



## SynTrack: Atos Syntel's Counterfeit Management Brand Protection and Proliferation Solution

Counterfeit products and intellectual property theft end up hurting both consumers and brand owners. False product labeling, fake or inferior quality materials and components, or inappropriate use trademarks are just a few examples of such damaging business practices. Atos Syntel's SynTrack is a comprehensive counterfeit management solution that helps retailers and manufacturers protect and grow their brands.

### Overview

SynTrack employs a combination of smart sensors like RFID, printed non-volatile memory, and a powerful platform that easily integrates with your supply chain to creatively, intelligently, and cost-effectively solve your brand protection challenges. The SynTrack platform captures and manages the data coming from digital identities embedded within products and brands throughout your supply chain, and authenticates these products to ensure they are the genuine item.

In addition, this smart product authentication solution enables your inspection teams to directly verify merchandise, as well as to use the real-time data created by consumer-product interactions to effectively "crowdsource" brand protection — enabling consumers to verify that the product is legitimate (*and letting the manufacturer know if it's not*).

### How it Works



## Why Choose SynTrack?

- Reduce risk of counterfeiting, ensure end-to-end authenticity, safeguard intellectual property, and protect your brand value
- Employs the comprehensive, proven, flexible Connect One IoT platform to host anti-counterfeiting solutions
- Built-in analytical engine enables continuous monitoring to develop strategic insights into patterns, tendencies, and counterfeit detection
- Open architecture for easy integration with existing SCM, inventory management and other systems
- Robust partnership ecosystem to meet your dynamic business needs

With SynTrack, your enterprise can implement a powerful solution that represents an opportunity to improve customer experience and customer loyalty by ensuring that authentic products are always delivered to the consumer.

## About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at [www.atos-syntel.net](http://www.atos-syntel.net)