



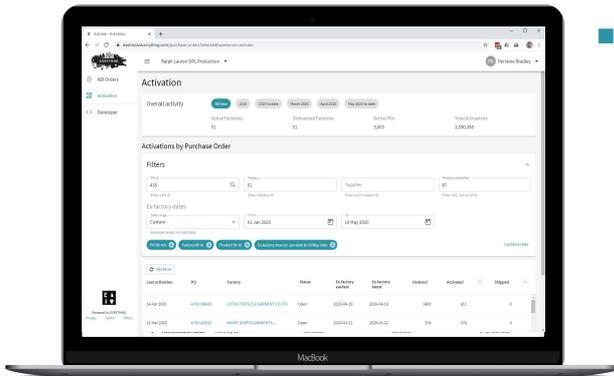
# PRODUCT ACTIVATION

Enabling products to be 'Born Digital' at scale

With the EVERYTHING Product Cloud™, digital activation of your products at scale is made easy. Our **Activate** module is used by brands, manufacturers, packaging, labelling and print service providers to digitize billions of products a year to power any number of use cases in brand protection, supply chain traceability and consumer engagement.

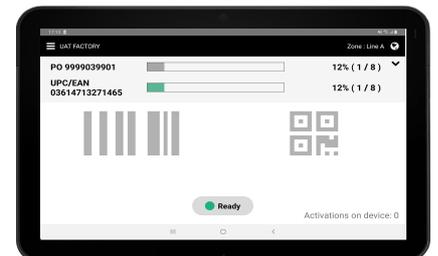
## SOLUTION HIGHLIGHTS

- Mass-scale generation of crypto-secure digital identities, with GS1 Digital Links, giving every serialized item a unique web address.
- For any type of product or packaging material, using any type of tag or code, including QR, Data Matrix, NFC, RFID, Guilloché and specialist tags such as Digimarc or Wiliot.



- Get started fast, with no IT or development skills needed, using out-the-box dashboards and then automate the digitization process at scale using our open, standards-based APIs.

- Embed digital identities in products at source through our integrations with print service and packaging providers, and then activate these identities in the factory with our mobile scanning apps and integration with Line Activation and Aggregation Systems.
- Integrate data from your supply chain systems such as ERP, PIM or WMS, and build out richer 360° digital profiles for your products.



## ACTIVATE BENEFITS

- ✓ **Factory Visibility**  
Get a centralized view of all your manufacturing locations with our real-time factory performance dashboards.
- ✓ **Low Cost of Ownership**  
EVERYTHING is a single platform to activate all your products, brands and regions so you can move beyond one-off point solutions for different locations or product lines.
- ✓ **End-to-End Value**  
Detect gray market, eradicate unauthorized production, provide traceability and consumer transparency - all from the same on-pack code and same digital identity.
- ✓ **Get to Market Fast**  
Rapid deployment, low risk with our pre-integrated modules and ready-to-go Platform-as-a-Service.



*Through our partnership with EVERYTHING, we've made it fast and simple for companies to digitize their products with global scalability.*

--Peter Durette, President, Enterprise Solutions and Strategy, WestRock



## Digital Identity Generation

**Active Digital Identity™ (ADI):** This is the atomic unit of the EVRYTHNG Product Cloud™. A unique digital identity, which can be assigned at item, SKU or Batch and Lot level, to capture and store all data throughout the product lifecycle.

**ADI Orders:** Our flexible, crypto-secure identity generation service can mass-generate codes to suit all use cases, from SGTINs for Digital Link to short URLs, if packaging space is minimal.

ADI Orders can be fully automated via integration with our API, or you can use our Activate Dashboard to generate and download serialized identities ready for printing without ever having to get your IT team involved.

**GS1 Digital Link:** Each item is given a unique web address which contains GS1 identifiers and attributes to make it easier to share information with any app or device. Using GS1 Digital Link guarantees your solution is future-proof and can be deployed at scale.



## Reference Data Management

**Product Data:** Integrate your Item Master Data using our APIs or add directly via our user-friendly interface, either one at a time or in bulk from a spreadsheet.

**Location Data:** With the Places API and UI, load and manage your factories, warehouses, distribution centres, retail stores and any other relevant locations in your supply chain for more control and granular tracking along every step of your product's journey.

**EPCIS 2.0:** To ensure ease of integration with your existing IT infrastructure, and to enable the sharing of supply chain data with your partners and 3rd party solutions, you can use our EPCIS 2.0 gateway for standards-based data I/O.



## Factory Activation Solutions

**Activate App** - For manual production lines such as apparel, the EVRYTHNG ACTIVATE app can be seamlessly integrated with traditional (station-to-station) or lean (end-to-end) production lines. A robust and easy-to-use app for workers to activate the unique identities on finished goods before packing, enabling real-time purchase order fulfilment tracking and downstream brand protection and consumer engagement applications.

**Bulk Activation** - For automated high speed lines in sectors such as Beauty and FMCG, integrate directly with our bulk activation API. Our partners can help customize an automation solution that is right for you.

**Factory Performance Monitoring** - Once the line solutions are deployed, you get unprecedented, real-time performance visibility of all your factories, whether owned or third-party. Track which POs they are working on, fulfilment rates, overage or timeliness issues, or set up custom reporting to meet your specific needs.