

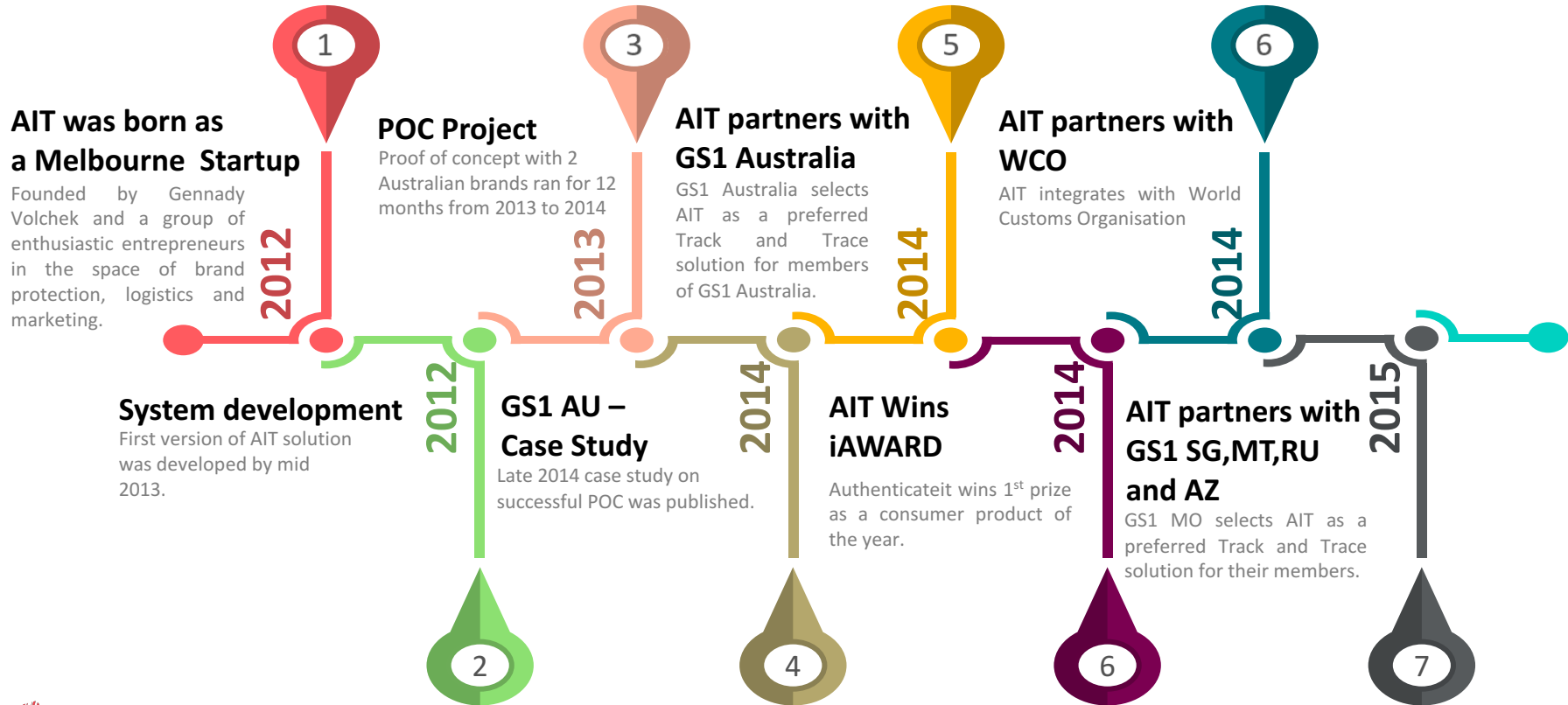


The image is a split-screen composition. The left half shows a man with a beard and glasses, wearing a white shirt and a dark vest, in a grocery store aisle. He is holding a smartphone in his right hand and a bottle of milk in his left, appearing to scan the bottle. The right half shows a woman with long blonde hair, wearing a light-colored jacket, in a clothing store. She is holding a smartphone in her right hand and a piece of fabric in her left, appearing to scan the fabric. Both scenes are overlaid with a semi-transparent dark grey layer that contains the text.

Shping Brand Protection & Marketing cloud solution POC proposal

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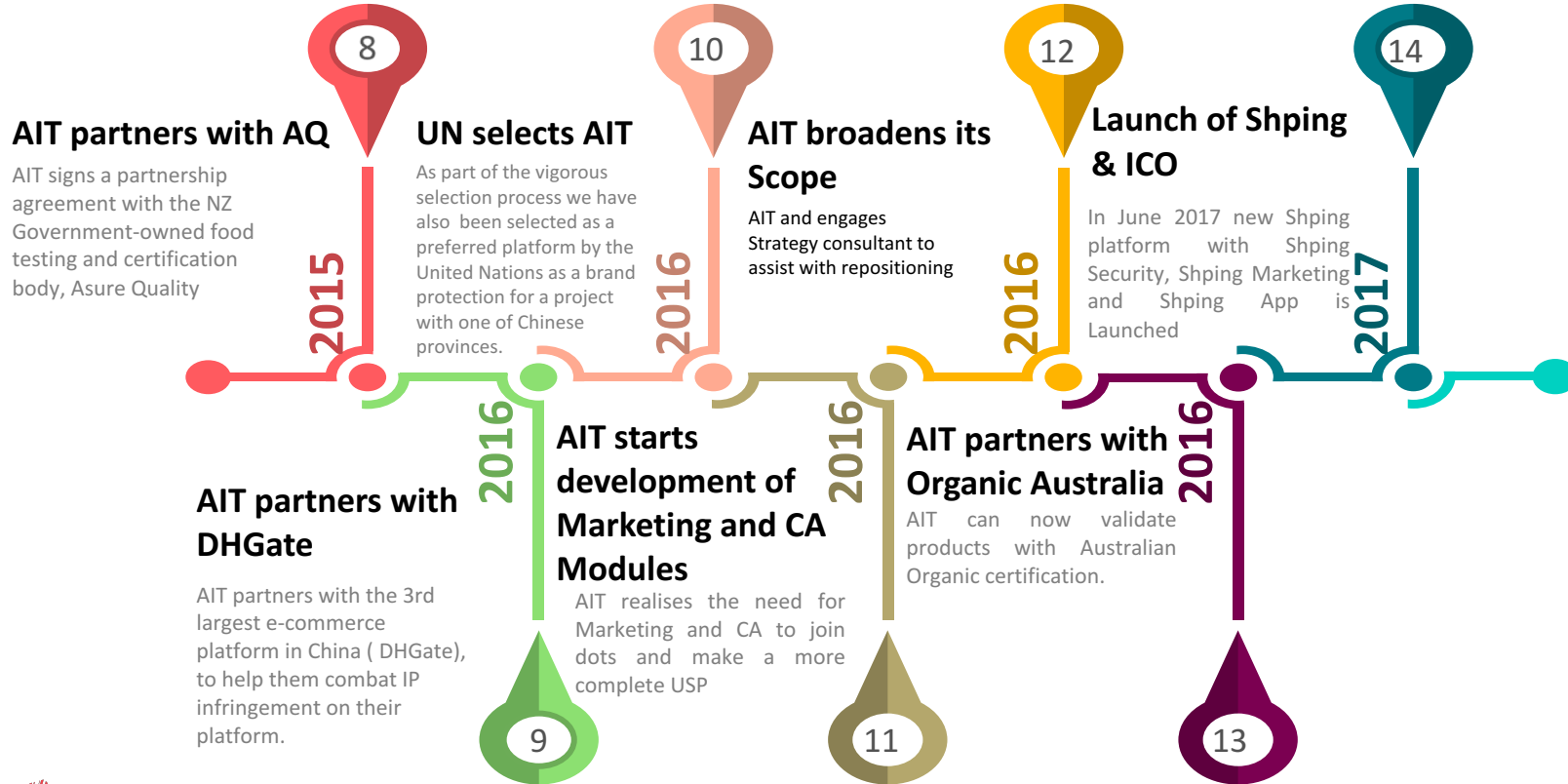
Shping (Authenticateit) History



shping

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Shping (Authenticateit) History



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Shping Training

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A trusted Data Exchange Ecosystem



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What are the **Industry Standards**



International
Organization for
Standardization

What is Traceability and Serialisation?



GTIN
(01)094211901669



GTIN
(01)094211901669



GTIN
(01)094211901669



GTIN
(01)094211901669



SGTIN
(01)094211901669(21)001



SGTIN
(01)094211901669(21)002



SGTIN
(01)094211901669 (21)003



SGTIN
(01)094211901669(21)004

No Serialisation

GS1 EAN13/14



GTIN
015449000000996

With Serialisation

GS1 DataBar
One Barcode



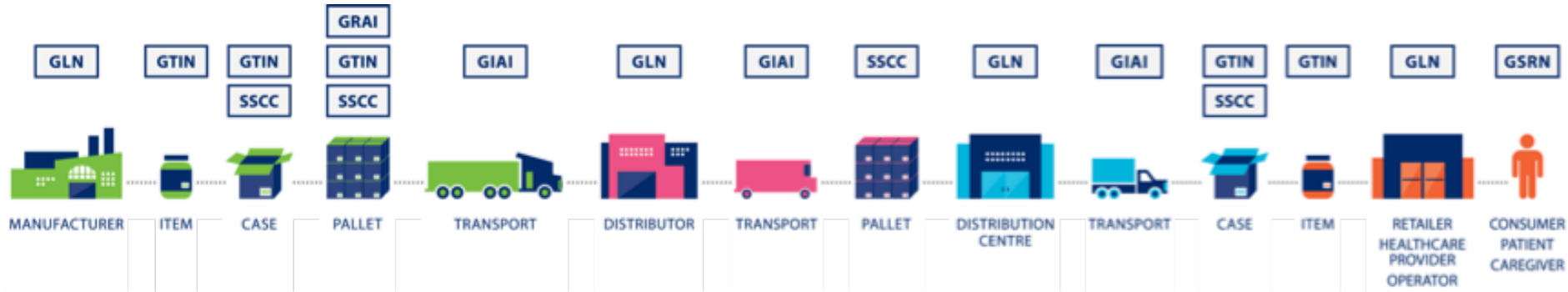
SGTIN
015449000000996(21)004

GS1 Datamatrix
Duel Barcode Solution



SGTIN
015449000000996(21)004

Same number – different barcode types



COMPANY & LOCATION

Global Location Number (GLN)

PRODUCT

Global Trade Item Number (GTIN)

Serialized Global Trade Item Number (SGTIN)

LOGISTICS & SHIPPING

Serial Shipping Container Code (SSCC)

Global Shipment Identification Number (GSIN)

Global Identification Number for Consignment (GINC)

ASSETS

Global Individual Asset Identifier (GIAI)

Global Returnable Asset Identifier (GRAI)

SERVICES & MORE

Global Service Relation Number (GSRN)

Global Document Type Identifier (GDTI)

Global Coupon Number (GCN)



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Shping now offers:



Shping Security

EPCIS serialisation and
traceability platform



Shping Marketing

Consumer engagement and
marketing platform



Shping app

for consumers



shping

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Consumer engagement and
marketing platform



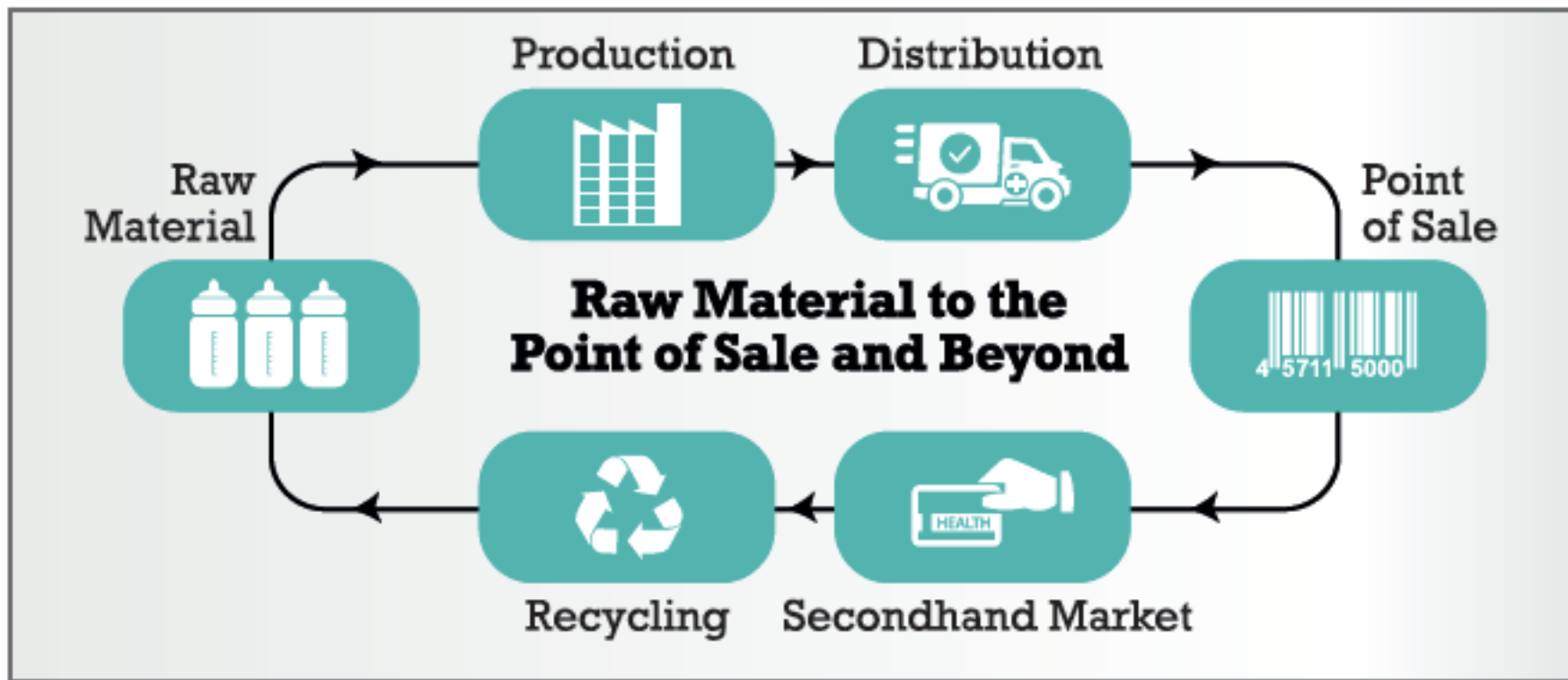
Shping app

for consumers



shping

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Shping now offers:



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Consumer engagement and
marketing platform



Shping app

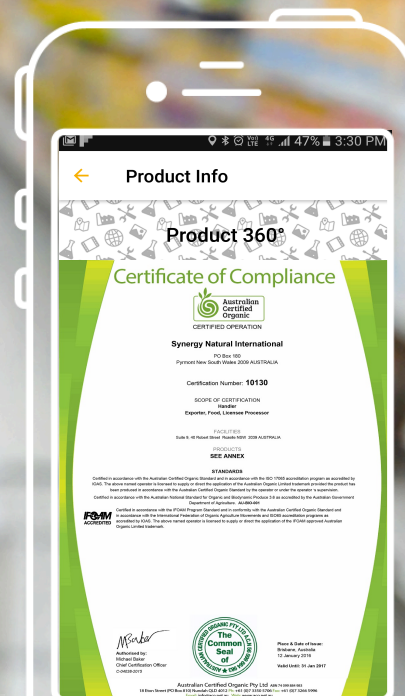
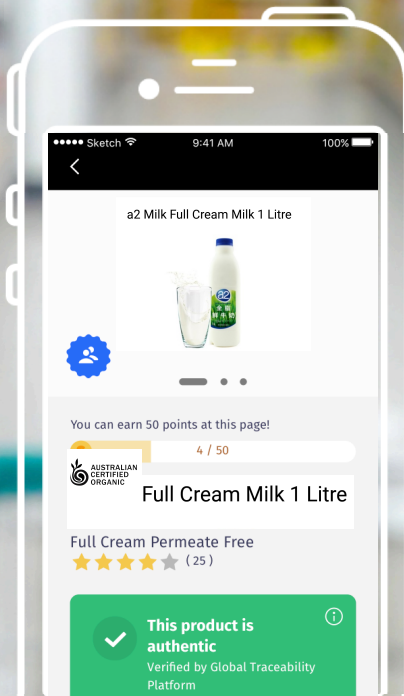
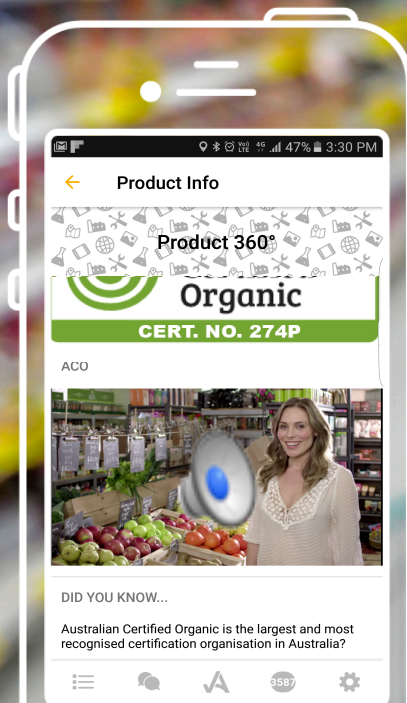
for consumers



shping

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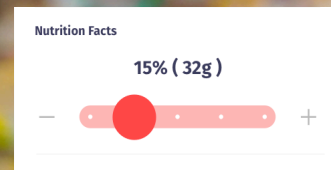
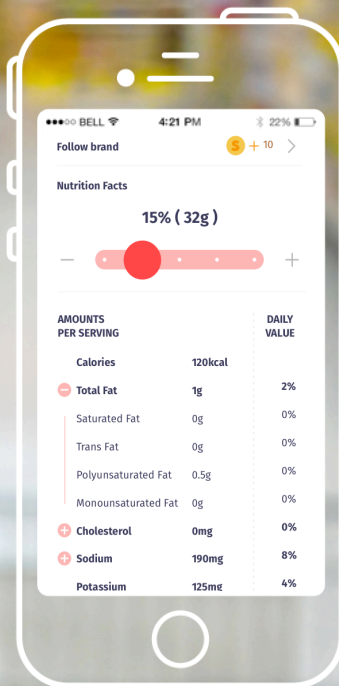
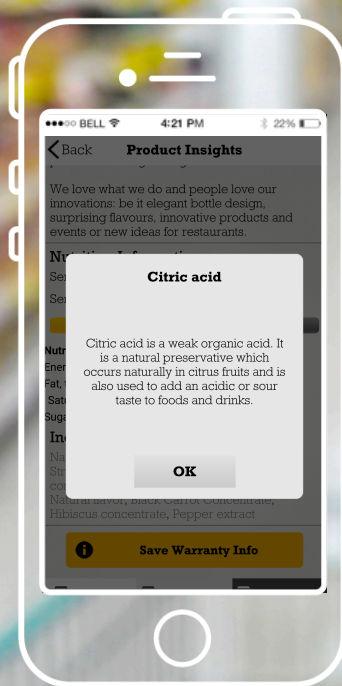


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Ingredient Selection

Select an ingredient and learn what it means. Read it in your preferred language.



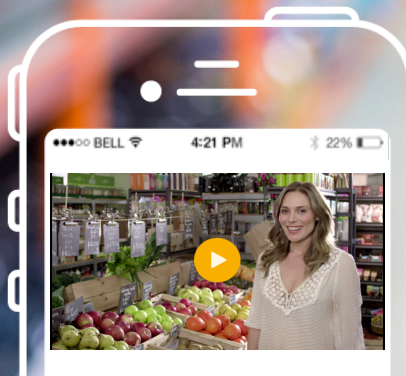
By allowing the consumer to adjust the nutritional lever of a product, they can control and/or recalculate the portions based on their specific consumption and health requirements. For example, Shping will recalculate the nutritional value if only half of the product is consumed.

Deliver immersive experiences to support your customer's journey

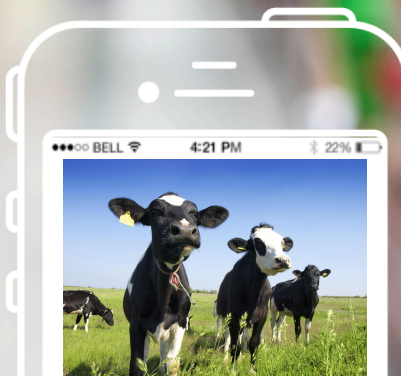
Company Commercials



About Certification



Farms and Raw Materials



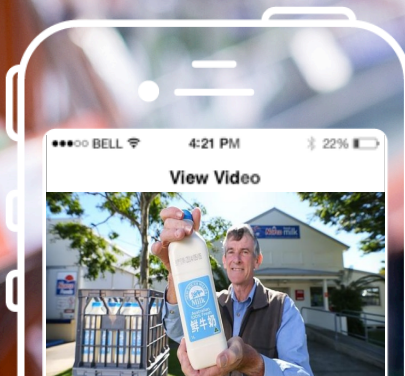
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Deliver immersive experiences to support your customer's journey

About Certification

Company Commercials



Farms and Raw Materials

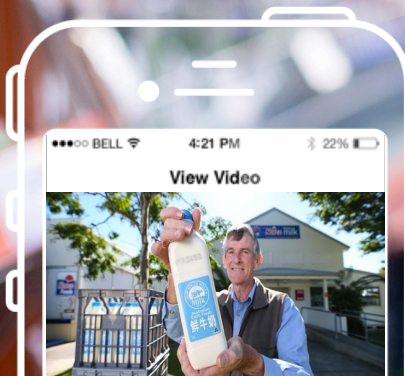


shping

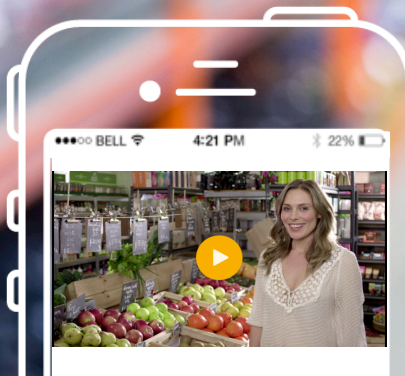
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Deliver immersive experiences to support your customer's journey

Company Commercials



About Certification



Farms and Raw Materials



shping

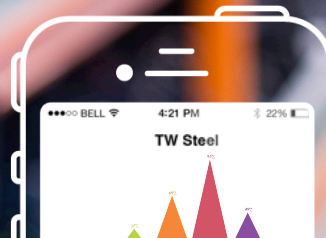
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Deliver immersive experiences to support your customer's journey

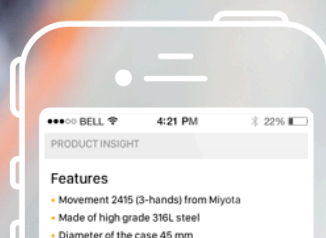
How it's made



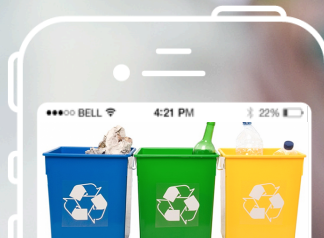
Charity work



General Information



Recycling



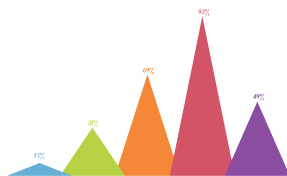
Deliver immersive experiences to support your customer's journey

Charity work

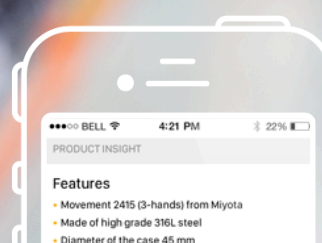
How it's made



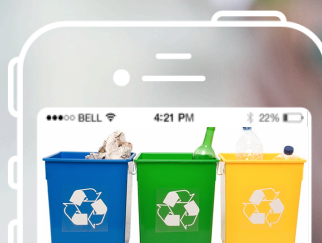
TW Steel



General Information



Recycling



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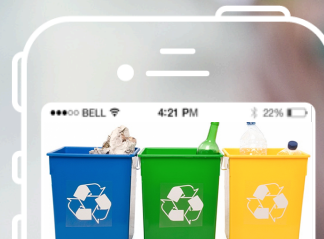
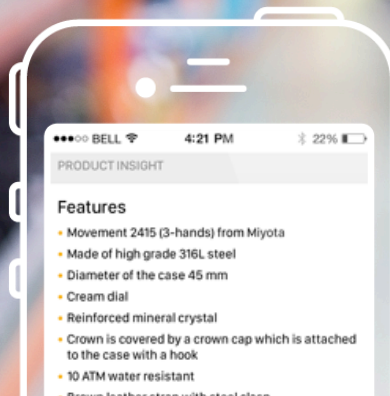
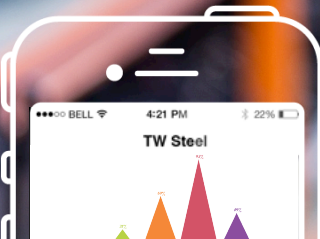
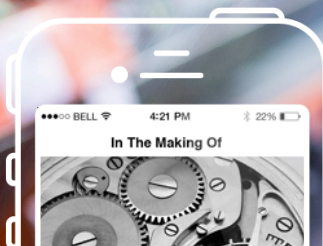
Deliver immersive experiences to support your customer's journey

General Information

How it's made

Charity work

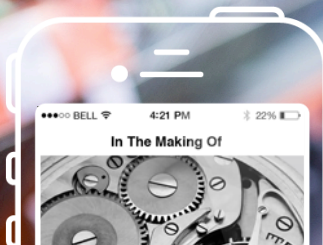
Recycling



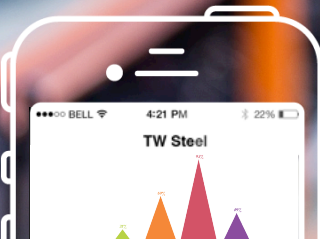
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Deliver immersive experiences to support your customer's journey

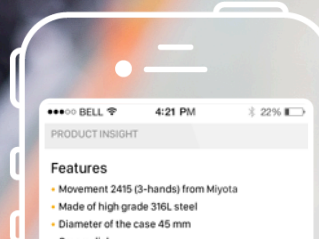
How it's made



Charity work



General Information



Recycling



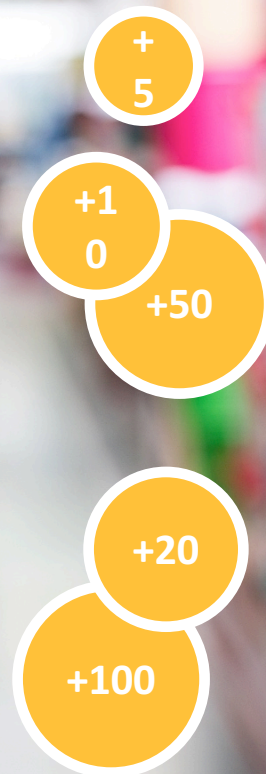
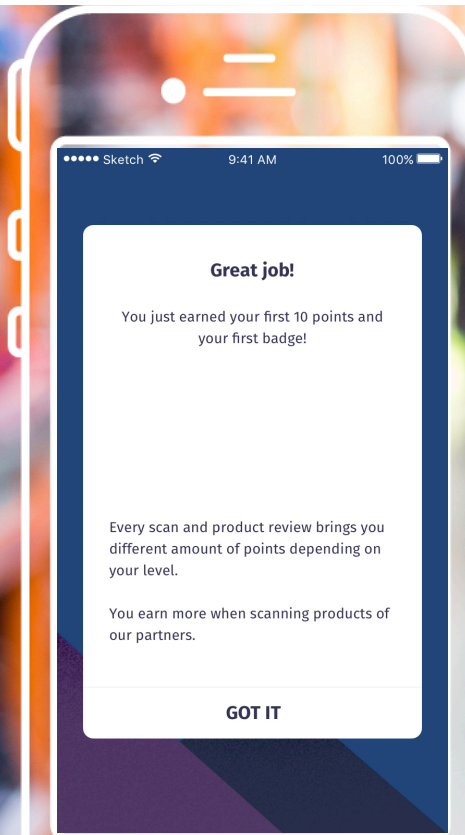
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Customise and structure incentives to sustain your consumer

engagement goals

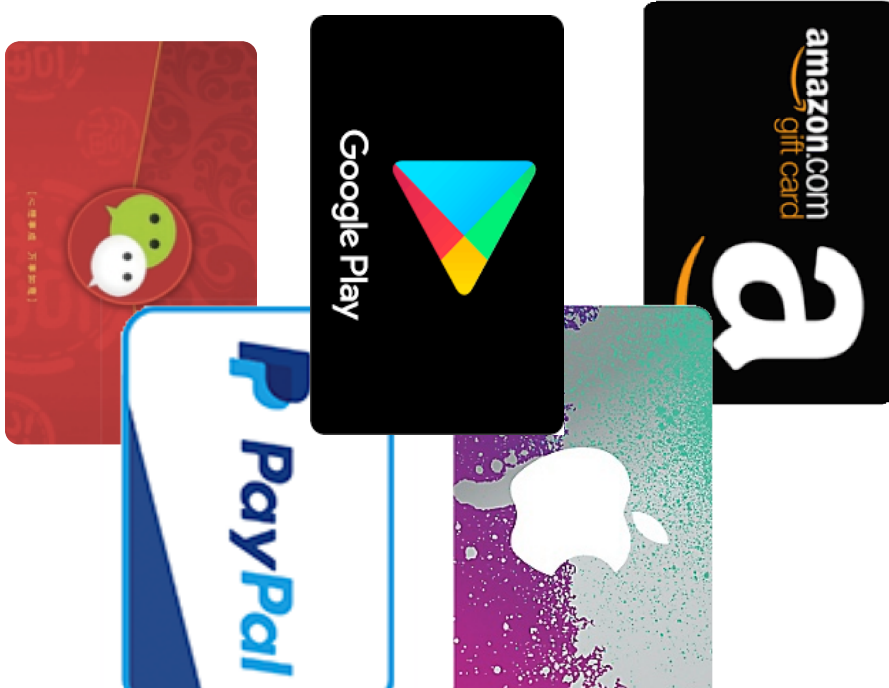
- ✓ **Scan Product**
- ✓ **Watch a Video**
- ✓ **Write a Product Review**
- ✓ **Rate your Product**
- ✓ **Connect on Social Media**
- ✓ **Activate a Warranty**
- ✓ **and more**



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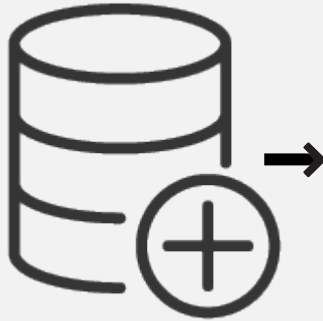
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Consumers **redeem reward points** in many ways,
including purchasing products from our partners



Deliver **next-level targeting** personalised to select groups of individuals

CLIENT POOL
AGGREGATOR



- Female, 18 – 30
- In a household of 4+ people
- In Yarraville
- Loyal to our brand
- Who scanned in the last 2 weeks
- Who usually shops in the morning

Hi Alice.

Your favourite, fresh organic
granny smith apples are now in
season!

Would you like a fresh batch home
delivered for your family this
evening?

[CLICK TO ORDER](#)

Customise your message to align with your customer engagement strategy

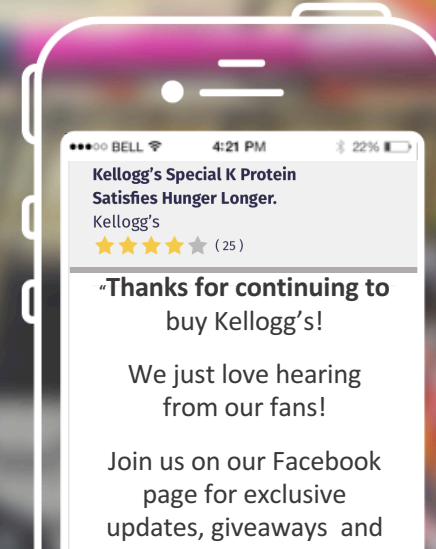
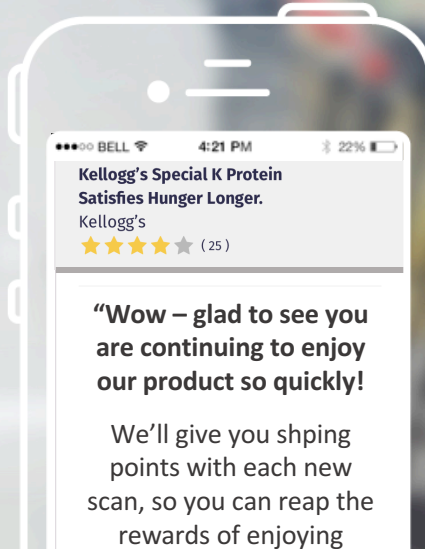
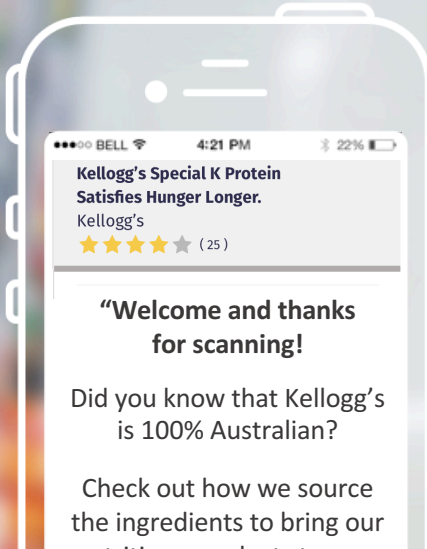
1st Scan



2nd
Scan



3rd
Scan



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Bring relevant content to the Relevant People

Shping Marketing allows you to specifically customise your product information



Culture

Show them information that is relevant to them, such as video content that follows the cultural beliefs of a region

Climate

Product information that is in line with the climate of the region. For example, an ice cold drink to quench your thirst this summer,

Age and Gender

Target specific age and gender groups, for example Norco milk could target male teenagers by promoting that it builds strong muscles, or Norco could target the older generation by promoting it as the best option for bone strength.

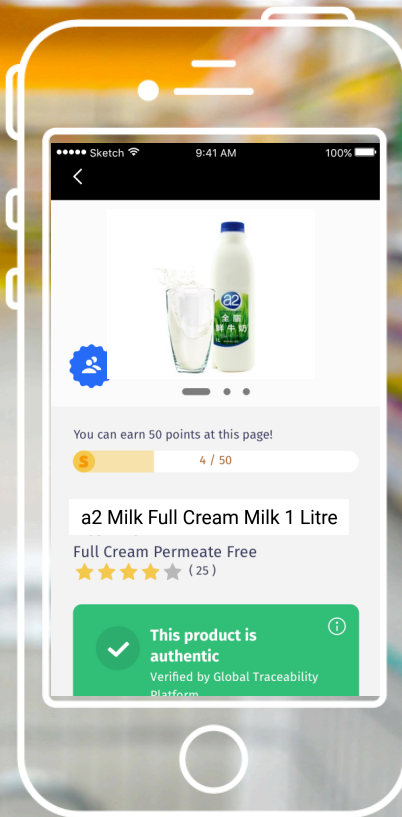
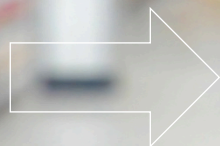
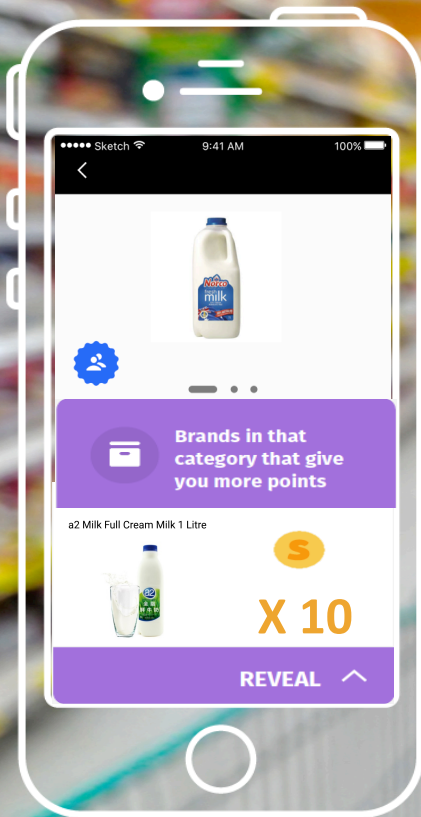
Geography

Particular regions are more popular with certain products. Either target this market, or launch your product into untapped areas. You could even endorse a specific celebrity, star or advocate that are popular, iconic and symbolic within a region.



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When a product with no configured rewards is scanned, Shping lets the customer know which other brands in the same category (BRIC based) offer additional Shping Rewards.



Immersive
Product
information



Personalised
"Shout Outs"™

Traceability & Authentication



Product
Certification



Connect with
Social Media



Earn Rewards



Detailed
Nutritional
Information



Live Customer
Interaction



Shipping Marketing
Analytics



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The
New
Zealand
Dairy
Co.



WOMEN MEN KIDS NEWS & PRESS ABOUT US CONTACT US

Track Order | My Wishlist | Login | Register | Help AUD

Search entire store



HOME / WOMEN / WOMEN CLASSIC / KOALABI DOUBLE TOGGLE



Scan with
Authenticaitr

KOALABI DOUBLE TOGGLE

BE THE FIRST TO REVIEW THIS PRODUCT

AU\$199.00 Availability: **In stock**

Color   

Black

5

Size Chart

Qty: 1

ADD TO BAG

SAVE FOR LATER

 Tweet

DESCRIPTION

WRITE A REVIEW

These vintage inspired boot feature the classic warmth and comfort that we all know and love with a twist. Featuring an open boot style fastened with two stylish toggles and elasticis



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Onboarding process

Shping Security

- Product Catalogue
- Serialisation
- Barcode Application
- Traceability
- Warranty Activation

Shping Marketing

- Product Catalogue
- Shping Bots and content development
- Campaigns

Cost of ownership



Onboarding process

Shping Security

- Product Catalogue
- Serialisation
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- Warranty Activation

Shping Marketing

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- Shping Bots and content development
- Campaigns

Cost of ownership

The first step requires loading your product range into the Shping Security portal; this can be completed manually via the portal simply by importing spreadsheets containing the relevant product information (i.e GTIN, name, description, image, size) or by import or via integration with your ERP



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Onboarding process

Shping Security

- Product Catalogue
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Shping Marketing

- Product Catalogue
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- Campaigns

Cost of ownership

During the packing process, Shping Satellite Solution will:

- Generate unique product identifiers in the form of GS1 Datamatrix codes
- Print label or a swing tag with GTIN, RRP (based on the destination) product description, and GS1 Datamatrix code



Onboarding process

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Cost of ownership



Scan GS1 Datamatrix



Onboarding process

Shping Security

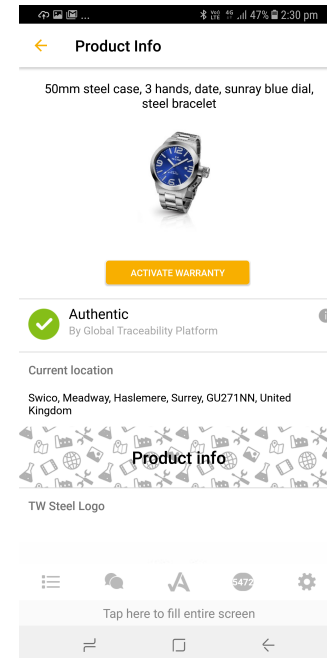
- Product Catalogue
- Serialisation
- Barcode Application
- Traceability
- Warranty Activation

Shping Marketing

- Product Catalogue
- Shping Bots and content development
- Campaigns

Cost of ownership

When customer scan GS1 Datamatrix code, almond other product related, the option of Warranty Activation is given.



Onboarding process

Shping Security

- Product Catalogue
- Serialisation
- Barcode Application
- Traceability
- Warranty Activation

Shping Marketing

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- Campaigns

Cost of ownership

When customer scan GS1 Datamatrix code, almond other product related, the option of Warranty Activation is given.

The screenshot shows a mobile application interface for 'Activate Warranty'. At the top, there's a status bar with icons for signal, Wi-Fi, and battery (47%), and the time 2:30 pm. Below the status bar is a navigation bar with a back arrow, the title 'Activate Warranty', and a menu icon. The main form contains several fields: 'Barcode' with the value '01087188363604282100000000004027', 'Product Name' with the value '50mm steel case, 3 hands, date, sunray blue dial, steel bracelet', 'Brand' with the value 'TW STEEL™', and 'Purchase Date' with a dropdown menu showing '24/07/2017'. Below these are two columns for warranty: 'Manufacturer Warranty' with a dropdown showing '24 month(s)' and 'Extended Warranty' with a dropdown showing '0 month(s)'. There is a 'Contact email' field and a 'Description' field. At the bottom, there is a yellow 'NEXT' button, a grey bar with the text 'Tap here to fill entire screen', and a navigation bar with icons for home, app, and back.



Onboarding process

Shping Security

- Product Catalogue
- Serialisation
- Barcode Application
- Traceability
- Warranty Activation

Shping Marketing

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- Campaigns

Cost of ownership

Rand owner, can view all the registration and based on the selected verification process (i.e receipt number) either accept them or reject them

TW Steel

DASHBOARD

PRODUCT MANAGEMENT

PRICES

REWARDS

RAW MATERIALS

TRACK & TRACE

SOCIALIZATION

SECURITY

REPORTS

ACCOUNT MAP

SYSTEM SETTINGS

HELP

Socialization

The Socialization module allows to communicate with customers, view conversations history and send brands broadcast messages using Live Chat. Also it allows to review and accept or reject product warranty information submitted by customers.

[READ MORE](#)

Ownership								EXPORT	FILTER
Actions	Status	Request Date	Databar	Product Name	Participant	Mobile user	Contact email	Purchase Date	
<input checked="" type="checkbox"/>	Pending	24/07/2017	010871883636163021000000000054709	CB203	TW Steel	Brandon Josh Sapang	brandonjosh_sapang@yahoo...	15/07/2017	

10 items per page

Onboarding process

Shping Security

- Product Catalogue
- Serialisation
- Barcode Application
- Traceability
- Warranty Activation

Shping Marketing

- Product Catalogue
- Shping Bots and content development
- Campaigns

Cost of ownership

System keeps registry of all purchased item, stores they been purchased at. Warranty related information, and can provide different warranty instructions to the end user depending on different parameters (store, type of product etc)

Ownership request ×

InfoPhotoChain of Custody

Date	Recipient
19/10/2015 1:35:49 PM	TW Steel
19/10/2015 1:35:49 PM	TW Steel HK Trading
10/11/2015 2:36:54 AM	TW Steel
10/11/2015 2:37:32 AM	TWS Asia LTD

⏪ ⏩ 1 ⏪ ⏩

ACCEPT

REJECT

Onboarding process

Shping Security

- Product Catalogue
- Serialisation
- Barcode Application
- Traceability
- Warranty Activation

Shping Marketing

- Product Catalogue
- Shping Bots and content development
- Campaigns

Cost of ownership

Unless this has already been done for Shping Security; you would need to create your product catalogue. This can be completed manually via the portal simply by importing spreadsheets containing the relevant product information (i.e GTIN, name, description, image, size) or by import or via integration with your ERP



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Onboarding process

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- Traceability
- Warranty Activation

Shping Marketing

- Product Catalogue
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- Campaigns

Cost of ownership

You could use your current digital agency to develop customise content for Shping Marketing or we can refer you to an agency who can work with you directly on content development and Shping configuration.



Onboarding process



The official
partner of the
project in
Europe