



## UNIQUE DIGITAL IDS

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How Digital Transformation is Driving a New Era in Food & Beverage Supply Chains

# SPEAKERS

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## **John McPherson**

*Sr. DIRECTOR OF DIGITAL INNOVATION*

As an experienced innovator and sustainability leader known for bringing new ideas to market, John has spent the last several years driving the adoption of digital solutions in global supply chains and helping businesses create opportunities for growth in the new economy through emerging technologies such as connected products, digital identities, AI and IoT.



## **Rob Clark**

*NORTH AMERICA SALES DIRECTOR*

Rob has been working with companies on their Industry 4.0 and digital transformation journeys for the last 7 years. Currently focused on the food and beverage industry, he is helping companies adopt traceability solutions to guide their supply chain, compliance, and marketing/consumer engagement efforts.



# CONTENTS

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Part 1: Antares Vision Group Overview and Approach to Digital Transformation

Part 2: Business Cases

Part 3: Key Takeaways and Contact

# ABOUT ANTARES VISION GROUP

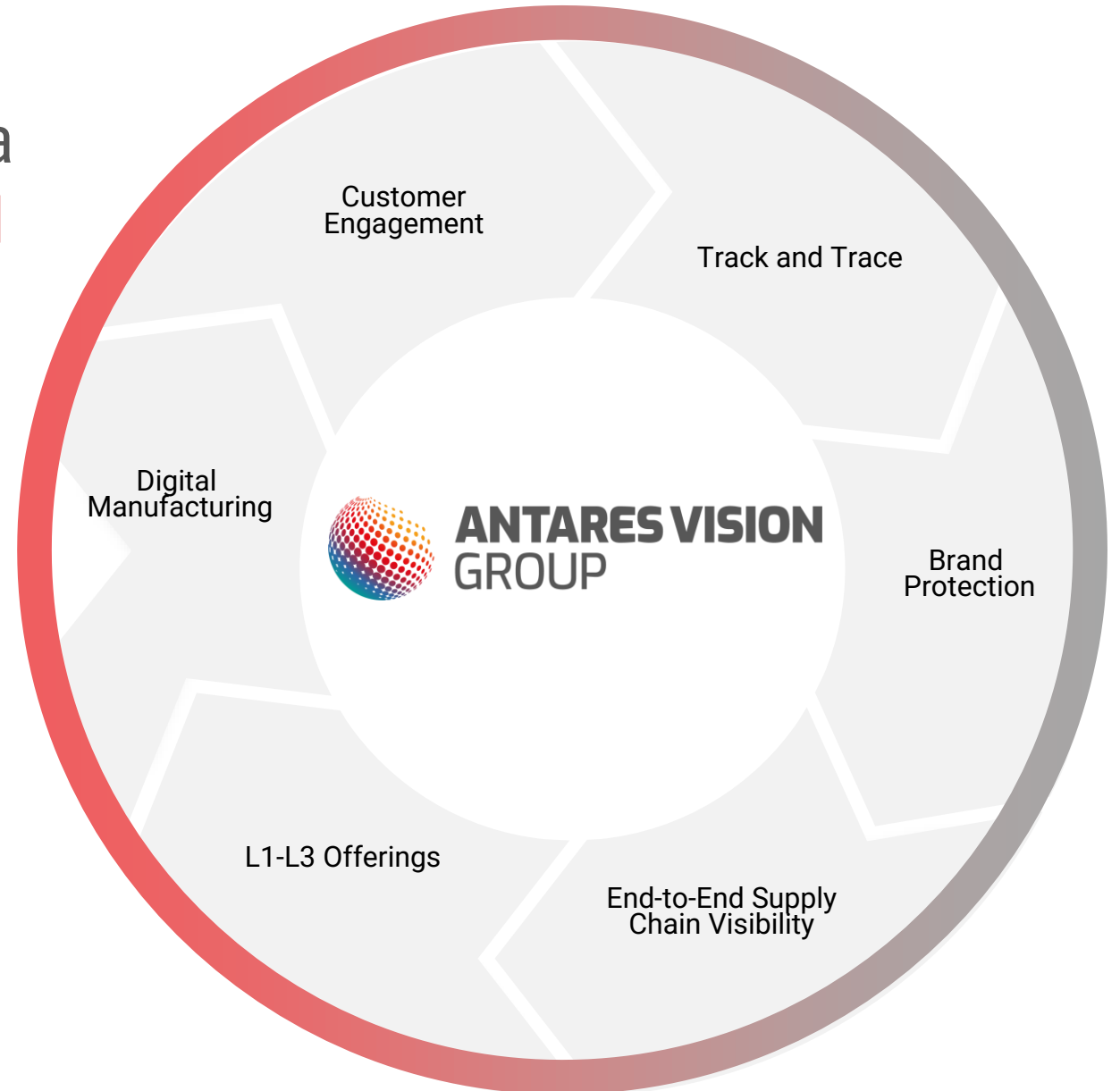
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Global Leaders in Track + Trace

**ANTARES VISION GROUP** provides a unified **END-TO-END SUPPLY CHAIN PLATFORM**

*“We want to make products that **speak**”*

Emidio Zorzella – CEO, Antares Vision Group



# WHAT IS A SUPPLY CHAIN DIGITAL TRANSFORMATION?

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**“Data is becoming the  
new raw material of business”**

Craig Mundie – Senior Advisor to the CEO of Microsoft and Barack Obama



# Transparency + Traceability



\$15  
Billion

Global food fraud costs between \$10bn and \$15bn a year - equivalent to around 10 per cent of all food products sold commercially

\$1.8  
Trillion

Est. annual cost of counterfeit from lost revenues, tax and regulatory liabilities

\$10  
Million

Average Hard Costs for a Single Recall Event:  
\$10M USD

## The Cost of Doing Nothing is Getting Expensive

“Changes in the environment and in the global economy are increasing the frequency and magnitude of shocks. Forty weather disasters in 2019 **caused damages exceeding \$1 billion each**—and in recent years, the economic toll caused by the most extreme events has been escalating.”

“**Responsibility for transparency is met with distrust.** Sixty-one (61%) percent of omnichannel shoppers believe manufacturers, brands or government institutions are completely responsible for providing detailed product information; however, less than one-half of shoppers completely trust product information from manufacturers and brands (41%) or from government institutions (46%).”

“The share of global trade conducted with countries ranked in the bottom half of the world for political stability, as assessed by the World Bank, rose from 16 percent in 2000 to 29 percent in 2018. Just as telling, almost 80 percent of trade involves nations with **declining political stability scores**”



# Consumers are demanding more from companies and brands.



Detailed product information & data



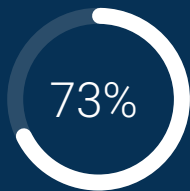
Transparency, sustainability & accountability



Mobile access in the store & at home



Brand engagement & experiences after the purchase



73% of Consumers Say they would pay more for brand Certainty



86% Consumers say transparency from businesses is more important than ever before



75% More than 75% of consumers are less likely to buy from a brand whose reputation is associate with counterfeit goods

# Unique IDs Enable Digital Transformations



Serialized digital product traceability is at the core of resilient and agile supply chains and allows brands to Get Maximum Value from Digital Assets



Anti-Counterfeit



Regulatory and Customer Compliance



Fight Diversion



Drive Deep Analytics to Reduce Risk



Improve Inventory Visibility



Deliver New Digital Consumer Experiences



Improve Quality, Reduce Exceptions



Deliver on Sustainability + Circularity



Reduce Waste and Shrink



Unique Digital Product IDs Create Digital Supply Chain Assets

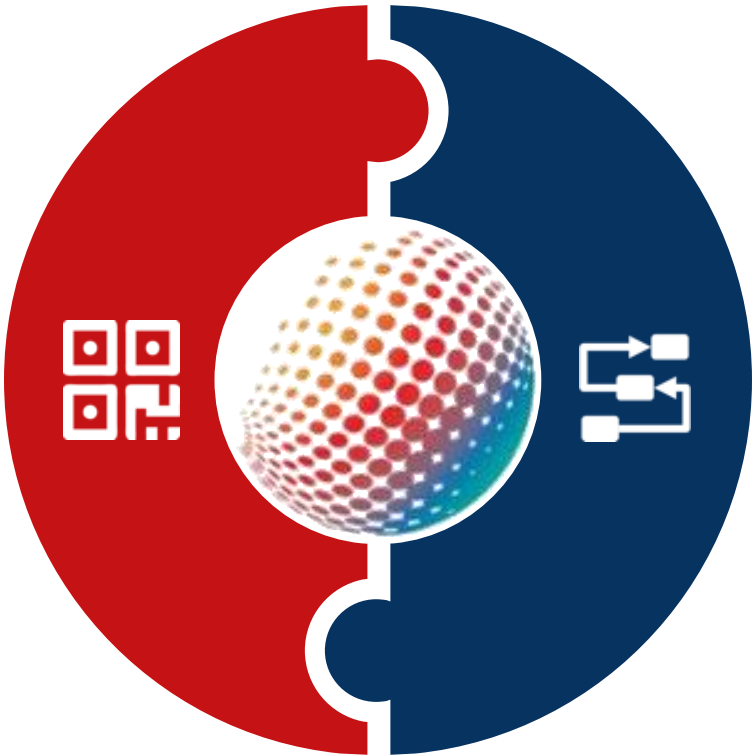
# OUR APPROACH

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Enabling Digital Transformations

A **Digital ID** gives  
**Life** to your products

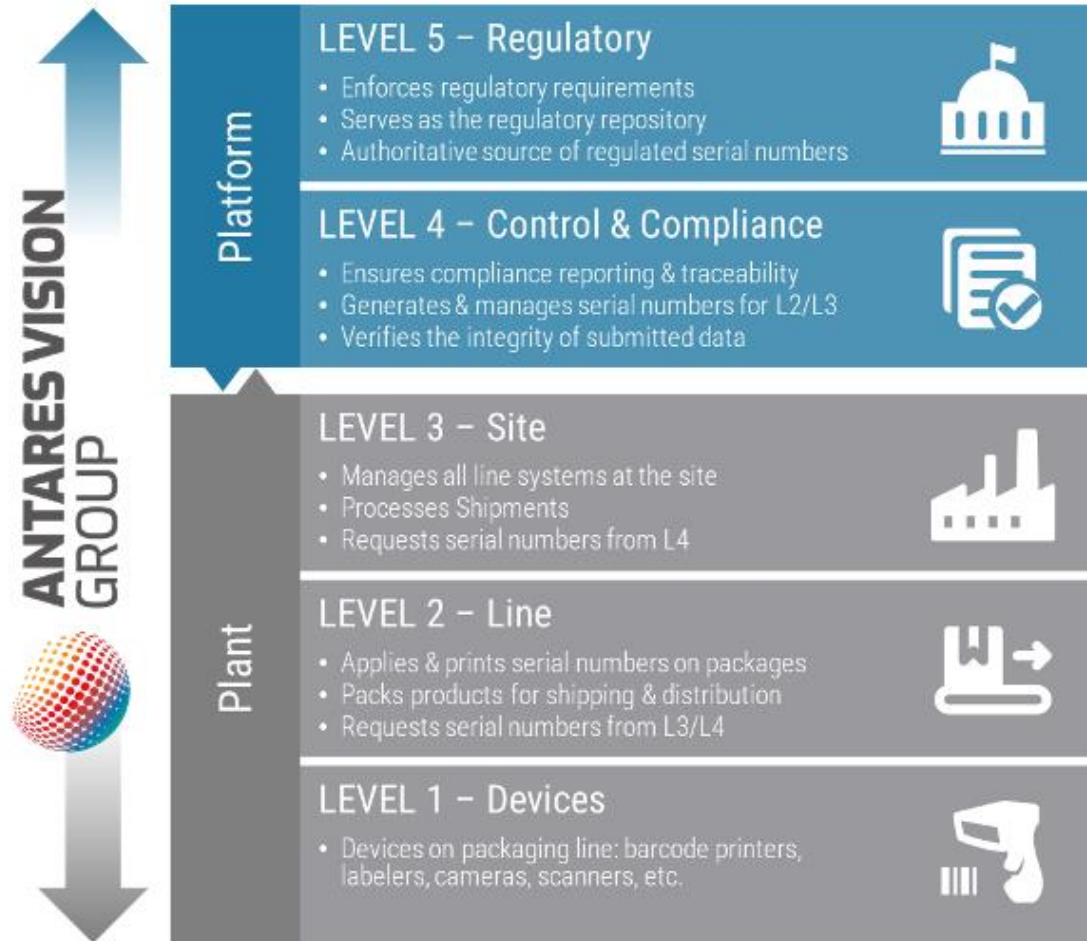
Manufacturing Operations



**Traceability** lets your  
product tell its **Story**

End to End Supply Chain



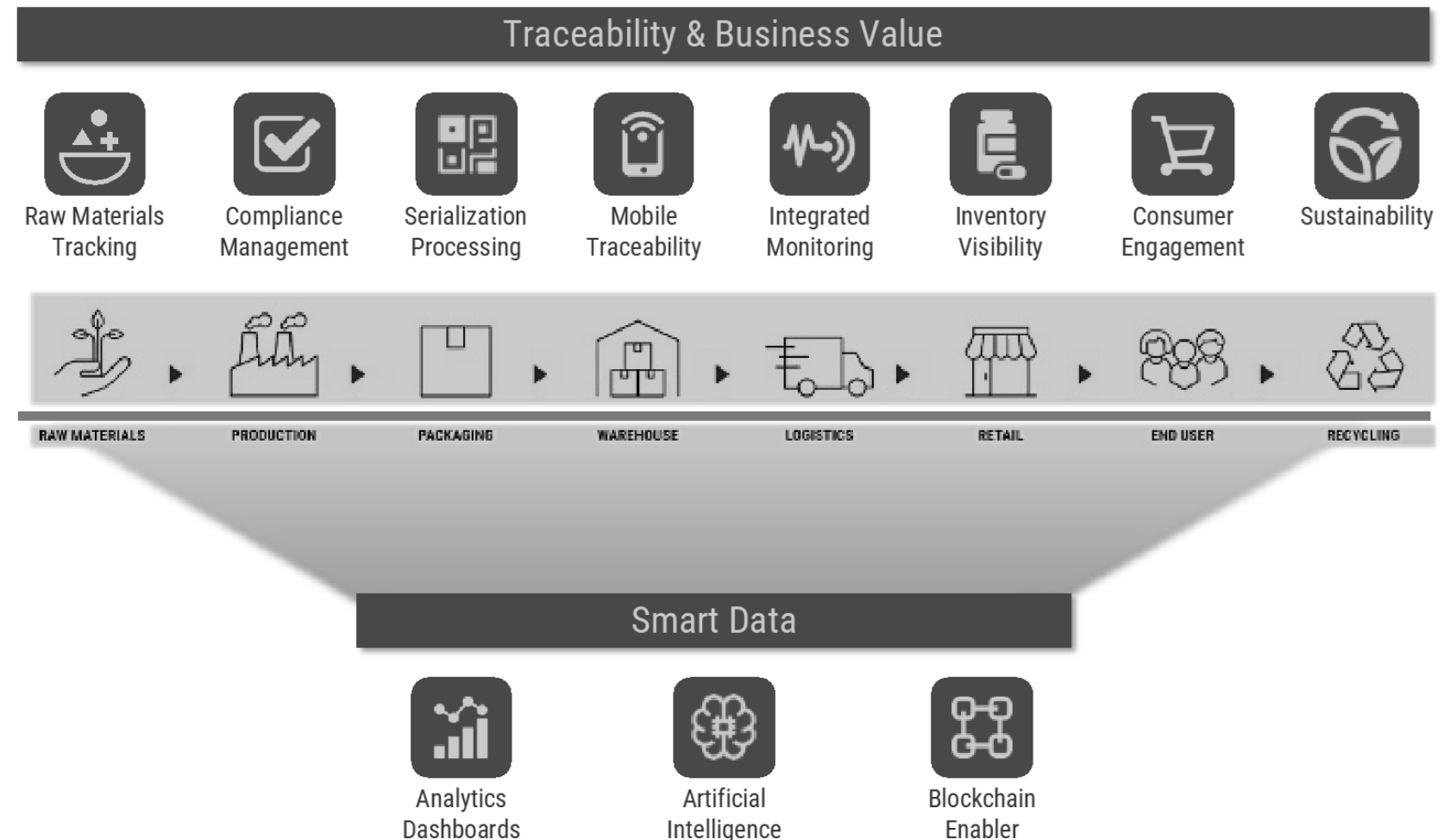


## OUR VALUE

- Deep expertise in both **hardware and software** solutions
- Only solution provider to **support all levels** (L1-L5) of the serialization & traceability stack
- **Complete, scalable, flexible solution** for all the scenario and stakeholders
- **High powerful database** to gather, store and exchange data.
- Software suite for **compliance with worldwide traceability** regulations

# Trustparency™ Across the Supply Chain

- **Mobile Capability** – Mobile App to scan and track products.
- **Real Time Tracking** – Leverage a variety of Internet of Things (IoT) devices to track of products
- **Regulatory Compliance** – Meet governmental compliance requirements
- **Raw Material and Finished Goods Tracking** – Track raw materials from the source through manufacture and to consumption
- **Brand Protection** – Tracking to prevent counterfeits & diversion
- **Consumer Engagement** – Leverage serialized Unique IDs to drive customized experiences





# LEVERAGING UNIQUE DIGITAL IDS FOR BUSINESS VALUE

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## Business Cases

# DRIVERS FOR TRUSTPARENCY™





## BRAND PROTECTION INFANT FORMULA

Reckitt, including its Mead Johnson business chose AV Group to lead its brand protection project for infant formula following incidences of counterfeit product making babies sick across Asia.

### Serializing Finished Goods

Using Unique Product ID to authenticate products in Market

### Consumer Authentication

Leveraging Consumer scans to deliver messages of authenticity, building brand trust

### Line-Level Data Capture

AVG Enabling Serialization on the Production Lines.





## Consumer Engagement

“Every clamshell should sell the next clamshell” (CEO, Driscoll’s)

## Digitizing 1.5 Billion Items

Clamshell traceability allows individual consumer feedback to be associated with harvest data.

## Optimize Consumer Surveys

Using consumer insights and data to drive our variety commercialization decisions.

## Ensure Grower Adoption

Achieved 98% accuracy & sub-second scan times



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01101



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## Global, California-based wine producer

### Making Data Actionable

Consumer Smartphone Scans deliver different experiences based on attributes in the Platform

### Serializing Finished Goods

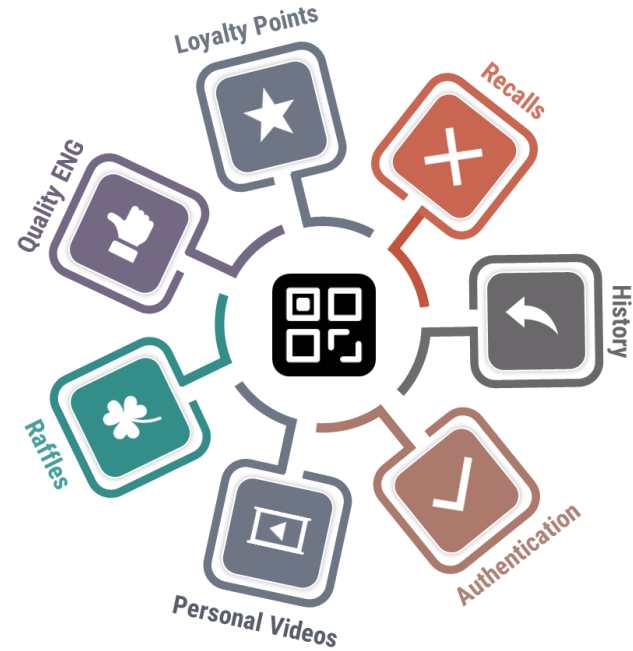
Using Serialized Data to Drive Business Decisions.

### Experimenting with Personalized Engagement

Using consumer insights and data to drive our variety commercialization decisions.

### Line-Level Data Capture

AVG Enabling Serialization on the Production Lines.



The Consumer Engagement Tool Enables the brand to deliver customized, unique experiences via Serialized QRs



# CUSTOMER STORIES: TRUE FARM - FORK



RURALL aims to become the Italian platform of reference for Farm to Fork traceability in the food & beverage industry

INDUSTRY PARTNERSHIP



**Traceability events recorded**

Id Evento	Tipo Evento	Stato Evento	Data Evento	Data Elaborazione	Luogo Evento	Biz Trans Type	Biz Trans ID	Mittente	Destinatario	Azioni
1066264326996480	Ricezione	Con Successo	02/03/2022 08:20...	02/03/2022 08:20...	Rurall	Purchase...	CAR0302-2002	Rurall	Rurall	
faa574e0-6005-4e36-9...	Ricezione	Con Successo	09/25/2021 19:00...	02/03/2022 07:58...	Rurall	Purchase...	2022-02-01_194...	AZIENDA AGRICOL...	Rurall	
	Ricezione	Con Successo	02/03/2022 23:57...	02/03/2022 07:57...	AZIENDA AGRICOLA FASANI	Purchase...	2022-02-01_194...	AZIENDA AGRICOL...	AZIENDA AGRICOLA FASANI	
	Ricezione	Con Successo	09/25/2021 19:00...	02/03/2022 07:40...	Rurall	Purchase...	2022-02-01_194...	AZIENDA AGRICOL...	Rurall	
	Ricezione	Con Successo	02/02/2022 23:39...	02/03/2022 07:39...	AZIENDA AGRICOLA FASANI	Purchase...	2022-02-01_194...	AZIENDA AGRICOL...	AZIENDA AGRICOLA FASANI	
	Spedizione	Con Successo	10/24/2021 19:00...	02/03/2022 07:39...	Rurall	Purchase...	2022-02-01_194...	AZIENDA AGRICOL...	Rurall	
	Trasformazione	Con Successo	02/02/2022 23:39...	02/03/2022 07:39...	AZIENDA AGRICOLA BIANCHI	Purchase...	2022-02-01_194...	AZIENDA AGRICOL...	Rurall	
	Raccolta	Con Successo	02/02/2022 23:39...	02/03/2022 07:39...	AZIENDA AGRICOLA BIANCHI					
	Ricezione	Con Successo	10/28/2021 19:00...							
	Spedizione	Con Successo	02/02/2022 21:00...							
	Raccolta	Con Successo	02/02/2022 23:39...							
	Ricezione	Con Successo	02/02/2022 21:00...							
	Spedizione	Con Successo	02/02/2022 21:00...							
	Trasformazione	Con Successo	02/02/2022 23:39...							

**Traceability of the transformations made on the raw material (on the farm)**

**Data traceability relating to sustainability and geolocation**

CO2 Produced	54,0
Coordinates Of The Plot Of Land	POLYGON ((11.973074063860425 44.8790591777
Fuel Consumed	32,0
Processing Center: City	JOLANDA DI SAVOIA

**Raw material journey**

**Traceability events recorded**

**Data traceability relating to sustainability and geolocation**





# CUSTOMER STORIES: ASSET TRACKING

## Global Bread Company

### Reducing Asset Loss

Real time view of location and status of delivery baskets across the supply chain

Annual cost of lost trays est. at \$21.6M.

### Tracking Products through RFID

Track product through the supply chain at the basket level to provide high fidelity digital mapping of product flow

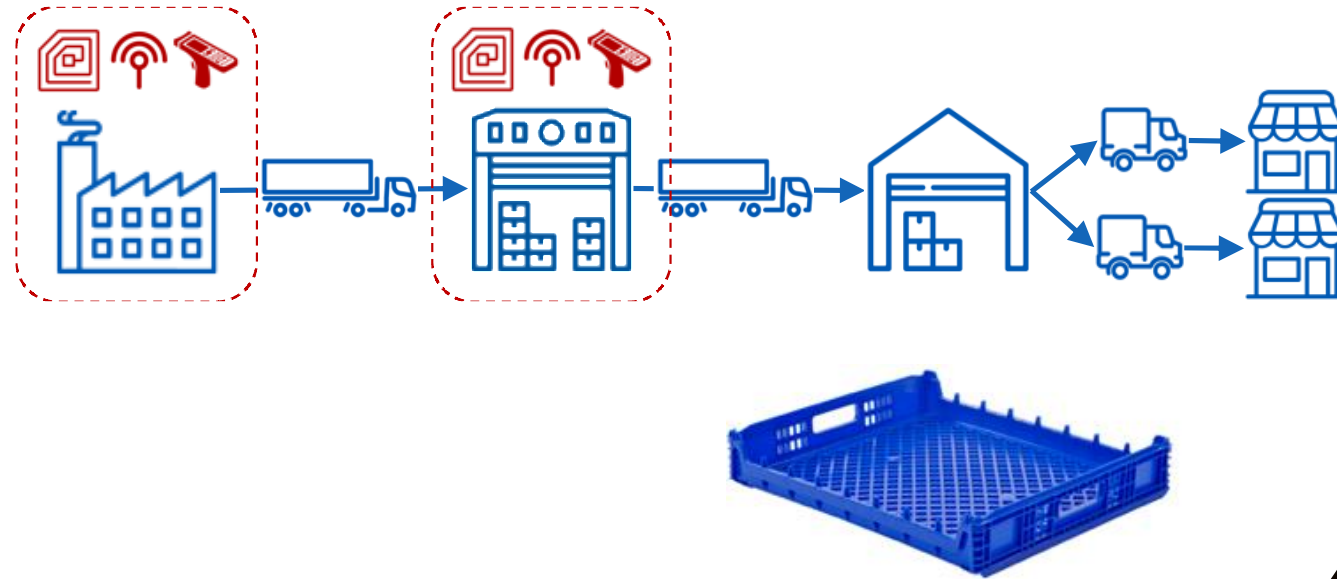
### Driving Insights from Data

KPIs for all assets in the field

- Maintenance/Inspection Status
- Asset Utilization
- Revenue by Asset
- Total view of asset Inventory by Location, Status and Type

### ROI

Initial ROI around eliminating loss of 30% annually



## FDA DSCSA and FSMA: How History Can Predict the Future



- [November 7th, 2022](#) – the FDA sent the FSMA Final Rule to the Office of the Federal Register (OFR)
- [January 2023](#) - traceability recordkeeping requirements for foods on the Food Traceability List (FTL) would become effective 60 days after it is published in the OFR.
- [January 2023](#) - We will be conducting an educational webinar outlining the requirements for companies on the Food Traceability List – **be on the lookout for an invite!**

# KEY TAKEAWAYS

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1. Rapid changes in global supply chains, technology and consumer sentiment have shifted the landscape toward ever more granular and real-time data
2. Digital Transformation and Traceability Connects the Physical Product with Digital Information About that product
3. End-End Supply Chain Visibility is foundational for Taking Organizations from Reactive to Predictive
4. Leading Global brands are leveraging Unique Digital IDs to unlock different types of business value
5. Start small; choose one use case and prove business value, then scale leveraging lessons learned
6. Leadership Required to realize Transformation Projects
  - Executive Sponsorship
  - Cross-Organization Stakeholders
7. **Find the Right Partner and Be Flexible**

Ready to take the next step toward Digital Transformation in  
your food and beverage supply chain?

CONTACT US FOR MORE INFORMATION

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