, case, and/or carton

– Batches of codes can be delivered by brand owners to their preferred printer for printing onto labels or directly onto product packaging

• **Business portal for brand owners, supply chain partners, and customers**

– Brand owners can control how the GPAS service works for their products, including how they communicate product notifications and offers to customers in their local language.

– Supply chain partners (such as global print partners) use the portal to order, manage, and download the security codes in real time.

– Customers can access your branded web site to verify whether a product already purchased is authentic or counterfeit.

• **Analytics and forensic services:** HPE GPAS provides brand owners with lifecycle management of the security codes. A full history of all product authentication attempts is aggregated to provide brand owners with the track and trace information they need to determine which products are being counterfeited and where.

– A business-rules engine helps brand owners configure the product authentication parameters of the service to define what constitutes counterfeit activity for a product.

– Alerts can be created to notify a brand owner when an authentication attempt threshold is breached.

[1] **Source** "Estimating the global economic and social impacts of counterfeiting and piracy," International Chamber of Commerce, February 2011

– Track-and-trace functionality links a code on a specific product to its outer packaging carton and to the pallet on which it is shipped.

– Heat map dashboards and business reporting offer real-time details on every authentication attempt and where it is occurring.
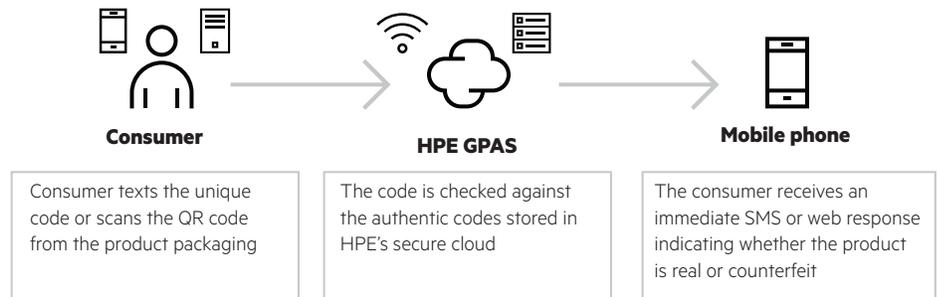

Consumer	HPE GPAS	Mobile phone
Consumer texts the unique code or scans the QR code from the product packaging	The code is checked against the authentic codes stored in HPE's secure cloud	The consumer receives an immediate SMS or web response indicating whether the product is real or counterfeit

Figure 1. Cloud-based customer protection solution to combat counterfeit activities

Cloud functionality that drives flexibility

HPE GPAS is hosted by HPE and is delivered from secure and energy-efficient next-generation data centers equipped with **HPE Converged Cloud Infrastructure** technology. This provides a multi-tenanted infrastructure that can scale to support massive numbers of transactions. The service is offered via subscription with a pay-as-you go model, making it easy to scale up or down based on your market demand. And, because the solution is 100 percent cloud-based, service updates can occur without system integration or disruption to daily business processes.

Benefits of HPE Global Product Authentication Service

- **Provide a positive customer experience that builds loyalty**

  – HPE GPAS empowers customers to use a smartphone to scan a product QR code or send an SMS text and receive an immediate response on the authenticity of a product, prior to a purchase.

  – A web site that reflects your brand also enables consumers to check the authenticity of a product after purchase.

- **Protect your brand with market leading security**

  – Designed and developed by **HPE Software Services** and HPE Labs, the service offers cryptographically secure technology that can be applied to print labels or product packaging.

- **Improve time to action with real-time business intelligence**

  – Brand owners can receive real-time information on points of product authentication, points of potential fraud, products that are at greatest risk, and location of where most fraud events are taking place.

  – Alerts can be quickly configured by brand owners to immediately notify them of critical events, enabling them to respond more immediately to potential counterfeit threats.

- **Get up and running—fast**

  – All functionality within HPE GPAS is cloud-based, so supply chain print partners can be onboarded within hours without disrupting supply chain processes. No technology integration is needed.

- **Achieve flexibility with an on-demand consumption model**

  – Increase or decrease, in real time, the number of product security codes ordered based on current market demand.
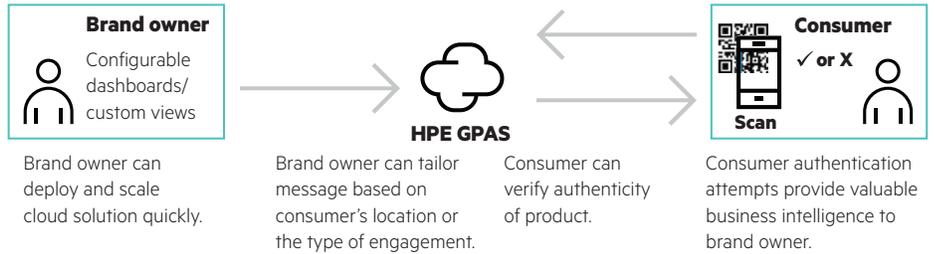
Figure 2. Helping brand owners engage directly with consumers through product authentication, messaging, and business intelligence

Why HPE Software Services?

HPE Software Services offers deep subject matter expertise in the areas of anti-counterfeit technologies and security programs, based on the monitoring and management of its own global supply chain, one of the world's largest. In addition, our development partnership with HPE Labs ensures that the service continues to offer the market's most secure, innovative technology.

• Proven experience designing cloud solutions for some of the world's biggest supply chains

• HPE-hosted solution ensures security and 99.999 percent service uptime

• 2300+ consultants located in 90 countries to meet global demand

• Close collaboration with HPE Labs to drive ongoing innovation

• Deep subject matter expertise in supply chain monitoring and anti-counterfeit technologies

HPE Software Services

Get the most from your software investment. We know that your support challenges may vary according to the size and business-critical needs of your organization.

HPE provides technical software support services that address all aspects of your software lifecycle. This gives you the flexibility of choosing the appropriate support level to meet your specific IT and business needs. Use HPE cost-effective software support to free up IT resources, so you can focus on other business priorities and innovation.

HPE Software Support Services gives you:

• One stop for all your software and hardware services saving you time with one call 24x7, 365 days a year

• Support for: VMware, Microsoft®, Red Hat, and SUSE Linux as well as HPE Insight Software

• Fast answers giving you technical expertise and remote tools to access fast answers, reactive problem resolution, and proactive problem prevention

• Global Reach Consistent Service Experience giving global technical expertise locally

For more information go to **HPE Software Support**.

For more information

To learn more about HPE Software Services or HPE Global Product Authentication Service, contact your HPE representative or go to: **hpe.com/ software/authenticate**

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