

ValidActor

PROTECT, PROFILE & TRACK



WHAT IS VALIDACTOR?



An innovative anti-counterfeit solution



A social network for products
To increase manufacturer sales



An integrated suite of tools



An allergen and dietary
restrictions management tool



An advanced marketing
platform with manufacturer-
customer interactions



A Big-Data repository



A profiling, loyalty management
tool along with customer
rewarding platform and wallet



A sales portal that learns
customer habits and needs



AN INNOVATIVE ANTI-COUNTERFEITING SOLUTION

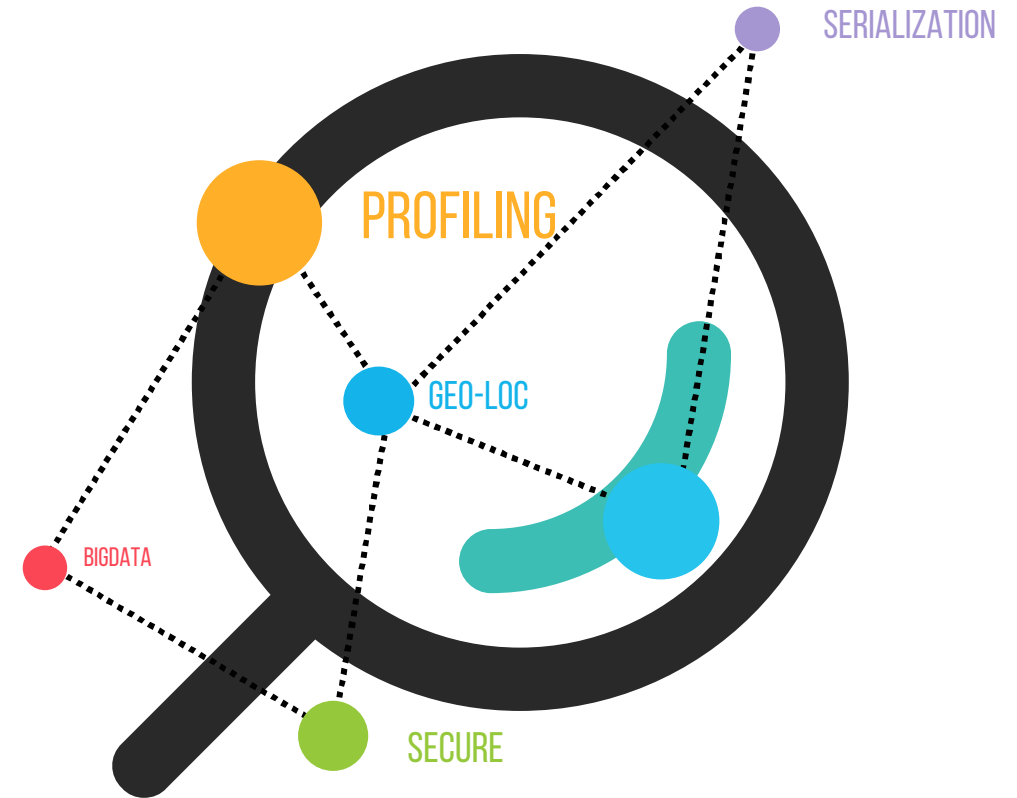
Validactor protects both consumers and manufacturers against counterfeit and illegal markets, thereby building a deep buyer-supplier relationship.

Based on a best-of-class software, Validactor serializes any single product assigning to each of them a unique VACode. By scanning a product VACode - using any smartphone - the consumer receives all the information stored in the corresponding product record along with any product based alert, including recalls and tracking alerts.

Manufacturers can store any kind of data, modify it if needed, confirm product's originality, quality, characteristics, expiration date and much more.

Each scan is geo-localized along with customer profiling.

VACodes can manage warranties, calendars, recalls, correct distribution and much more.



Secure

Geo-Loc

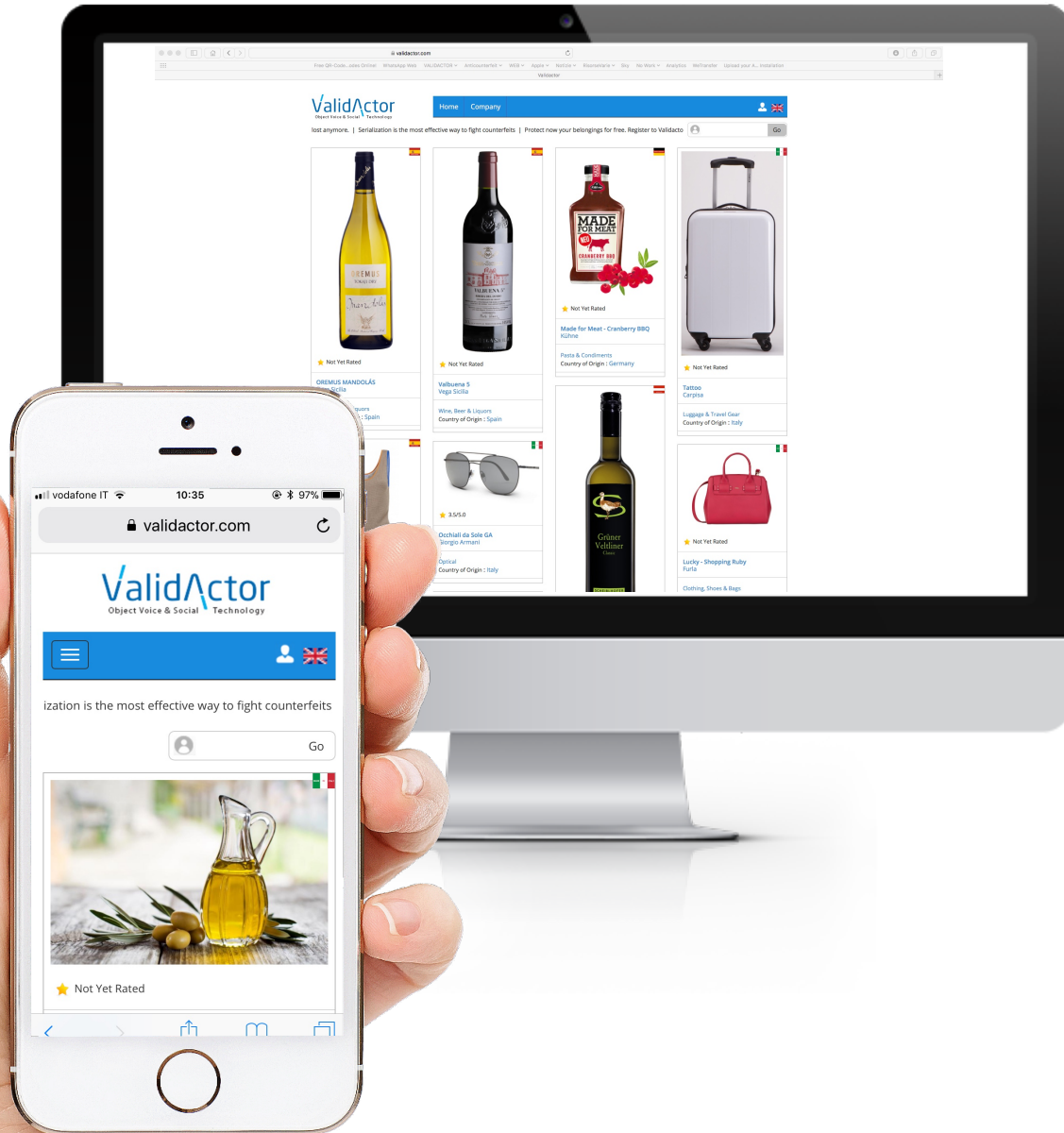
Big Data

Serialization

Profiling



A SOCIAL NETWORK FOR PRODUCTS



Each product “protected” with a VACode can be listed on the Validactor social page. This page displays generic information and provides a link to the company’s website and webstore if any. Moreover this page displays consumer’s comments in a graphical format.

The social page grants worldwide visibility, so increasing the export quote of the products.

The social page is totally customizable in order to view only the kind of products users are interested in.



AN INTEGRATED SUITE OF TOOLS



The PVS

The PVS (Product Validation System) is the core component where the Validactor's main scope is achieved.

The PVS is the tool used to define the product templates and to generate the VACodes for each product.

Within the PVS manufacturers also assign specific product flags to their products and track the product scans.

The other tools

A web based offline generation tool to be used at manufacturing plants.

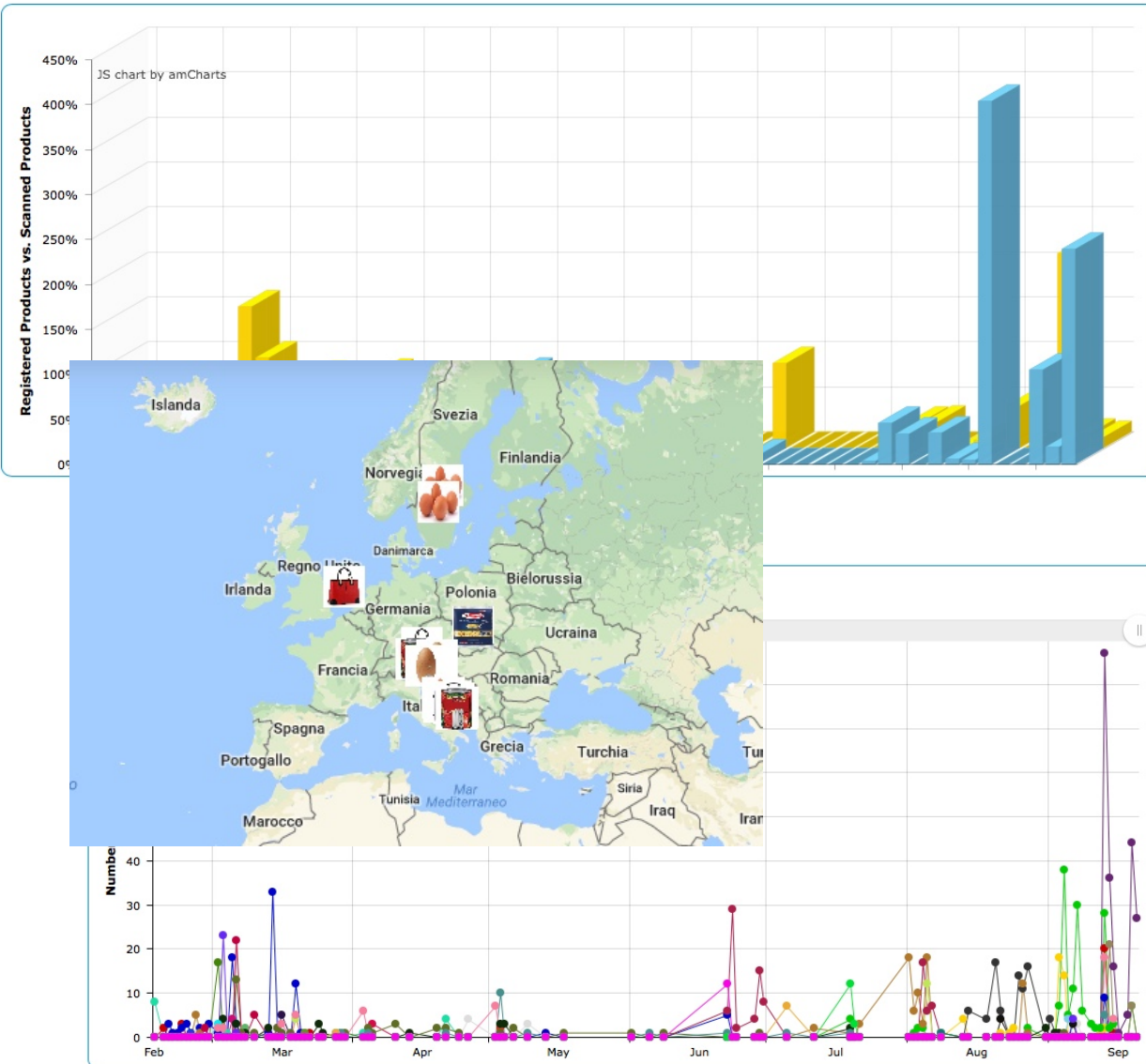
iOS and Android free Apps for both customers and store managers.

A powerful and secure texting chat for consumers and manufacturers.

Localized versions.



AN ADVANCED MARKETING PLATFORM



By sharing the same anti-counterfeit technology, manufacturers gain increased market visibility and credibility.

The Validator no fake labeling system motivate people to buy "Validator enabled" products rather than fake goods.

The characteristics of the product are immediately visible and integrated in the user's digital world.

Manufacturers are provided by Validator with reports containing detailed insight data scans, customer purchases profiling, correct product distribution and much more.



A BIG DATA REPOSITORY



The amount of data collected by Validactor is humongous.

Each product's scan generates valuable data.

All data is safely stored on Cloud-based AWS secure servers.

Both the architecture and databases are designed to handle millions of concurrent scans and requests.

The wide range of available reports – generated individually for each customer - allows manufacturers to immediately acknowledge data, trends, statistics and the correct product's distribution.





A PROFILING & LOYALTY MANAGEMENT TOOL

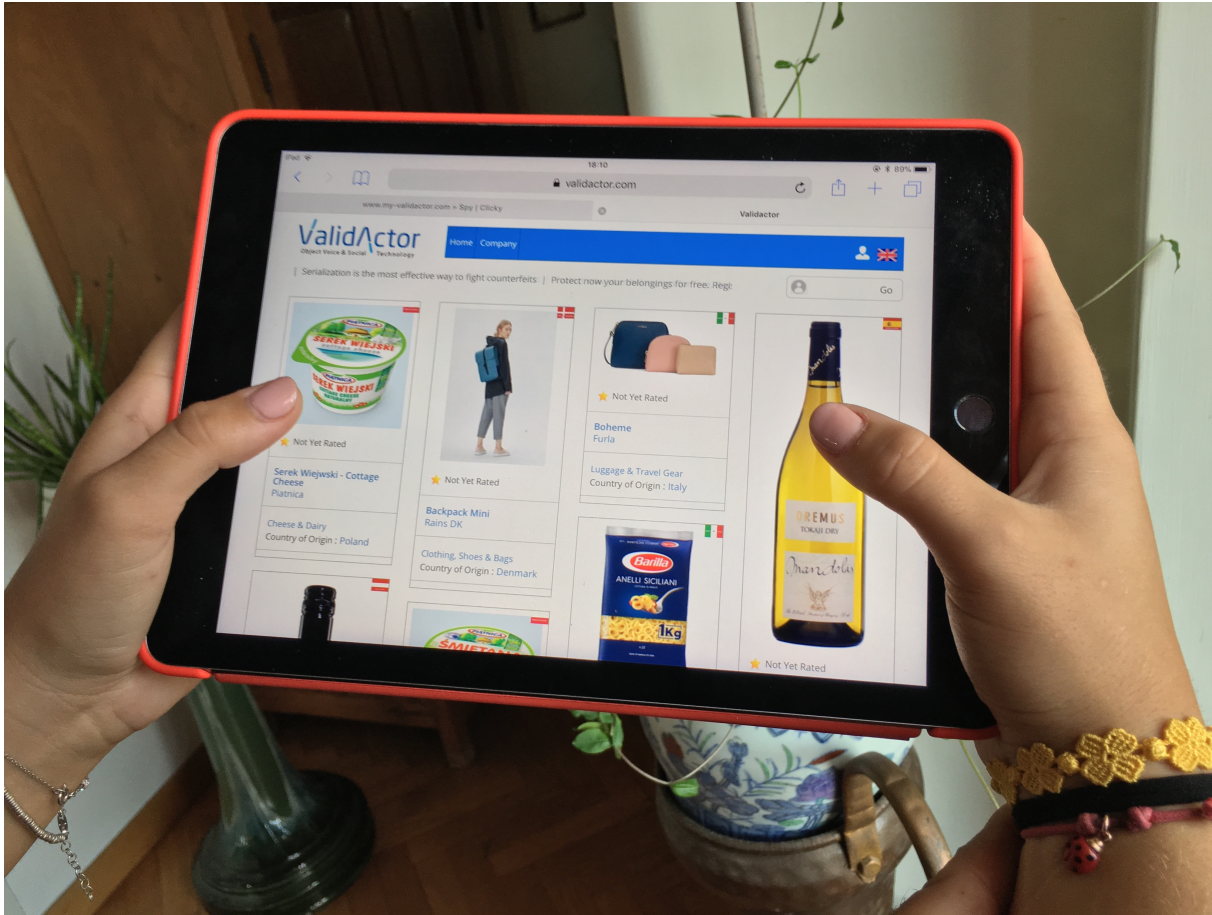


VACodes are readable by any QR Code reader or even by the iOS camera app; however, by using the free Validactor Apps, the users have access to a wide range of integrated services, such as warranty management tool, expiration date reminders, rewards points and many others.

All scans done with the Validactor App allow to profile the customers with their own data (*customers can always opt-out*). This kind of information allows manufacturers to explore consumers' buying habits and purchasing trends.



A SALES TOOL



The “Validactor Enabled” products deliver increased customer security.

The product portal guarantees a worldwide storefront visibility to any manufacturer, regardless of his size and market.

Products placement on the social page is subject to consumers’ selections and choices.

The product portal allows access to manufacturers’ and distributors’ web stores.

The social page acts as a storefront for those manufacturers who do not have a webstore.



CONTACT US

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THANK YOU