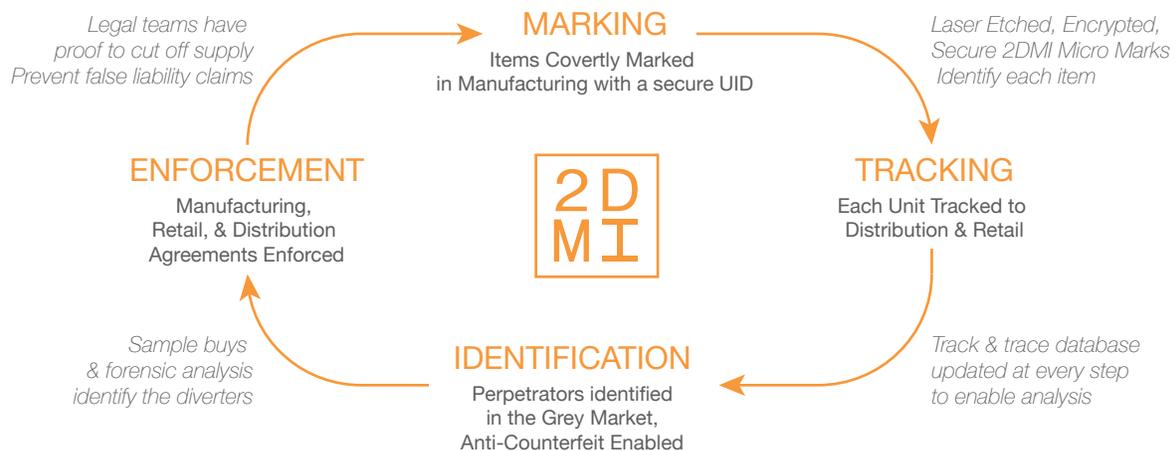# RUVIXX + iTRACE

END-TO-END BRAND PROTECTION

The challenges around grey market and counterfeiting continue to be a major problem for brand owners as they attempt to fend off the exponential growth of counterfeiting and grey market activity in global trade.

This proliferation of products outside their authorized channel and fake products is impacting the entire supply chain and siphoning off revenue — ranging from internal manufacturers who struggle to control product leaks to unauthorized resellers to distributors and retailers who are unable to maintain their margins due to markets flooded with cheaper, counterfeit products.

Current solutions to manage channel and brand protection initiatives are inadequate, not scalable, and very costly. Whether it's manual spreadsheets and processes used to track incidents and infringements or the high cost of policing trade shows and online marketplaces — brand protection teams don't have the right tools and technology to securely and cost effectively track, manage, and identify brand infringers at scale.

A SECURE AND SCALABLE TRACKING SOLUTION

Legal teams have proof to cut off supply Prevent false liability claims

MARKING
Items Covertly Marked in Manufacturing with a secure UID

Laser Etched, Encrypted, Secure 2DMI Micro Marks Identify each item

ENFORCEMENT
Manufacturing, Retail, & Distribution Agreements Enforced

2DMI

TRACKING
Each Unit Tracked to Distribution & Retail

Sample buys & forensic analysis identify the diverters

IDENTIFICATION
Perpetrators identified in the Grey Market, Anti-Counterfeit Enabled

Track & trace database updated at every step to enable analysis
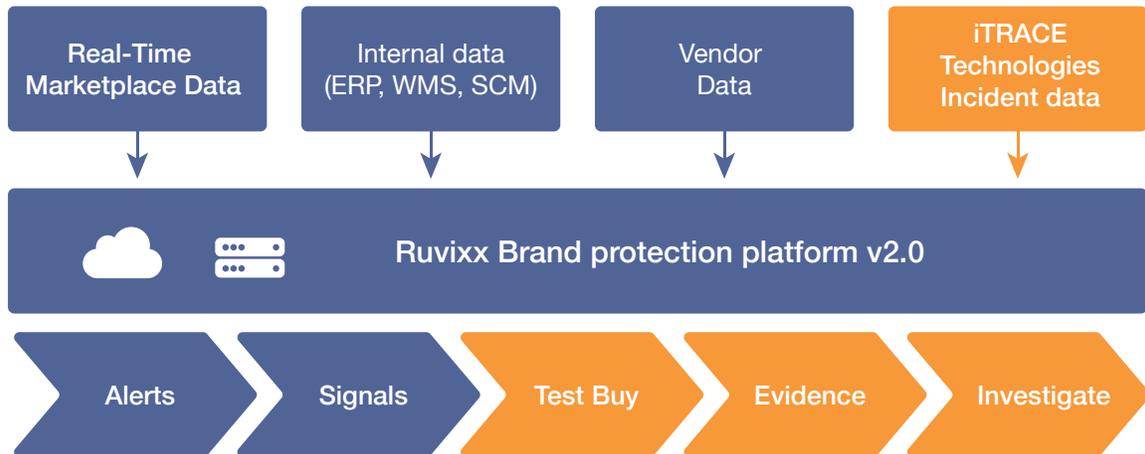
Protecting your brand starts with securing it with the latest in tracking technology. With iTRACE 2DMI security marks, brand protection professionals can track violations and infringements at the most granular level with mass individualized geo-location mapping, encoded manufacturing and supplier data, and scalable features like big data analytics and trend forecasting — providing investigations irrefutable evidence of grey mark diversion.

EXAMPLES OF ENCODED INFORMATION

- Manufacturer Date
- Expiration or Sell by Date
- Certification or Inspection Code

- Customer IDS
- Bundle or Lot Code
- Warranty Serial Number

A UNIFIED INCIDENT MANAGEMENT SYSTEM

Real-Time Marketplace Data	Internal data (ERP, WMS, SCM)	Vendor Data	iTRACE Technologies Incident data

Ruvixx Brand protection platform v2.0

Alerts → Signals → Test Buy → Evidence → Investigate

Ruvixx + iTRACE: The next generation brand protection platform

Once you have a means to provide security, the Ruvixx platform, will enable you to keep grey market,counterfeiters, and brand infringers under control with real time business insights, intuitive workflows to help you more easily manage cases, and a data-driven approach that reduces time-to-insight through visual dashboards. Ruvixx also provides a powerful data service that scans online marketplaces to identify brand protection issues and alerts your investigation team of a potential infringements and violations.

Together, Ruvixx and iTRACE creates a best-of-breed brand protection solution that securely tracks product authentication and provides an intuitive platform to analyze and manage brand protection programs at scale, allowing you to grow revenues and avoid unnecessary costs by eliminating infringers who are exploiting your brand.

ABOUT RUVIXX

Ruvixx is a collaborative cloud solution that is re-imagining licensing and brand protection - with the goal of increasing our customer's revenue as a focal point. Ruvixx employs a data-driven approach through modern technology and analytics to provide enterprises with the tools and insights necessary to explore and capture new revenue opportunities and revenue leakages. Ruvixx customers include HDMI, Dolby, Philips and Synopsys. Ruvixx on the Web: **www.ruvixx.com**

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