KEZZLER   Microsoft Partner

Kezzler Connected Products Platform

Enable Digital Product Experiences, Value Chain Visibility, Authenticity and Compliance

March 2024

Companies are expected to provide safe, transparent and connected products

Branded goods companies are under ever increasing pressure from both consumers and governments to provide safe, transparent and connected products.

Primary challenges

Governments are implementing legislation to protect consumers and taxes impacting CPG companies Consumers demand safe, sustainable and connected products Branded Goods Companies need to invest to increase sales, improve supply chain efficiency and control, and be compliant

Ideal solution

Brands need access to integrated solutions to manage these challenges. Product data, ingredients data, traceability data and consumer data must be secure and readily available for the branded goods companies' own use, and for government reporting.

Desired outcomes

Kezzler offers an enterprise solution independent of packaging, factory automation, and ERP providers. Our mature, scalable, and flexible platform is specifically developed for product digitization and traceability helping clients meet challenges from counterfeit goods and unauthorized distribution, to traceability concerns and consumer engagement as well as to meet government regulatory requirements.

The Kezzler Connected Products Platform, CPP

A managed SaaS solution purpose-built to manage billions of live data points generated by item-level traceability. With robustness, scalability, and security developed over decades, the CPP offers traceability functionality with standardized integrations to brands' existing IT infrastructure, mobilizing data from siloed systems

Customized integrations

Through a powerful and flexible integration gateway, securely interact with virtually any centralized or decentralized system, on-premise or in the cloud.

Power of choice

Choose the optimal code carrier for your projects – like RFID, 2D barcode, data matrix, QR code, NFC, and more – in any combination to fit all supply chain and market needs.

Connect siloed systems

Elevate information from across silos and source to structure and analyze data and use it to help you meet consumer demands and governmental reporting requirements.

Massively scalable

From the ground up, tap into the scale to track and manage billions of products a year, each with their unique journey and data.

Non-intrusive

Expand what you know, not what you do. Start collecting and structuring data today, without changing or adding any manual processes.

Product in focus

Extract relevant information from various systems, enabling the full story to be told – with your product in focus.
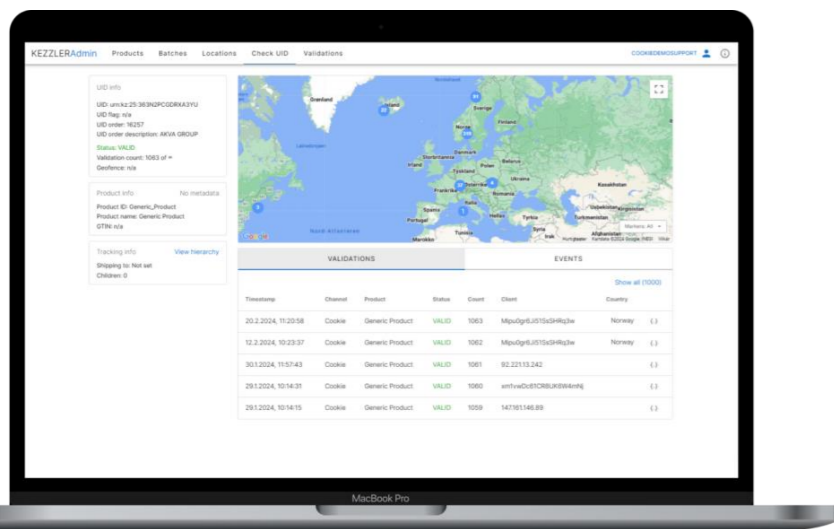
Full data ownership

The data is yours. Always. Locate and structure it for the products you produce and sell, facilitating dynamic consumer engagement with your connected product.

Dynamic interactions

With powerful and dynamic redirection rules, make sure everyone interacting with your products ends up with an optimal experience.

Kezzler Connected Products Platform on Microsoft Azure

With Kezzler's Connected Products Platform available on Azure Marketplace clients can now take advantage of the scalability, high availability and security of Azure, and experience a seamless platform rollout. The Microsoft Azure partnership enable Kezzler to reach a wider market, clients to discover the platform, and both to transact in a swift and efficient manner.

Reckitt, North Asia

For us, Kezzler lays the serialization foundation and then allows us to provide a rich set of customized offerings around it. We chose Kezzler because it was the only solution provider that could meet the multiple facets of our requirement."

Pfizer, Hong Kong

"From our experience, counterfeit versions of security labels are very often detected within 8 months after their launch. Since the introduction of Kezzler's "PASS" SMS security labels, not one counterfeit package with Kezzler SMS labels has surfaced."

Friesland Campina, Netherlands

"Ensuring our consumers can have full confidence in FrieslandCampina brands is paramount. This is why we have adopted Kezzler's serialization technology to deliver supply chain visibility for our infant formula brands, as well as providing a way for stakeholders throughout the supply chain to validate their products in real-time. Kezzler has been able to deliver great results in a complex project, and FrieslandCampina has no hesitations to recommend Kezzler"
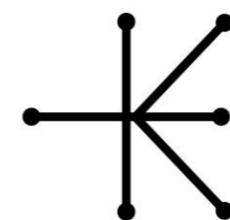
Contact us for more information

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Learn more

See our offer on the Microsoft Commercial Marketplace

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