
Case Study:

GPAS Enterprise Traceability Services

Micro Focus Enabling Full Value Chain Traceability

Enabling Full Value Chain Traceability

Micro Focus GPAS is at the forefront of implementing technologies in the food value chain to improve food & drug efficacy in the dairy, pharma & meat industries. GPAS enables our clients to generate considerable business benefits from their product and supply chain traceability investments.

USE CASE: GS1 Product Recall

Micro Focus Product Recall Service enables the communication of product recalls to/from GS1 clients and their trading partners via an efficient, auditable, cloud based service based on GS1 Product Recall standards.

“**Micro Focus** introduced us to thinking about the Cloud... giving us that scalable, smart technology, security and pay-as-you-go framework to move the basic recall process to a mission critical, interoperable system for the world”

Art Smith: GS1 Canada President & CEO.

USE CASE: Fonterra, New Zealand

Micro Focus GPAS enables consumers to easily authenticate genuine Fonterra products before and after making a purchase.

Using smart phone and standard QR code software, stakeholders can simply scan the security label on the Fonterra product, immediately receiving a message verifying if the security label’s code is valid, and the product is authentic.

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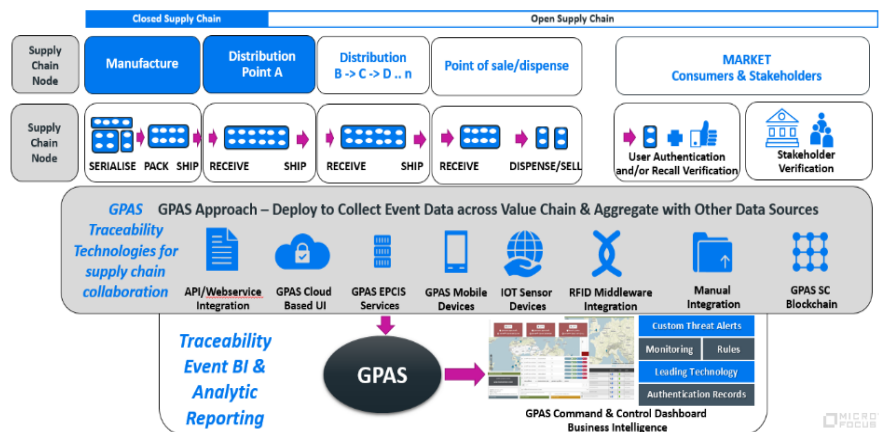
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Businesses benefit from GPAS’s cloud-based enterprise level traceability approach which is based on significant domain expertise within some of the largest global supply chains. GPAS addresses the challenges of end-to-end supply chain traceability and product security, gathering client value chain & product/shipment changes of custody, business processes & traceability events.

Technology solutions enable traceability data to be collected across the supply chain using a range of technologies which match the IT capability of the supply chain partner. GPAS provides comprehensive BI reporting, illicit activity monitoring and supply chain performance measurements as well as actionable analytics and alerts.



GPAS Business Benefits

Micro Focus GPAS is helping the world’s leading food manufacturers to protect their brand and market share. Every time a consumer or other stakeholder interacts with the clients product it is monitored, tracked & traced, enabling complete traceability from farm to fork. Clients protect revenue and market share by implementing the Micro Focus mature traceability service. Consumers get the genuine, high-quality products they expect, in turn building trust and loyalty with the brand.

GPAS Business Analytics

GPAS Business Analytics monitors our client’s products and supply chain, enabling performance measurement and real-time illicit activity monitoring and control. GPAS Business Analytic Dashboards show the products that are being counterfeited, and the regions and cities where it is occurring. It also provides the business intelligence necessary to disrupt counterfeit and grey market activities. The GPAS Web Portal’s real-time analytics include; geographic locations of valid security label authentications; geographic locations of invalid security label authentications; products that are most at risk to counterfeiting; trends showing geographic location of potential counterfeiting.

“One of the areas Micro Focus stood out-was their engagement model was all encompassing and very well run” **Fonterra Global IS Department, Solution Architect for Supply to Manufacture**