

# Global Product Authentication Service (GPAS)

Secure your product and supply chain and unlock real business value

## Executive Summary

Micro Focus GPAS is an innovative and comprehensive cloud-based Brand Protection, Track & Trace and Consumer Engagement Service that drives business value by addressing problems and challenges that organizations face when operating within global markets.

Since its creation in 2009, GPAS has become the global standard to solving counterfeit, grey market and supply chain challenges surrounding the manufacture and distribution of finished goods. GPAS today protects some of the world largest and innovative brands across a variety of market sectors including Food & Beverage, Pharmaceutical, Nutraceutical, FMCG, Apparel, Electronics and CPG to name a few.

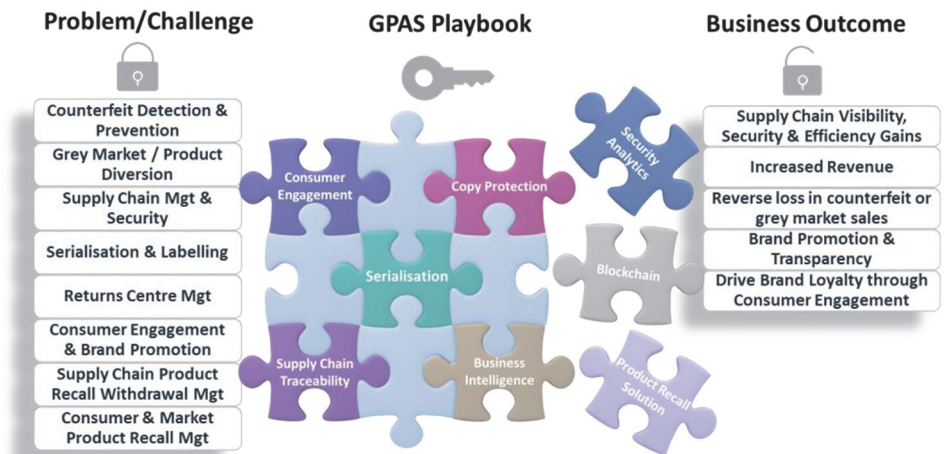
## How It Works

Micro Focus GPAS enables the unique serialization of products, providing full traceability as they are distributed through your supply chain and into the hands of your consumer. This is achieved by:

### GPAS Serialization Services –

Integration with our client’s existing vendors or manufacturers to supply crypto-graphically secure serial codes or integration with our client’s 3rd party existing serialization processes, to uniquely mark and identify a product.

**GPAS Traceability Services –** Mapping of our client’s value chain & all the product/shipment changes of custody, business processes & traceability events,



securely recording all event and product attribute data within the GPAS DB on behalf of our client.

### GPAS Supply Chain Mgmt. &

**Visualization services –** Extends the visibility of our client’s supply chain beyond the current ERP “Closed Supply Chain” view.

### GPAS Business intelligence and

**Analytics Services –** Enables data collection across the value chain and “puts the data to work” for business intelligence reporting for actionable analytics and alerts.

## The Micro Focus GPAS Difference

Micro Focus GPAS has unique strengths and capabilities that demonstrate the maturity of our service and significantly differentiate us from other services in this domain. These include:

**Breadth of Service Offering –** We offer a range of capabilities all within one overall flexible cloud-based framework:

Serialization, overt & covert copy protection mechanisms, ingredient level and finished goods traceability, business intelligence services, comprehensive user-defined reporting, data analytics and blockchain services. These capabilities within one cloud-based service maximizes investment and minimizes integration and capital expenditure requirements.

**Mature Domain Expertise –** GPAS Business Consultants have credible and demonstrable expertise in the traceability and supply chain domain. GPAS customers can attest to the significant value add we provide when collaboratively working with our customers to understand their business problems & challenges and to assist them to derive measurable business value from their investments.

**A Secure, Enterprise-Class Service –** The GPAS Service Level Agreement provides our clients with:

- Guaranteed Service Availability

- 24/7 Hot Desk Support
- Full Disaster Recovery

Micro Focus is considered the industry leader in IT security software solutions helping its clients to build, operate and secure their enterprise.

The Micro Focus GPAS approach to security is similarly enterprise-class with all aspects of Service Security (Infrastructure, Network, Data and Application) fully addressed, referencing all applicable standards (ISO 27001, ISO/IEC 27018, HIPAA, Fed RAMP, SOC 1 & 2) and best practices.

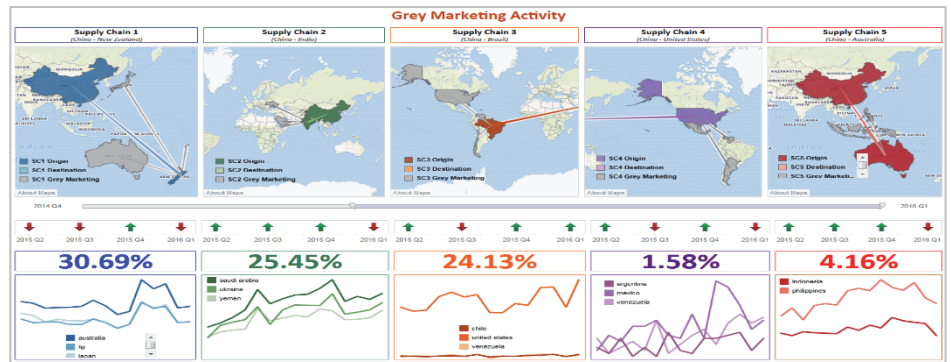
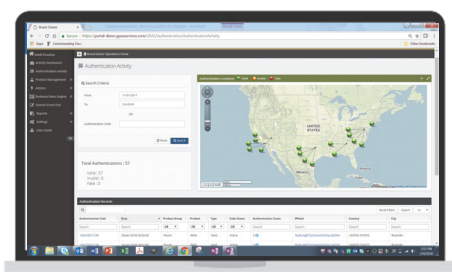
**GPAS Blockchain Services** – developed as an extension of GPAS. They provide the transparency and security benefits that a blockchain approach can support enterprise clients in the supply chain domain.

The GPAS Blockchain Services charter is to become a one-stop-shop for enterprise clients who wish to adopt a blockchain solution across their supply chain providing both the technical capabilities and business domain solutioning expertise required.

**GPAS Roadmap** – As threats and needs constantly change, GPAS has a rich and innovative RD&I roadmap developed to deliver services that encompass new technology advances for the benefit of our clients.

## GPAS Business Intelligence & Analytics Reporting

GPAS's operational capabilities ensure that brand protection and supply chain managers are provided with the most effective and value add business tools at



an operational level via GPAS's Business intelligence Dashboards.

These provide real time alerts and notifications related to product supply chain activity. All counterfeit, grey market and supply chain traceability activity is visible through the brand owner dashboard, which incorporates the GPAS business rules engine, allowing for configurable, actionable analytics and alerts.

GPAS Analytic Services uses Micro Focus Vertica and Big Data technologies to unlock hidden trends that can be merged with consumer sentiment data to provide a real-time product and brand monitoring solution.

The services allows brand owners to identify significant changes in grey market activity, profile counterfeiters & hotspots of counterfeit activity, as well as predict the likelihood of future illicit activity.

## GPAS Copy Protection Services

GPAS Copy Protection solutions enable brand owners to protect their products from illicit counterfeiting based on a variety of authentication, overt & covert security printing options which integrate seamlessly with our clients preferred printing partners or directly into the manufacturing environment.

## GPAS Commercial Model

Micro Focus GPAS offers a variety of on boarding points. GPAS is delivered as a Service with a pricing model based on a

price per code dependent upon purchase/commitment volume and level of service:

- Serialization plus Track & Trace
- Serialization + Copy Protection
- Serialization + Track & Trace + Copy
- Protection

Note: GPAS Blockchain & Analytics Services are priced as a onetime setup & ongoing service fee presented in an SOW (if required).

GPAS pricing includes initial service dashboards, Support & Maintenance, updates and the availability to influence the GPAS roadmap regarding new features/requirements.

## GPAS Results

GPAS has a credible track record of delivering tangible business benefits for our clients, which include:

- Reduction in Counterfeit/Product Diversion. Increase in Sales/Revenue.
- Improved Consumer/ Brand Engagement.
- Enhanced Productivity & Operations Performance.
- Supply Chain Visibility & Security/Monitoring

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