SeriSoft

BandTracker

BT is a powerful, flexible and highly secure solution for an effective defense against gray market diversion and counterfeit using advanced track & trace technology. The software enables brand owners to precisely and irrefutably track each product unit along the entire supply and distribution chain through a high-security product authentication system.

Key Features

Authentication & Serialization
Track & Trace for Complete Product Lifecycle
Production Site Control
Customized Workflows
Product History & Aggregation Support
Gray Market & Statistics Inquiries
CRM Integration

Benefits

Efficiency & Stability
Security & Compliance
High Flexibility
Open Interfaces
Intuitive Operation

Application Areas:

- Perfumes
- Cosmetics
- Luxury Items
- Fashion
- Food & Beverages
- Tobacco
- FMCG
- (Returnable) Packages
- Electronic Devices & Batteries
- Industrial Products & Machinery

Technical Data

Security:

- Hosted solution which grants access to a web interface
- Web Server in the DMZ (DeMilitarized Zone) of SeriSoft GmbH
- BrandTracker server (database server) is located in a secure network
  - Zone 1: external internet zone, only access to web- and ftp-server
  - Zone 2: DMZ, contains Web and FTP Server
  - Zone 3: BrandTracker network, contains BrandTracker Server
- Zone 2 & Zone 3 are represented by fully virtualized hosts using HA cluster
  - The design represents strict 3 tier client server architecture to ensure a high level of security.

HTTPS internet connection for the Brand Owner (customer of SaaS-BT)
User-password login, gray market analysis etc. with "Brand Protection Center"

FTP(S) data transfer for all service providers
Customized csv file format for data import (is arranged with the service providers)

Automatic import to the Database of BrandTracker SaaS

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