

# SECURED MARKING DRIVING BENEFIT FROM DIGITALIZATION

presented by tesa scribos®



# EXPERTISE IN BRAND MANAGEMENT, ADHESIVES & PRODUCT MARKINGS

## Beiersdorf

Established 1882  
Over 18.900 employees  
2017: 7,1 bn € in sales  
Top 30 German Companies



Established 1935  
Over 4.400 employees  
2017: 1.3 bn € in sales  
Present in 100 countries

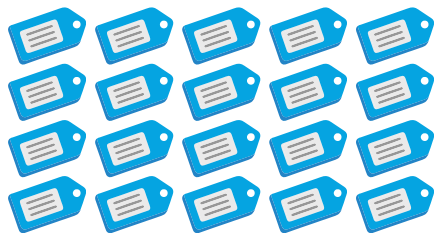


Established 2001  
Worldwide presence  
Over 500 customers

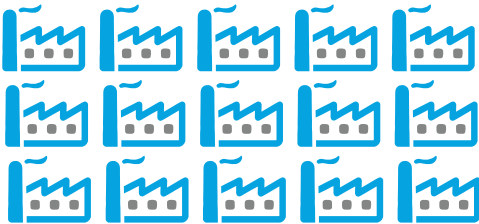


# tesa scribos' STRENGTHS IN THE AUTOMOTIVE MARKET

**OVER  
250.000.000  
PRODUCTS  
SECURED / YEAR**



**8 OF 10 BRANDS  
USING MAPP CODE BUY  
FROM TESA SCRIBOS**



**OVER  
1000 SITES  
DELIVERED  
WORLDWIDE**

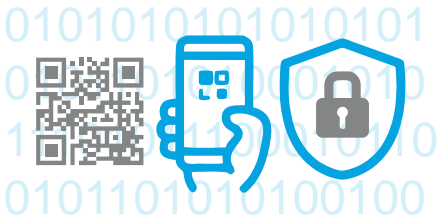


**DELIVERING TO  
No. 1 & No. 2  
IN THE AFTERMARKET:  
BOSCH & CONTINENTAL**

**OVER  
30 BRANDS  
SERVED IN OEM & IAM  
IN 10+ YEARS**



**READY FOR THE FUTURE  
DIGITAL &  
SECURE  
WORLDWIDE**



# tesa scribos PRODUCT PORTFOLIO: SOLUTIONS FOR EVERY DEMAND



PrioSpot®



VeoMark®



ValiGate®



Security Sealing



IT Solutions

## tesa scribos & oneIdentity+: STRONG PARTNERS FOR BEST CONCEPTS

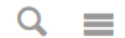
**ANNOUNCED AT CLEPA CONFERENCE in MARCH 2017**  
**BEST POSSIBLE SECURITY CONCEPT:**

- To fight a growing problem,
- 2 big players partner up
- Industry standard: Serialized identity = GS1 MAPP code

- ✓ Reliable physical protection: not only a printed code
- ✓ Offline authentication: By naked eye
- ✓ Full service provided



**Preferred Partners Automotive**  
Security & Solutions



**PARTNERSHIP BETWEEN ONEIDENTITY+  
AND TESA SCRIBOS: CLEPA CONFERENCE,  
29-30 MARCH 2017**

Market-leading counterfeit protection & service solutions for  
brand manufacturers of auto spare parts

Blog entry: [click here](#)  
March 2017 – CLEPA CONFERENCE



## BOSCH ASIA – QR CODE

### CHALLENGE

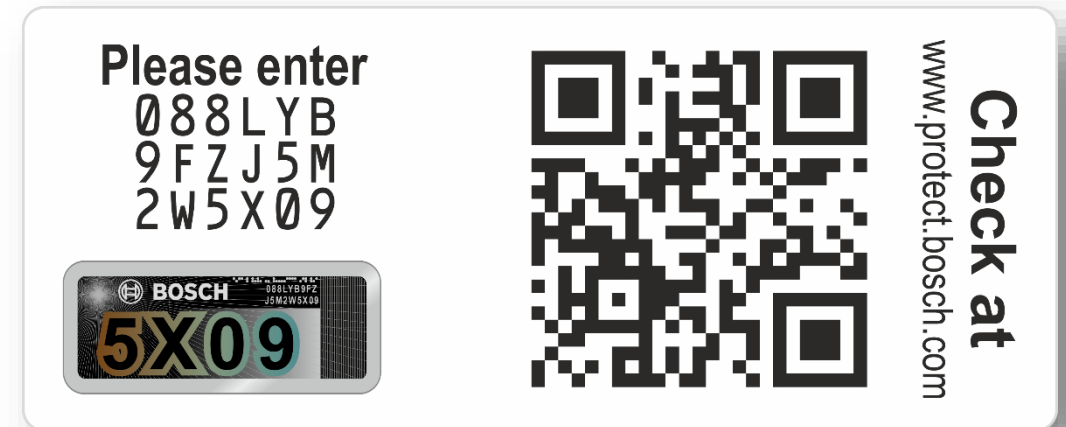
- MAPP Code not readable with WeChat in China
- DataMatrix scan rate not satisfying

### SOLUTION

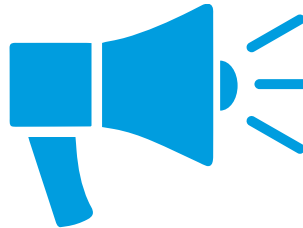
- Unique QR code with secure VeoMark®
- Conversion QR ⇌ GS1 MAPP code by tesa
- Full statistics in oneIdentity+ data base

### BENEFIT

- Higher check rates
- Everybody can scan – no app needed
- Acceptance in China



# WHAT WE DO: WE LET YOUR PRODUCTS TALK



## WE LET PRODUCTS TALK



*I am an original spare part*

*I am here right now*

*I am a brake disk type X*

*I am suitable for car Y*

*I explain how to install & repair me*

*I tell you about my warranty conditions*

*I inform you where to order more BRAND products*

*I offer loyalty benefits*

# CASE STUDY: AUTOMOTIVE ASIA - 5 SOLUTIONS IN ONE

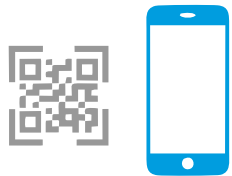




# FACTS & FIGURES „ANALYTICS“: 5 ADDITIONAL INVESTIGATIONS

Within the first year:

40.000



Authentication-Checks per month

1400



Client feedback reports received with pictures & further info

50%



Contained valuable info & contact details

66



Cases followed as 'relevant'

5

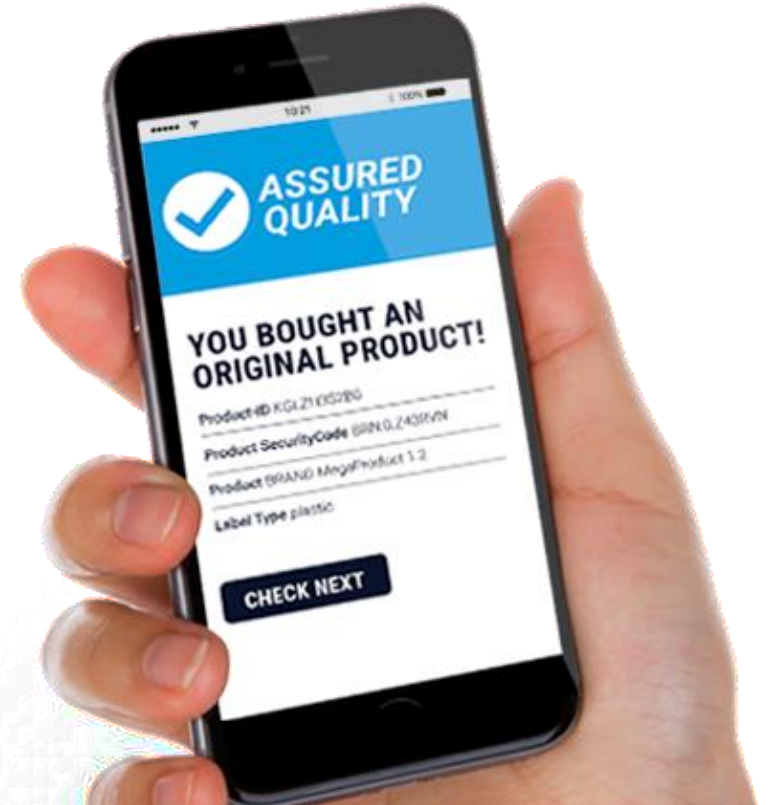


Additional on-site investigations

Direct success from online authentication & analytics

## WHAT YOU GET

- Reduce counterfeit rate → sell more originals
- Detect grey market trading → secure price levels
- Integrate CRM actions → increase customer loyalty & sales
- Control third party suppliers → reduce time & costs
- Secure product quality → assure your customers



Through digitalization you achieve a quick ROI for your Brand Protection actions through synergy effects

# THANK YOU

## Let's do the next steps

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