



News Advisory

HP Helps Organizations Protect Against Counterfeiting

Cloud solution enhances agility and lowers production costs

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FRANKFURT, Germany, Dec. 5, 2012 – HP today announced a newly enhanced cloud solution that enables organizations to protect revenue, brand integrity and customer loyalty by detecting and combating counterfeit activities.

The counterfeiting industry accounts for an estimated \$600 billion per year of the world trade, according to the Counterfeiting Intelligence Bureau of the International Chamber of Commerce. This is a significant loss of revenue to businesses and is predicted to reach nearly \$2 trillion⁽¹⁾ by 2015.

HP Software Professional Services, in conjunction with HP Labs, the company's central research arm, has enhanced the HP Global Product Authentication Service (GPAS), enabling clients to safeguard intellectual property and brand equity while delivering a higher-quality customer experience.⁽²⁾ Part of the HP Converged Cloud portfolio, HP GPAS offers a flexible cloud-based infrastructure, enabling organizations to effectively locate and combat counterfeit activities, lower overall production costs and create agility.

HP GPAS is hosted and securely delivered from energy-efficient, next-generation HP data centers equipped with HP Converged Infrastructure technology to provide clients:

- Streamlined functionality with a cloud-based services infrastructure that simplifies implementation and management of product updates;
- Real-time authentication capabilities that help consumers verify products prior to or after purchase with a smartphone by scanning a barcode or sending SMS text; and
- Real-time business intelligence dashboards that provide data tracking product market life cycles and incidences of fraud.

Effectively identify and locate counterfeit activities

HP GPAS features an intuitive web portal with advanced business intelligence capabilities that enables organizations to rapidly identify, understand and locate potential counterfeit activities. It helps clients quickly identify counterfeit activities through heat maps that reflect product security data, and when combined with location data, pinpoint the point of fraud for immediate action. HP GPAS also employs a mass serialization engine that issues unique security codes for each product ordered, to reduce product replication.

HP GPAS in action

HP GPAS provides a secure, cost-effective method for creating and printing unique security codes for millions of HP ink and toner cartridges. HP Inkjet and Printing Solutions uses HP GPAS to improve supply chain efficiencies by providing its label manufacturers with real-time access to new security codes. With HP GPAS, HP Inkjet and Printing Solutions is able to protect its brand and increase profitability by reducing counterfeit activity.

HP GPAS also streamlines integration of security and product authentication to improve efficiencies for supply chain partners. Brady Corporation, a global security print provider for HP Inkjet and Printing Solutions, downloads unique security codes from the HP GPAS portal and prints the codes onto HP branded labels that are used around the world to eliminate counterfeiting as well as protect HP inkjet and toner cartridge products.

“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.”

To maximize the effectiveness of HP GPAS, HP Software Professional Services provides experience in anticounterfeit technologies and security programs based on the monitoring and management of its global supply chain.

Pricing and availability

The HP GPAS is available today worldwide. Pricing is dependent on the quantity of security codes ordered across the brand owners’ product lines for an agreed duration of the HP GPAS service agreement.

About HP

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(1) “Estimating the global economic and social impacts of counterfeiting and piracy,” Frontier Economics, February 2011.

(2) Based on internal HP documentation.

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