

## 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 (DeMilitarised 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