

# Hyperledger Member Webinar

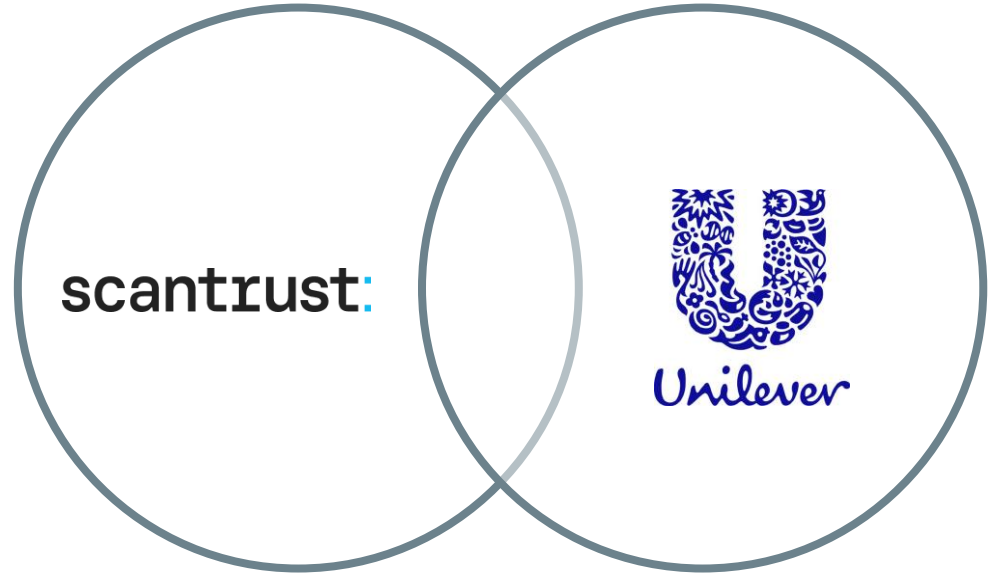
## End-to-end pork meat traceability with Unilever

6th May 2020

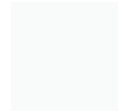


## Agenda

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

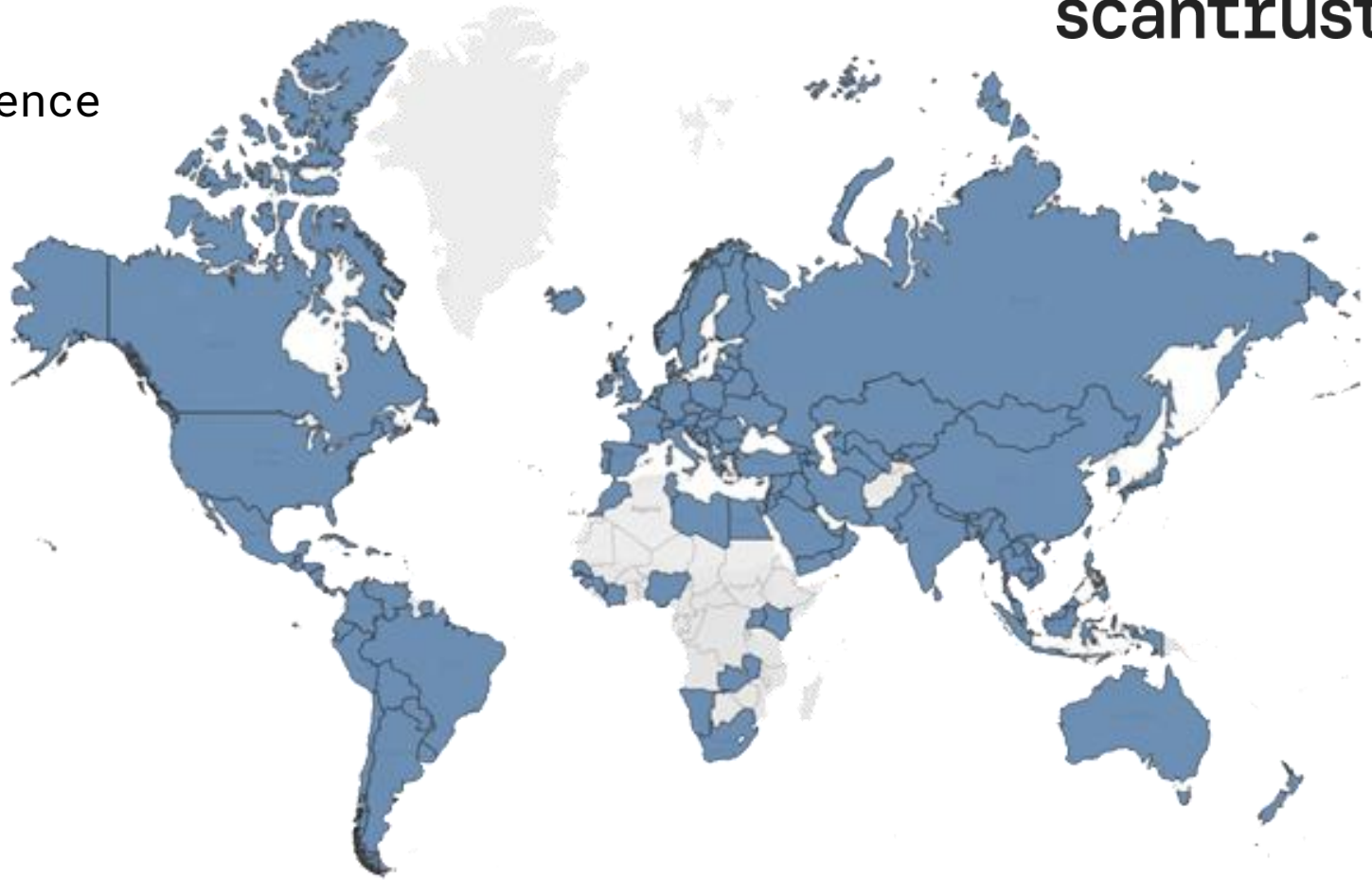
## Partnerships



## Global Presence

### Offices:

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



Active codes in over 130 countries

## Connected Products Platform



**Secure**  
Unique Identifiers



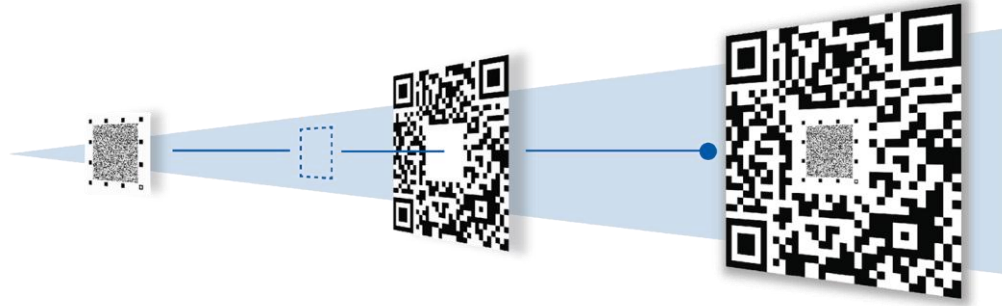
**Mobile**  
Authentication



**Real-time**  
Supply Chain Traceability &  
Direct Consumer Engagement

- 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



(US Patent No. 9594993 B2)

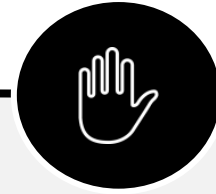
## How We Help



Supply chain  
awareness  
**Establish  
transparency in  
supply chain**



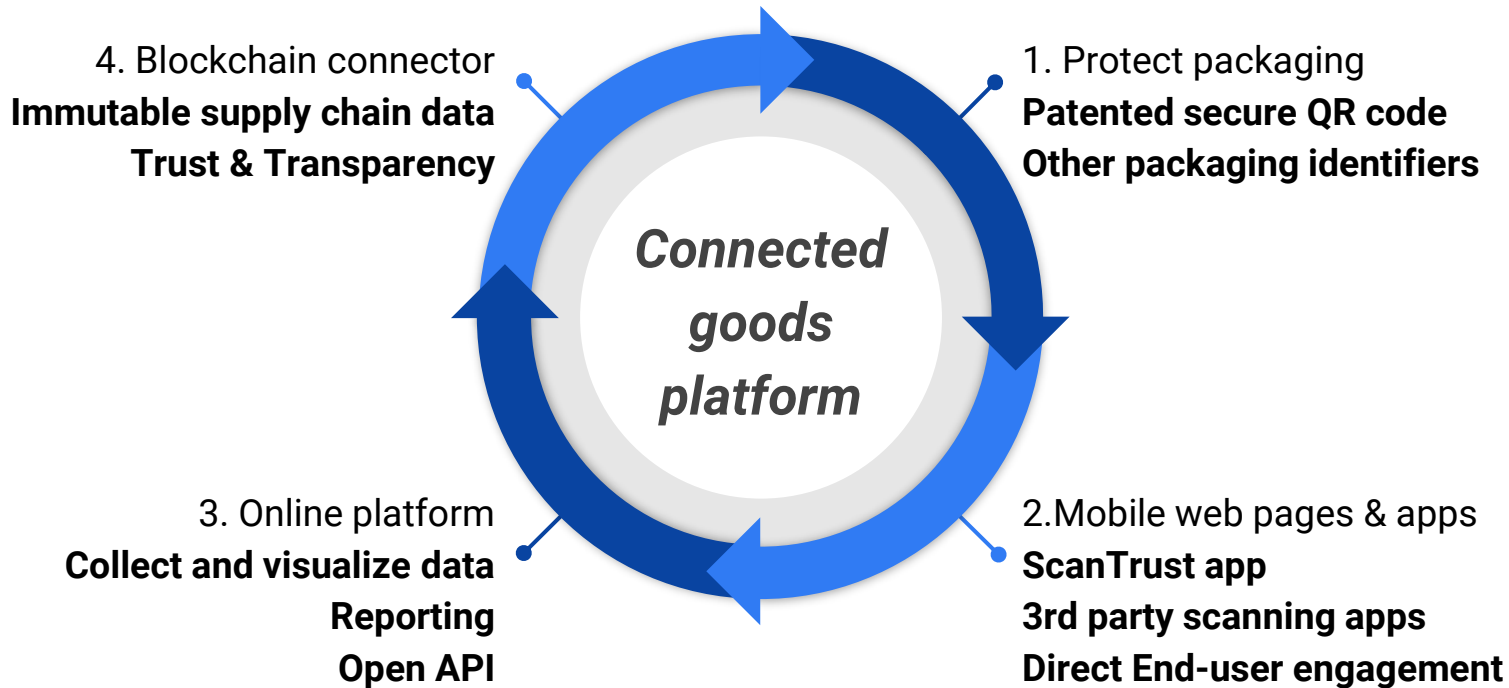
Engagement  
**Create new touch  
points to  
distributors and  
other stakeholders**



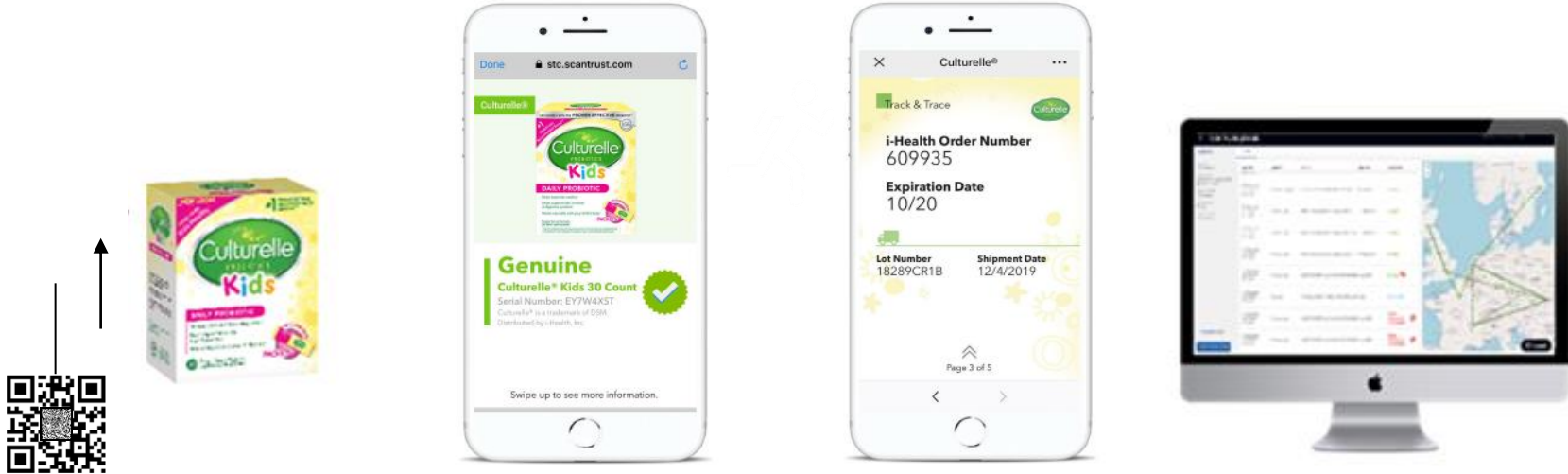
Active brand  
protection  
**Preventing  
Counterfeits**



## Connected Products Platform



## ScanTrust Process



**Apply Code**

*QR is printed on label  
and applied to pack*

**Scan**

*Dynamic scan result*

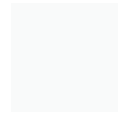
**Engage**

*Provide customized  
product information to  
consumers*

**Analyze**

*Collect, visualize &  
analyze scan data to  
provide business  
intelligence*

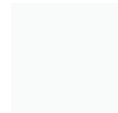
# ScanTrust & Unilever: History



## 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



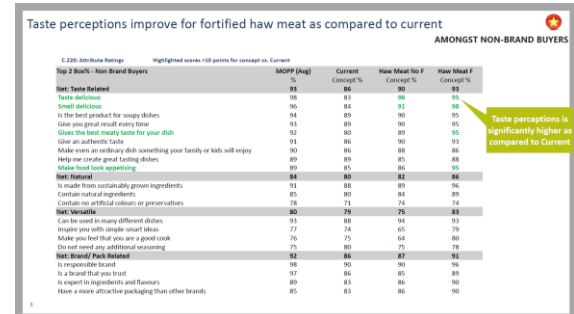
“Knorr is made from STM that was carefully selected from clean pork farms for superior taste”



Win the Mind  
Concept  
appealed to  
non-buyers



Win the Mouth  
Concept  
elevated to  
better taste  
perception



Opportunity: Build trust and transparency around our clean pork farm standard

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



Nielsen's Social listening in VN

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



PIC02 concept test

## The How

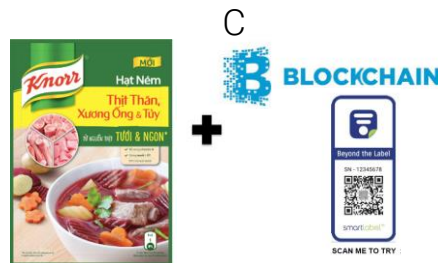
### New Proposition & TVC

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



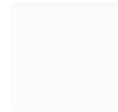
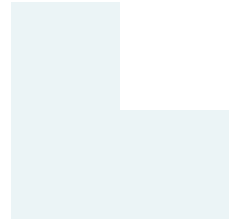
### Superior Product

Knorr currently wins significantly vs Ajinomoto across key attributes



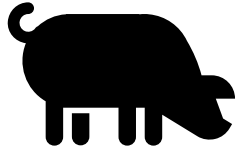


# Project Implementation

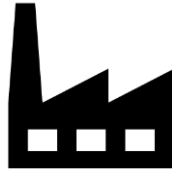


# Supply Chain Snapshot

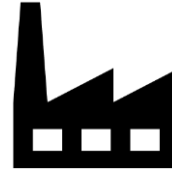
Pork Farms (2)



Meat processors (2)



Production (1)



Consumers (96M)



- Farm details
- Farm certifications

- Lot numbers
- Shipment details
- Processing dates

- Batch numbers
- Mixing details
- Processing dates

Food provenance history stored in a blockchain

## Why 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

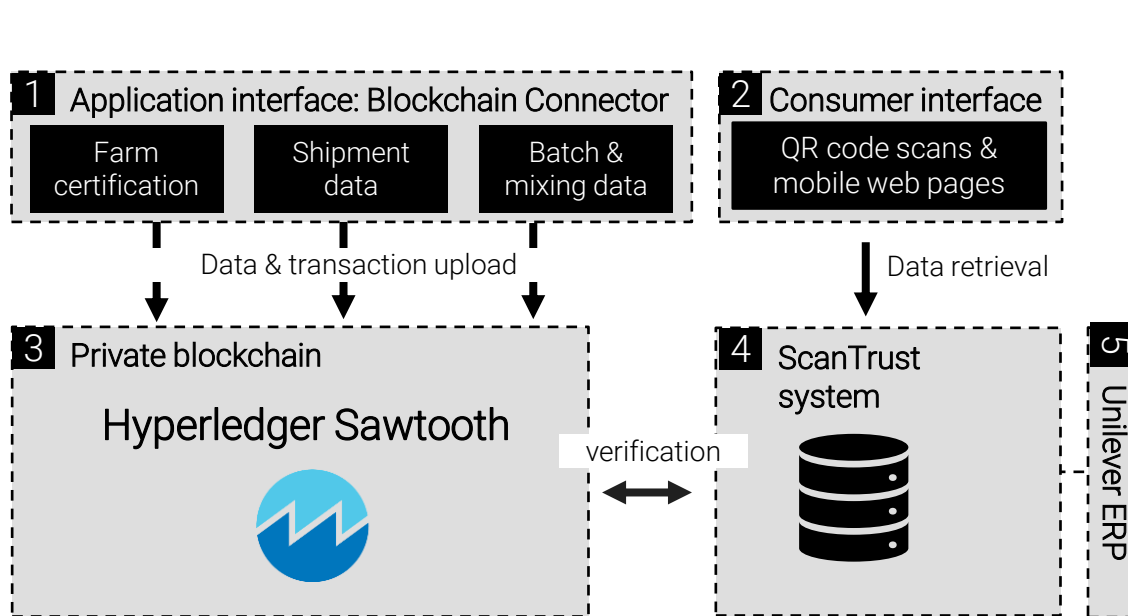
## Technical implementation



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

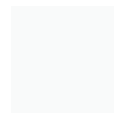
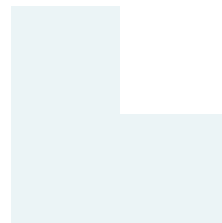
- Built for Supply Chain Scalability
- Designed for Enterprise
- Global Community

## Technical implementation

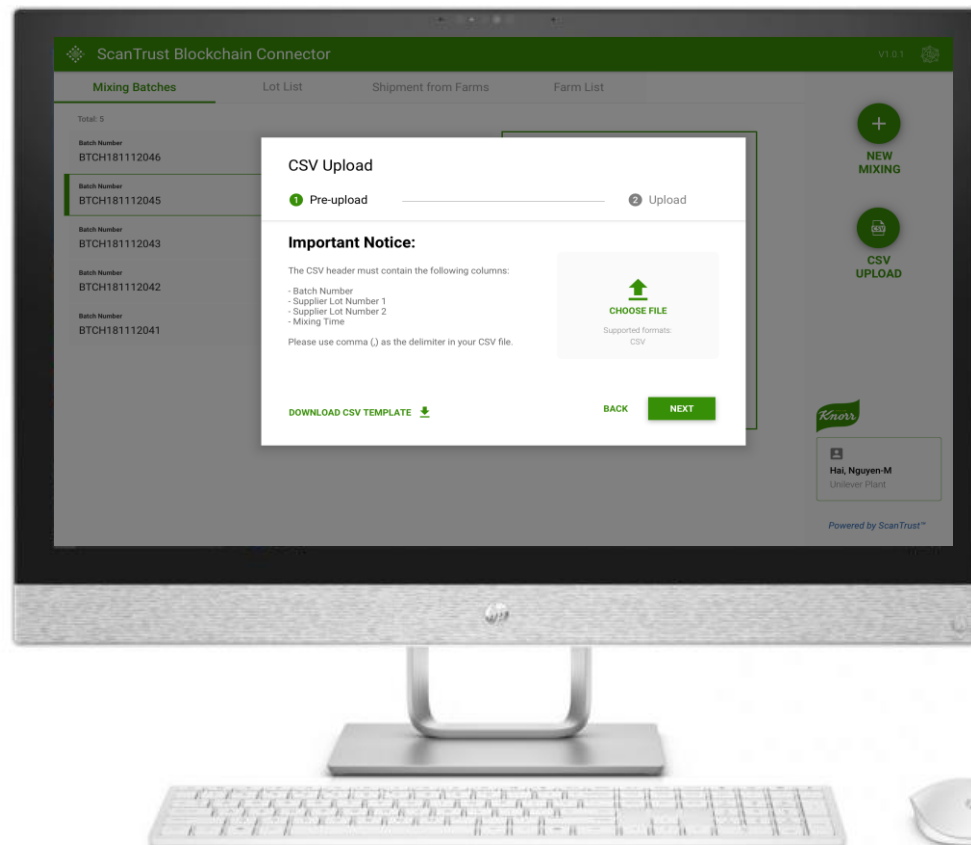


- 1** Application interface
  - Dashboards for various actors to enter data
- 2** Consumer interface
  - QR codes on physical products
  - Re-direction of consumer to landing pages
- 3** Private blockchain
  - Immutable ledger
- 4** ScanTrust back-end
  - Code management and scan tracking
- 5** External system integration

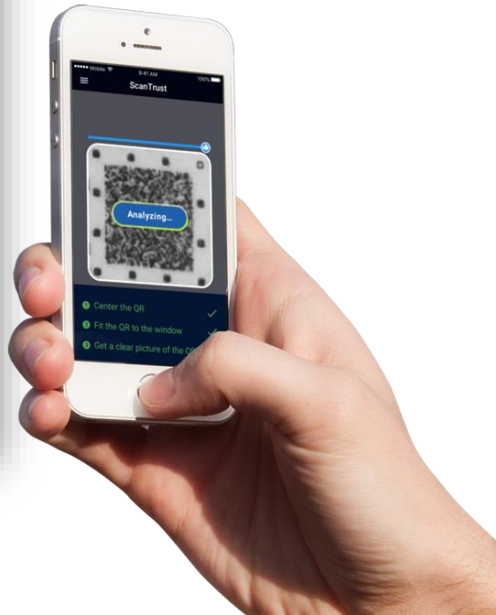
# Live Demonstration



# Data Upload - Demo

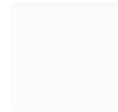


scantrust:





## 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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**scantrust:**