



Counterfeit prevention &
operational optimization



Item Serialization

Tracing Platform

Verofax Application - developed on Hyperledger Fabric, available on



PREVENT COUNTERFEIT, IMPROVE OPERATIONAL EFFICIENCY & BOOST CONSUMER INSIGHT / ENGAGEMENT

Improve access to consumer insights, glbal markets and prevent counterfeit / operational inefficiency.
Boost consumer engagement with precision direct marketing, feedback and chat functionalities.



TRACEABILITY
PLATFORM



SMART IOT
SENSORS



AI DATA
ANALYTICS

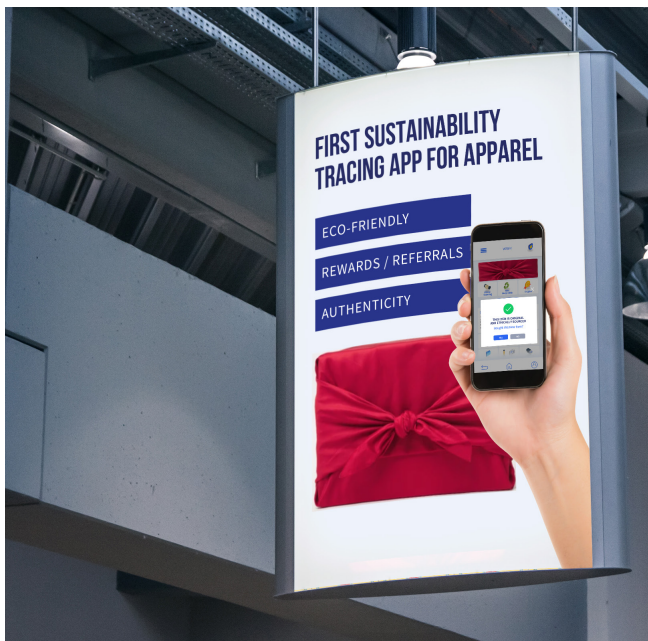


ENTERPRISE
BLOCKCHAIN



CLOUD
NATIVE

**PRODUCT SERIALIZATION, CERTIFICATE VALIDATION,
TRANSACTION LOGGING ON INTEROPERABLE DLT, ASSET /
INVENTORY TRACING GLOBALLY**



Reward loyal customers and build communities

Drive operational efficiency with item serialization

Automate transactions with interoperable platform

Access global markets with credentials digital
certification on blockchain

Prevent Counterfeit with real-time traceability

Deliver Direct Marketing with end-user engagement
module

Improve Product features with direct consumer
feedback

Adopt sustainability and sell at a premium
to purpose driven consumers

Intelligent decisioning based on granular analytics

BENEFITS

+12%

Revenue from
preventing counterfeit

-15%

Capital tied up in inventory

+23%

Increase in premium selling

-30%

Reduced cost on
Operations & logistics

+60%

access to global markets

42%

Reduction in returns
/ negative reviews



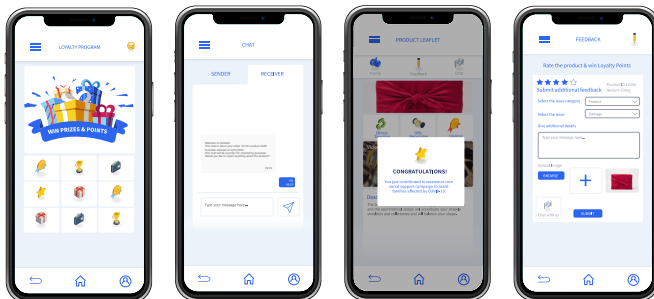
Features:

- Prevent Counterfeit by providing Unique Item ID to trace each item
- Record every transaction on the immutable ledger and reduce laborious reconciliation
- Access global Market with Certificates validation
- Optimize inventory with logistics Receipts
- Validated Product credentials and Certificates
- Predictive reporting on inventory replenishment
- Receive Feedback directly from customer
- Upgrade consumer engagement with direct to consumer loyalty programs
- End-user chat directly with manufacturer and provide feedback
- Seamless Integration with different ERP systems
- Supports Android, IOS and Windows applications



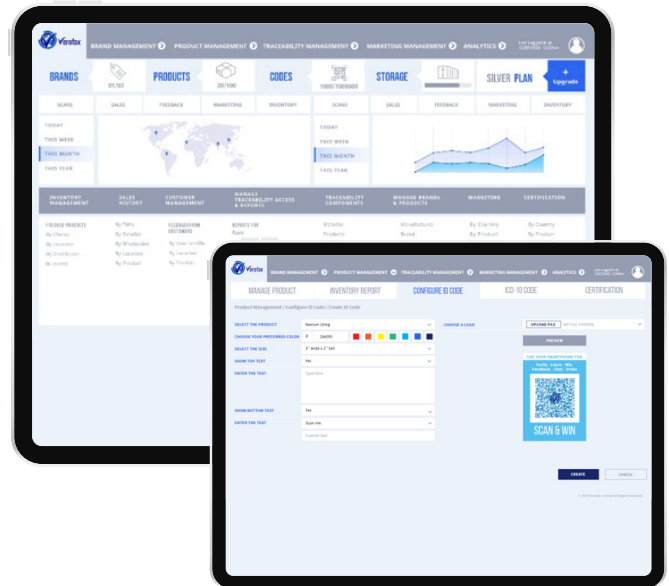
Functionalities:

- Optimized Reports and Intelligent analytics
- Direct user interactions with products
- Seamless Logistics Delivery and receipts
- Manage Inventory and range availability



Problem statement:

- Low staff productivity hiking operational cost
- Increased counterfeit and copycats
- Lack of control over operations in real time
- No direct interactions with end-users



Solution:

- Advanced serialization for operational oversight
- Staff productivity with granular traceability
- Premium selling with direct marketing
- Avoid counterfeit with scan before purchase and receipt
- Access global markets with validated certificates
- Improve transaction certainty with digital receipts



WHAT USERS ARE SAYING ABOUT VEROFAX

"Shoppers preference is shifting towards brands that adopt values such as sustainability, environmentally friendly and community engagement. Auri and Verofax share these core values and have teamed up to provide consumers with a seamless application to validate brand claims and increase direct engagement."

- Kristy Yong, Executive Director of Auri



Contact us for a demo or visit www.verofax.com for a free trial account