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Final Copy of Case Study

Status:
Laureate

Year:
2013

Organization Name:
Hewlett-Packard

Organization URL:
www.hp.com/go/authenticate

Project Name:
HP Global Product Authentication Service

Please select the category in which you are submitting your entry:
Safety & Security

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

HP Software Professional Services, in conjunction with HP Labs, has developed the HP Global Product Authentication Service (GPAS), a cloud-based customer protection solution, to help organizations combat the problem of counterfeit goods and activities. This solution can be used to protect consumers of packaged goods, food and beverages, pharmaceutical, cosmetic, and healthcare products, branded luxury goods, car parts, cigarettes, and toys. The service can also be deployed to protect event ticketing for any musical, sporting or general entertainment event. Hosted by HP, this cloud solution can be up and running for an organization within hours. Essential to a cloud SaaS offering, the service can be configured to reflect the unique branding requirements of each organization to connect with their consumers. It is a cloud services commercial model, based on

a pay as you go consumption model that can scale to meet evolving business requirements. GPAS helps protect businesses from loss of revenue, theft of their intellectual property, and damage to their brand due to fraudulent activity. By ensuring a safe and positive consumer experience, it also helps businesses improve consumer loyalty. And for supply chain partners who participate in the secure manufacturing of the products, it can be implemented into the supply chain without disruption. Eight patents for the GPAS platform have been filed and await posting to the U.S. Patent website. The approach is aimed at giving consumers a way to quickly scan or send an SMS text with a code to determine if a product is real or fake prior to or after purchase. Results come back instantly.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

GPAS went live for HP Printing and Inkjet Solutions in May 2012 as a commercially available cloud solution. Since the initial pilot in August 2011 whereby GPAS (then called Global Authentication Service) was piloted to demonstrate how mobile phones could be used to authenticate whether a drug was real or fake in Nigeria and Ghana in collaboration with the African nonprofit social enterprise mPedigree, the following enhancements have been made since the August 2011 pilot and are now available: 1.Consumers can now check to see if a product is fake or real with a smart phone scanning QR codes. The first pilot only supported SMS technology. 2. Consumers are offered a web portal to check if a product is real or not. HP Printing and Personal Systems Group demonstrates this capability for its ink and toner cartridge products. (www.hp.com/go/verify) 3. The current GPAS release also provides brand owners/product managers with a web portal that offers business intelligence capabilities to help them understand the magnitude of their counterfeit problem, and where it is taking place. Heat maps, reflecting product security code data meshed with location data (unique HP IP), make it easy for brand owners to see what counterfeit activity is occurring and where. 4. Rules, supported by a Business Rules engine, can be established by the brand owner to define what constitutes counterfeit activity for a particular product so that alerts can be created when a threshold is breached. 5. Reports on which products are being counterfeited can then be turned over to corporate security and law enforcement for follow-up.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

Yes. We announced it to the public on December 5, 2012 at HP Discover Frankfurt and HP Inkjet and Solutions has made public statements to the benefits received.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

HP Inkjet and Printing Solutions (IPS) is already noting that the GPAS system, particularly because of the business intelligence gained from consumer authentication attempts, is helping it reduce counterfeit activity so that its profitability and margins have improved. It also states that it is better able to protect its brand with the counterfeit activity intelligence it gains from the real-time HP GPAS solution. For IPS's secure print label provider, Brady Corporation, a world leader in the development of identity solutions such as secure print labeling, it has achieved efficiency gains using the HP GPAS Solution. HP GPAS generates security codes that Brady can download in real-time and apply to customized authentication labels. Brady states that HP GPAS has enabled it to expedite the print readiness process exponentially, taking a process that previously took hours down to minutes. "Leveraging the cloud-based HP GPAS solution has allowed Brady to significantly expedite the print readiness process. What used to take hours can now be accomplished in minutes," said Scott Kogler, senior product engineer, Brand Protection Solutions, Brady Corporation. "The HP GPAS system also offers a clean user interface with numerous built-in features that decrease human error and support a lean manufacturing process." This quote can be found in our News Advisory dated December 5, 2012.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

This new service leverages patent pending technology and enables consumers to engage with the products they wish to purchase by using their smartphone or mobile phone prior to purchase. This helps them know that the product they intend to buy is authentic before they spend money. For brand managers, they receive real time business intelligence showing where products are being authenticated.