



Implementation of Digital Unique Identification code system

The Client is one of India's leading marketers in Fast Moving Consumer Goods Business

CHALLENGE

- To combat the issue of counterfeit products in market
- Verifying authenticity of the product by consumer via SMS or web portal
- Current snapshot on the production data at each factory level
- Consumer authentication data segregated by web and SMS authentication
- Internal plant user authentication

SOLUTION

- Fully integrated the solution on Azure Cloud Infrastructure using Azure Blob Storage and Azure Database, Automation account for UID generation
- Generated and stored the Digital UID codes in Azure SQL DB and integrated them with online printers in the Factory
- Developed Customer web portal using Azure App service and SMS Gateway to validate the authenticity of the product
- Developed reporting & analytics dashboards in Power BI for business user to get insights on the factory production and consumer authentication data

RESULTS

- Ability to detect counterfeit products in the market
- Quick detection of presence of counterfeits in the country as the system captures the geography of any non-authentic code verification done by a consumer
- Help boost business performance through better consumer communications and consumer Insight analysis

Client wanted to implement Digital Unique Identification code system for its flour division. The project included:

- Development of Consumer Engagement channels – SMS and website portal to combat the issue of counterfeit products in market
- Setting up of reporting & analytics dashboards on Consumer and Production data
- Development of internal diagnostic tools for plant users

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