

THE DARK SIDE OF SUPPLY CHAIN



An invisible signature of trust

THE CURIOUS CASE OF MISSING SCANS

A leading FMCG brand discovers a critical problem in their supply chain, while tracking for counterfeit activity on the ground, using Ennoventure's patented covert system.

The backdrop

A 20x problem

A leading FMCG company launched a new sachet product in the market, and found that the consumer complaints went up over 20 times. The complaints were related to counterfeit products and availability constraints.

Key challenge – Track at scale without disruption

The company was previously unable to track down the regions where the counterfeits were affecting the consumers. They had to find a solution without disrupting the factory production or supply chain. They also needed a centralized solution that could be deployed for verification over a large area.

Solution design – crowdsourced scan-formation

1. An overt solution for field sales was deployed, and a covert invisible encryption for end consumers to verify authenticity. Both consumers or other stakeholders could verify the authenticity of the product with a simple scan of the packaging using a mobile app or webpage.



2. By involving the consumers, the company massively increased the potential verification points. The simple and easy verification process enabled the company to bring consumers into the solution.

3. The consumers were incentivized to scan the packets, by providing a content reward – those who scanned the packets were led to videos.

Ennoventure's technology was used to do a massive counterfeit tracking exercise - through the deployment of an app for the field sales team, and a bespoke content reward system for consumers based on the product flavor purchased.



Deployment – massive scale

Large coverage - Ennoventure's covert solution was encrypted on over 1M packets distributed across an area of thousands of square miles.

Easy deployment - It was possible to deploy Ennoventure's solution quickly over a fast moving and highly scaled production program, because it did not require any process change. There was no change to the factory production process and it did not disrupt any supply chain or logistics systems.

Reporting and analytics – Real time

The data from thousands of scans was fed into a real-time dynamic dashboard which overlays the data on each region.

The company was able to track the presence of counterfeits in various locations based on the scans done by consumers.



Insight - The missing scans

The real-time analytics dashboard provided by Ennoventure, revealed a region where there were very few verification scans being undertaken by consumers.

This threw up a flag – why was that region showing a marked reduction in scans compared to similar regions?

The company created an action plan based on this insight

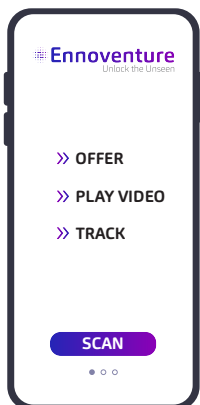
a. The distribution data was verified to see if there were enough stocks being shipped or picked up in this region. It was verified that stocks were being picked up.

b. There was a more aggressive awareness drive among consumers in this region, to enable them to scan and verify the product that they are using.

Surprisingly, the root cause of the missing scans was revealed to be the diversion of stock from this region by the distributor. Due to lesser number of products reaching the market, there were lesser consumers scanning the product. The distributor was reselling the stocks in bulk to middlemen servicing other regions.

This root cause was confirmed with an on-ground mystery sales review to ascertain availability of the stocks meant for the region.





The Ennoventure advantage

Use Ennoventure's technology to drive large-scale, high-velocity, data-driven anti-counterfeit and consumer awareness programs without any change in the production or distribution process.

1. High-velocity and scaled anti-counterfeit solutions
2. Invisible verification signature code – no change to artwork
3. No process change in the factory. Deploy the program very fast.
4. Real-time tracking dashboard – act on real-time data
5. Mobile app and webpage based verification scans – empower stakeholders and consumers