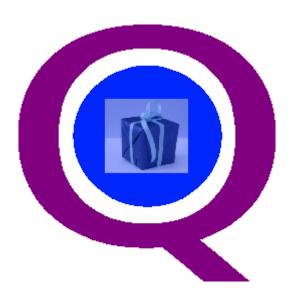# Artibraino Smart Product Verification and Digital Warranty Management System

An Overview of Features and Capabilities

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Feb 2021

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Executive Summary

This paper focuses on various features of the Artibraino Smart Product Verification and Digital Warranty Management System. To help appliance manufacturer allow their customer to verify that product is original with simple scan and also provide digital warranty management. These features are designed to enhance customer confidence in the product, avoid false returns and enhance brand value.

Introduction

Counterfeiters create serious problems for the authentic businesses, but too many people are unaware of the full extent of the impact of counterfeit goods on brands. Key impacts of counterfeit includes but not limited to –

- Damaging authentic brands' reputation.
- Stealing sales by undercutting prices.
- Leaving companies to deal with the fallout of counterfeits like false returns.
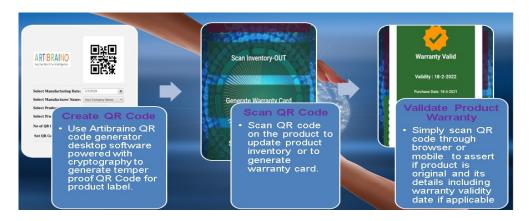- Harming the long-term trust built with business partners.

These impacts of counterfeit goods on an organization run deeply, and can cause long-lasting damage. Brands will see a sales hit once the problem becomes widespread, since counterfeiters are able to undercut them on price.

Stopping Counterfeiting

Artibraino cloud based **Smart Product Verification System and Digital Warranty Management System** solves the problem by end-to-end tracking of the product from factory to the point of sale in secure manner using tamper proof methodology and with negligible additional cost per product.

Process

1. Manufacturer prints secure code generated with product details.
2. Code get scanned and recorded in the supply chain and transaction get recorded.
3. Customer can scan and verify generated code online or through the App.

Total Cost of Ownership

Counterfeit detection does not have to be expensive as it may add to the cost and hence associated price of the product, Artibraino cloud solution cost few cents per product without any other license cost or investment, your existing label printing process can be leveraged to print Artibraino generated secure codes for product identification and tracking.

Security

A counterfeit detection system need to be highly secure and tamper proof, the platform provides multi-layer role based security with end to end encryption ensuring uncompromising security with complete digital audit trail.

Reliability

A counterfeit detection system must be stable and dependable. You and your customers depend on our platform for on demand scan and detection 24x7, it is difficult to trust the technology if it is not reliable. We support creating trust and confidence in your customer. Our cloud based scalable service with fault detection and fail over mechanism ensures system is available 24x7.

Ease of Use

System user's interface is extremely simple, user can either use mobile App or visit manufacturer website to simply scan the code printed on the appliance to verify the product manufacturer or validate warranty details.

Customization & Integration

The ability to customize solution and integrate with your existing IT infrastructure is of utmost importance, our platform ensures seamless integration and customization by industry standard REST interfaces.

Scalability

As your product numbers grow, your platform and supporting services need to be able to scale with it, without compromising the integrity, security, reliability. Artibraino distributed architecture ensures that you can scale up with very granular control based on your needs.

Conclusion

The actions of counterfeiters can also damage a brand's value in the eyes of distributors and other partners. Exclusivity deals can essentially be voided by the actions of criminals, and can leave legitimate businesses on each side of an agreement dissatisfied.

Artibraino Smart Product Verification and Digital Warranty Management System Ensures that counterfeit product are detected at every stage before being sold to customers, with its end to end tracking it can even identify at which transaction point counterfeit products are pushed in the product journey from factory to customer and help potentially identifying and taking legal actions against counterfeiters

Business Benefits
✓ Fake Product Detection.
✓ Zero False Returns.
✓ Digital Warranty Management.
✓ Digital Inventory Tracking.

Other Benefits
✓ Free Mobile App .
✓ Free QR Code Generation Software.
✓ Free APIs for Integration with Your Website.

TCO
✓ You Need to Print QR Codes on the Product.
✓ Service Cost is Few Paisa Per Product.
✓ Need to Commit Minimum Volume and Duration.
✓ Price Per Product Based on Minimum Monthly Transactions.

For further details and demo please write us at **contact@artibraino.com**.