Hyperledger Member Webinar
End-to-end pork meat traceability
with Unilever

6th May 2020
Agenda

1. ScanTrust company presentation
2. Scantrust & Unilever: history
3. Project business background
4. Technical implementation
5. Live demonstration
6. Operations & launch
7. Outcomes of the project
About Scantrust
Scantrust Experience

- Offices in Shanghai, Singapore, Berlin, Lausanne, Amsterdam and Kiev
- 140+ million active codes in over 130 countries; global delivery capability & project rollout experience with Fortune 500 customer base
Global Presence

Offices:
- Lausanne (HQ)
- Shanghai
- Singapore
- Bangkok
- Kyiv
- Amsterdam
- Santiago
- Buenos Aires

Active codes in over 130 countries
Connected Products Platform

- Secure individual QR codes for smart packaging & products
- Supply chain data collection
- End-user web pages (for content, engagement, & loyalty)
- Cloud dashboard for reporting and analytics
How the Secure Graphic Works

Secure Graphic + QR Code = ScanTrust Secure Code

DIGITAL FILE
100% information quality

ORIGINAL PRINT
60% information quality

PHOTO COPY
30% information quality

(US Patent No. 9594993 B2)
How We Help

Supply chain awareness
Establish transparency in supply chain

Engagement
Create new touch points to distributors and other stakeholders

Active brand protection
Preventing Counterfeits
Connected Products Platform

1. Protect packaging
   - Patented secure QR code
   - Other packaging identifiers

2. Mobile web pages & apps
   - ScanTrust app
   - 3rd party scanning apps
   - Direct End-user engagement

3. Online platform
   - Collect and visualize data
   - Reporting
   - Open API

4. Blockchain connector
   - Immutable supply chain data
   - Trust & Transparency

Connected goods platform
ScanTrust Process

1. **Apply Code**
   - QR is printed on label and applied to pack

2. **Scan**
   - Dynamic scan result

3. **Engage**
   - Provide customized product information to consumers

4. **Analyze**
   - Collect, visualize & analyze scan data to provide business intelligence
ScanTrust & Unilever: History
Learnings

1) Innovation function is a «foot in the door» for blockchain projects - however, for scaling involvement of **business unit is critical**

2) Explore **multiple business cases** – every organization and business unit is different

3) Local teams **move fast** – global teams are **key to scaling**

4) High acceptance of **innovation** in Asia
ScanTrust & Unilever: Business Background
Challenge & Opportunity

Win the Mind
Concept appealed to non-buyers

Win the Mouth
Concept elevated to better taste perception

“Knorr is made from STM that was carefully selected from clean pork farms for superior taste”
Opportunity: Build trust and transparency around our clean pork farm standard

Food Safety & Credibility is the top concern and keeps on increasing

Clean pork farm is the key take-aways from Non-brand buyers

Nielsen’s Social listening in VN

PICO2 concept test
The How

New Proposition & TVC

Knorr’s superior taste can be trusted as it’s made from STM that comes from selected clean pork farms

New Smart Packaging

Smart Packaging that allowed consumers to trace the origin of our higher standard pork farms

Superior Product

Knorr currently wins significantly vs Ajingon across key attributes
Project Implementation
Supply Chain Snapshot

- Pork Farms (2)
- Meat processors (2)
- Production (1)
- Consumers (96M)

- Farm details
- Farm certifications
- Lot numbers
- Shipment details
- Batch numbers
- Mixing details
- Processing dates

Food provenance history stored in a blockchain
**Why use Blockchain?**

**Data Governance:**
- Protect supplier’s data; comfortable to share and collaborate for traceability
- Plan to scale, more suppliers, actors

**Consumer trust and data immutability:**
- Blockchain is part of the full approach to build consumer trust
- Auditable internal traceability
Technical implementation

- Unique ID management
- Consumer facing engagement
- Interoperable SaaS Platform

+ 

- Built for Supply Chain Scalability
- Designed for Enterprise
- Global Community
Technical implementation

1. Application interface: Blockchain Connector
   - Application interface
   - Dashboards for various actors to enter data

2. Consumer interface
   - Consumer interface
   - QR codes on physical products
   - Re-direction of consumer to landing pages

3. Private blockchain
   - Private blockchain
   - Immutable ledger

4. ScanTrust system
   - ScanTrust back-end
   - Code management and scan tracking

5. External system integration
   - External system integration
   - Batch & mixing data verification
   - Shipment data verification
   - Farm certification verification

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- QR code scans & mobile web pages
- Data & transaction upload
- Data retrieval
Live Demonstration
Data Upload - Demo
Operations & Launch
Operations & Launch

Packaging Production

Plant Integration

360° Launch
Packaging Production
Activation & Association
Digital & cross category
TV & Youtube
THANK YOU!

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