



Cypheme

"Noise print" certificate and IA inspection"



Customer:

INCEPTA Pharma,
World Group

Industry:

pharmaceutical industry

Needs Expressed:

- Know the extent of their counterfeiting
- Identify the different networks of counterfeiters
- Stopping these networks

Benefits Realized:

- Save \$10M / year
- 681 estimated saved lives
- Save the brand image
- Securing their patients

Learn More

 [Cypheme.com](https://www.cypheme.com)

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INCEPTA Pharma

Case Study : Stop counterfeiters

Incepta Pharmaceuticals Ltd. is a global generics pharmaceutical company with the mission to provide affordable medicine to the citizens of the world. Incepta is a research based global pharmaceutical company and a highly efficient generic manufacturer. Incepta is deployed on 6 continents, 67 countries and manufactures more than 300 generic drugs.

Customer Story

At our first meeting with this laboratory, they bought us a set of certificates to test the solution but without too much conviction. They already had a solution with a hologram. They deployed our certificates on a cancer drug called Osicent 80. They knew about the counterfeited drug but had no idea of the real figure or the impact on their market. This is the starting point of this incredible story.

Situation

Osicent 80 is a cancer drug.

When you are ill in advanced phase this molecule can treat you or give you a reprieve.

Counterfeited drugs are molecule-free, it's just compressed starch.

So, of course if you take a counterfeited medicine to treat yourself, you will not be treated, and the outcome is fatal.

These fake drugs are lethal.

The issue at stake

- Save the lives of their patients.
- Recover lost sales
- Preserve the brand image
- Securing their patients



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Solution

The steps:

1° The design of the certificate

Our designer worked with them to customize a sticker with our "Noise Print" certificate of authenticity. Each certificate is unique and numbered.



2° Personalization of customer messages.

We have integrated a micro-program into their Wechat account so that their customers can check the authenticity. This application integrated into Wechat does not require any downloads. The home page and messages have also been personalized with the image of the product and the brand.

3° Implementation :

We delivered the stickers in sequence and in rolls. All we had to do was put them on the drugs as an opening sensor.

4° The system is operational and the drugs are sent for sale

AI inspection :

Geolocation of detected counterfeits



AI Graph Analysis to sort the origin of scans, designers, factories or resellers made by counterfeiters.



Conversion of data into Actionable Data to find the structures of the different networks of counterfeiters.





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The observation :

The rest of the story continues here.

After 3 months of use, we discover the first statistics on our verified samples:

Counterfeit rate: 41.6%

Solution deployed :
3 first months

Genuine : 9188
Counterfeit : 6684 = 41,6%

Counterfeit Impact

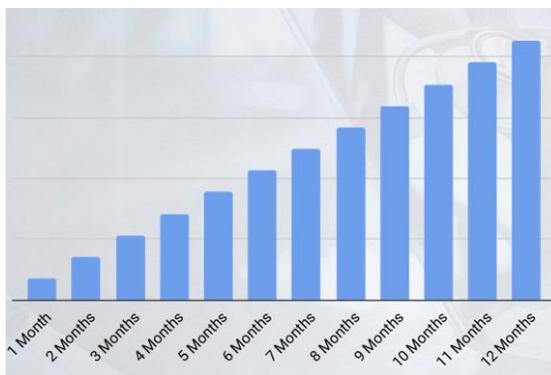
Hypothesis :

Counterfeits : 41,6% Genuine : 58,4%
monthly volume : 11 500
wholesale price : 125\$

95% of patients who bought a fake want and can afford to buy a genuine product

Review of the operation

Calculation



Counterfeits cost :
11 Mil \$ a year!

Social Impact of the Solution :
681 direct lives saved



Ask for our detailed explanation
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