SMART Products +
Digital Consumer Interaction
87% of business leaders see digitization as a priority for their company.

Source: CEB Digital Enterprise 2020
Only 5% of organizations feel that they have mastered digital to a point of differentiation from their competitors.

Source: Accenture, Digital Transformation in the Age of the Customer
How can Brands master digitization and harvest the benefits it creates internally as well as turning them into an advantage in the marketplace?
So if Brands want to gain a competitive advantage with digitization, it should start where the action is.
Start with products.
The product is the common denominator along the complete supply chain.
Why use NFC?

• Proven robust technology
• Passive - no battery
• Security - encryption option
• Very versatile form factor - small footprint, packaging options to withstand environmental conditions
• Large installed infrastructure - 1,9b* NFC phones, large and growing UHF reader base
• Transponder production is industrialized

*Source: statista.com
The product becomes the datacloud

Supply Chain Data
Operational Data
Consumer Data

Authentic Unified Data
connect  control  context
Leveraging Data

Deliver dynamic user experiences by making use of real-world data.
DYNE is a US-based, luxury men’s sportswear company currently sold online and through high-end retailers globally.

DYNE is here to empower a new transition for global apparel, created for the liminal world, and the demands of modern life.
Full zip hoodie with water repellent fabrication, storm flap hood, and waterproof zippers placed under arm eyelets for breathability.
New York City
10:30am

Hong Kong
11:30pm

Current Weather:
Heavy snow fall · Low wind

Current Temperature:
13°F

Check Your Closet:
Tera Heritage Crewneck
Linus Mega Sweat Pants

Dalton Short Sleeve
Napier 挡风针织短裤
Insight

Brand Benefits

Customer Insight

CRM Capture

Impact & Monitor Net Promoter score

Item Traceability

Customer Journey

User Benefits

Physical Products as Digital Experiences

Dynamic Content

Dynamic Interactions

Authenticity

Deals in a phone
Secure Access, Secure User Information and Product Compatibility

- **Rx Verification**
  Allow Pharmaceutical professionals to verify the authenticity, provide user info, and compatibility related to their prescriptions.

- **Equipment Security**
  Allow Laboratory and Healthcare professionals to verify equipment usage and product inventory.

- **Electronic Visit Verification**
  Allow healthcare professionals to verify visits and well as the identification of patients.

- **Time and VIP Attendance**
  Simplify managing employee work hours or verify attendance at exclusive events and venues.
This is digitization.
From the ground up.
We’re Smartrac.

And we digitize your products, so you can digitize your business.

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