ot **opentext**™

7 use cases for IoT and traceability

With AI capabilities delivering near instant analysis of the data you collect, IoT and product traceability solutions can be a game changer for your operation. An IoT orchestration platform takes this even further—integrating these separate IT systems, software, and sensors into a single management platform. It allows you to access, manage, and set automated rules on the data available on all your systems and devices, from product and asset traceability solutions to IoT sensors.

1 Recover lost revenue and protect brand integrity

2 Remove the mystery of intralogistics and keep operating schedules intact

3 Remove ghost assets and recover lost equipment

4 Build digital twins of your critical assets and your supply chain

5 Establish "trust in source" traceability and build consumer confidence

6 Improve customer engagement

7 Monitoring the condition of a shipment is critical

Resources

- Get The IoT orchestration and traceability roadmap

- Learn more about OpenText™ Aviator IoT and OpenText™ Core Product Traceability Service

7 use cases for IoT orchestration, product and asset traceability

1 Recover lost revenue and protect brand integrity

Counterfeiting cost a global economy more than $500 billion in 2022.[2] But by leveraging QR codes, RFID, and other simple technology combined with an IoT orchestration platform, companies can easily track events across the product lifecycle/supply chain to:

- Identify and shut down counterfeit or grey market sales activity in real time.

- Prevent damage to the brand image/reputation.

- Increase revenue through reversal of counterfeit or grey market sales.

- Prevent potential public safety risks.

- Investigate illicit activity through geo-location data reporting.

Product traceability in action: US manufacturer recovers millions in lost revenue

With the OpenText product traceability solution, a US manufacturer reclaimed millions in lost revenue from illicit counterfeit activity, recovered a $6-million stolen trailer, and shut down unauthorized sales channels.

2 US Chamber of Commerce, Making the Grade: Avoid Fake and Counterfeit Goods When Back-to-School Shopping, July 2023

2 Remove the mystery of intralogistics and keep operating schedules intact

According to KPMG, 67 percent of organizations consider meeting customer expectations for speed of delivery a critical force affecting the structure and flow of their supply chains over the next 12 to 18 months[3]. But poor planning, supply and labor shortages, inventory issues, and a lack of communication can slow your operation.

Adding IoT to an internal or external supply chain will:

- Reduce supply chain interaction costs by identifying bottlenecks and addressing them in real time.

- Eliminate lost in-plant raw materials that affect production schedules.

- Proactively replenish parts and raw materials and automate ordering on low inventory to prevent stockouts.
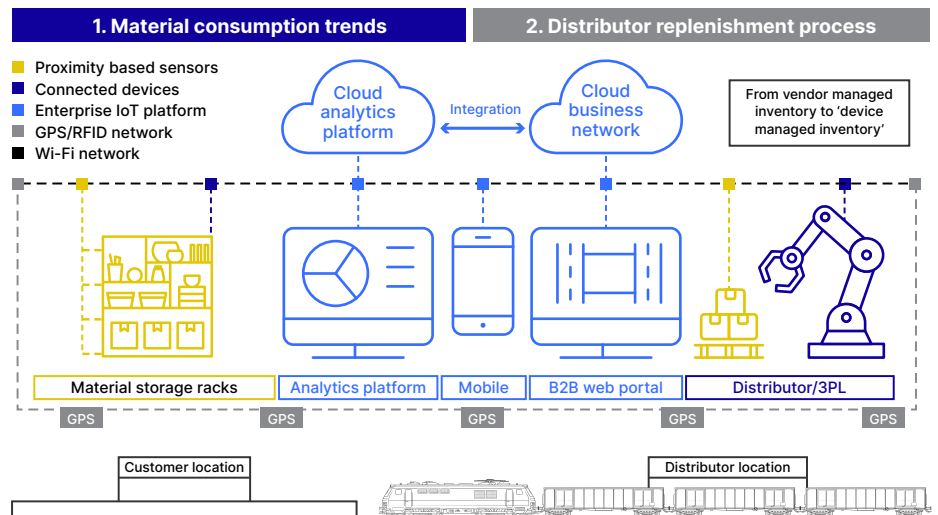

Figure 2: IoT and analytics combine to deliver proactive replenishment from the distribution center to a customer's door.

IoT-powered track and trace in action: Canadian company tracks millions in inventory, recovering millions in lost revenue

A Canadian high-tech company can track entry, exit, and location of more than $100M in inventory using an OpenText IoT and a hybrid solution, including BLE and RFID, scaled globally with 24/7 support.

3 KPMG, The supply chain trends shaking up 2023

3 Remove ghost assets and recover lost equipment

According to Forrester, anywhere between 10 and 30 percent of lost, stolen, or broken assets are still on balance sheets in the average organization.4 Applying IoT eliminates the challenges of traditional asset track and trace to drive better:

- Asset inventory management and knowledge of how much inventory is owned, where it resides, and its status is critical. This is key to reducing the time associated with lost or misplaced assets. It helps prevent inventory theft or loss.

- Asset optimization: Quickly see when an asset is being under-utilized or where it's operating outside its optimum operating conditions.

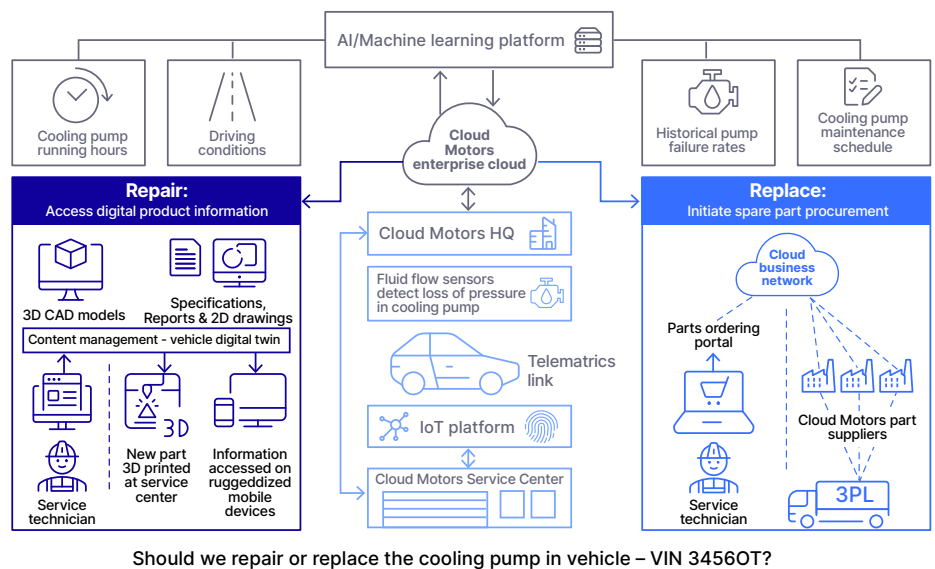- Track and trace assets that matter, wherever they are in your operation.

Should we repair or replace the cooling pump in vehicle – VIN 3456OT?

Figure 3: Blending data from different sources to build a data lake to create a single source of the truth for IoT data.

Asset track and trace in action: Global steel manufacturer locates lost pallets and saves significant costs

With OpenText IoT, a global steel manufacturer estimates that eliminating pallet loss of $50-80K/year based on 100 pallets, will achieve total savings of $150K per facility per year.

4 Forrester, Building your digital business case: The ROI of track and trace solutions, 2018

4 Build digital twins of your critical assets and your supply chain

The digital twin can deliver more benefits than a PLM system for product-based companies. McKinsey suggests that digital twin technologies can increase revenue by up to 10 percent, accelerate time to market by as much as 50 percent, and deliver a 25-percent improvement in product quality.[5]

Building digital twins of your assets and your entire supply chain can ensure:

- Timely maintenance, including predictive maintenance.

- Improved productivity and cost reductions by preventing over-maintenance.

- Near real-time monitoring of assets and simplified, turn-key processes.
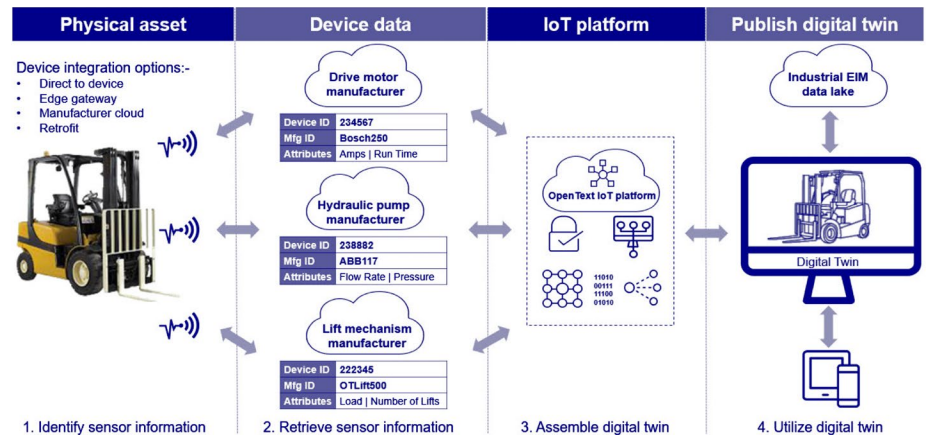
Figure 4: Leveraging IDoT to establish a digital twin of a physical piece of equipment

The digital twin in action: Global manufacturer tracks vehicles in near real time

With the OpenText IoT solution, a global auto parts manufacturer gained the ability to track vehicles across multiple surfaces with a 0.2 millisecond monitoring SLA that tracked status and improved asset intelligence. IT was also able to reduce and better manage vehicle traffic flows during peak times, simplify business processes for a team with limited resources, and deliver a turnkey solution for both hardware and software.

5

Establish "trust in source" traceability and build consumer confidence

Gartner recently reported that service is down at 38 percent of companies, cost is up at 69 percent, and 62 percent must deal with frustrated customers.[6] But what if you could change that?

Product traceability can restore consumer confidence in your products and is a gamechanger for customer service. These solutions can:

- Establish product provenance for your partners and consumers.

- Deliver quick, comprehensive responses to safety concerns.

- Enable data collection and business intelligence reporting for actionable analytics and alerts.

- Assure consumers of where and when a product is manufactured, its expiry data, and authenticity.

Product traceability in action: The world's largest dairy exporter reduces product recall timelines to minutes

With products such as infant formula that "meet people when they are at their most vulnerable," this dairy producer became the first to introduce such a high level of product provenance and traceability. It ensured recalls within minutes and allowed customers to scan unique QR codes on each product and receive instant product provenance information from a multilingual customer portal interpreting more than 20 unique data attributes before and after purchase.

6 Gartner, Supply Chain Logistics: Driver Greater Business Impact, 2023

6 Improve customer engagement

Brands must adapt and renew their relationship with consumers wherever they choose to engage. Brands are realizing that their products and packaging needs to connect directly with consumers:

- Create a product-specific engagement point with connected products or packaging.

- Achieve omnichannel marketing by creating a one-to-one channel in which to connect with consumers.

- Improve transparency and communicate to consumers the ability to convey "trust-in-source."

- Build brand loyalty through specific marketing campaigns and integration with rewards programs.

Product traceability in action: Multinational pharmaceutical and nutrition company increases market share and strengthens customer relationships

Increased transparency and customer engagement were key drivers for this multinational company that engaged OpenText product traceability solutions for sample management, loyalty and rewards, and quality and recall. It was able to track the effectiveness of a nutritional sample product program from sales reps into healthcare provider waiting rooms and finally track if a scan or sale occurred. The company also expanded its market share with serialized codes, ensuring loyalty and reward redemption that tracked products from the plant level with production line integration into the loyalty vendor integration on a global basis.

7 Monitoring the condition of a shipment is critical

An international online retailer says monitoring shipments for impacts, tilts, and temperature helped it reduce damage by 90 percent.[7] By adding IoT devices (such as temperature or shock sensors) to cargo and assets, an organization can provide condition-specific visibility across the supply chain. Here is what you can expect from adding condition-based monitoring:

- Spot inefficiency patterns and track waste and costly spoilage due to mishandling or out of scope environmental settings

- Deliver new service levels or offerings for customers beyond location-based shipment tracking

Learn more about OpenText™ Aviator IoT and OpenText™ Core Product Traceability Service.

7 SupplyChainBrain, Assessing the total cost of supply chain damage, 2018

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