



Whitepaper: Identifide: Customer authentication and marketing

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Identifide's technology provides businesses **three major advantages** in **one solution**.

1. Bank-level security ensures instant, zero-counterfeit authentication using uniquely identified product tags with microchips - protecting you and your customers from counterfeit or tampered goods.
2. The ability for consumers to verify authenticity - our tags are readable by smartphones worldwide.
3. Deeply integrated brand interaction that provides consumers valuable resources on their smartphone while supplying businesses with customer metrics.

Introduction

Identifide was created in response to the increasing number of counterfeit items in the global marketplace. No longer can companies solely focus on creating, branding, marketing, and selling goods, now they are concerned with losing profits and brand degradation if their product is being ill-represented by low-quality fakes and copies. By integrating Identifide's solution, a consumer will know, without a doubt, that an item they intend to purchase is authentic.

Using NFC (*Near-Field Communication*) technology intended for high-security banking transactions, Identifide is built atop bullet-proof security technology and protocols endorsed by the United States Federal Government and used worldwide for secure financial transactions. The Identifide multi-phase authentication system provides beyond guarantee that a particular product with integrated Identifide technology is authentic. A consumer need only scan the product with their NFC enabled smartphone to validate the item's legitimacy.

As a consumer scans a product to validate its authenticity, they also gain access to a vast array of companion resources including: instant product information, registration, pedigree, coupons, store locations and anything else the business chooses to communicate.

In addition to the additional resources available to the consumer, one of the greatest benefits of the smartphone relationship is the amount of business intelligence that can be gained from this type of insight. For example, when a customer scans a product, the business instantly gains information about that customer including their name, location, the product they are scanning, other products they have scanned in the past, scan frequency, and purchase history, among other available information. The smartphone application simply communicates with Identifide servers which provide an exchange of information between business and consumer.

Since Identifide technology is built with the exchange of information in mind, a multitude of opportunities exist in addition to providing data to the customer or gaining business intelligence. This advantage can be seen in a fully-integrated inventory control system, which allows businesses to not only track and validate the supply chain and product lifecycles, but also gives the opportunity to eliminate gray market transactions, which are legitimate products sold outside intended distribution. For example if product was stolen from the factory, those products would be listed as "stolen" or "fake" within the Identifide system and would thereby be listed as such to the customer, thus deterring the sale and driving the customer back to legitimate distribution means.

Using Identifide's solution, businesses gain not only a fully functional inventory control system but also vital business intelligence while providing the customer a range of information and resources at their fingertips.

