

TecIdentify – The Solution to Check that Automotive Replacement Parts are Genuine

Product piracy damages brand image and causes lost sales. Counterfeit products are also a security risk for the end user. In cooperation with the European association of automotive suppliers (CLEPA), TecCom has developed TecIdentify, the first IT-based standard solution for the automotive branch to check whether parts are genuine. Each product is labelled with an identification number, unique in the world, in the form of a Data Matrix code. It is easy to send this code to the TecIdentify platform with a scanner, mobile phone camera or manual entry. With TecIdentify each article can be uniquely identified and verified within seconds – worldwide, 24 hours a day.

The Goal

- Combat product piracy
- More transparency: makes it possible for anyone to check that parts are genuine (manufacturer, customs, end user...)
- Fight damage to image
- Avoid lost sales
- Raise the security of products against counterfeits

The Solution

TecIdentify – check that parts are genuine, simply and quickly!

- TecIdentify is a web-based IT platform to check products labelled with a Data Matrix code.
- Send codes by scanner, camera mobile phone or manual entry
- Display whether a part is genuine or counterfeit within seconds
- High security provided by rights and roles concept, checking rules and operation in a high-security computer centre
- Application available in English and German with answer texts in 18 languages

TecIdentify and the MAPP Code

- The TecIdentify platform is used to check the authenticity of products based on information stored in the data matrix code.
- Coding recommendation based on GS1 standards was developed for CLEPA by the Swiss security company VESDO.
- Coding specially adapted to the requirements of the automotive branch, allowing manufacturer-specific modifications
- 2D barcodes are the same size as previous barcodes but provide more space for information, making it possible to combine security features with logistics and marketing information.



Benefits for Manufacturers

- Standardised coding recommendation avoids duplication between companies
- Branch-wide standard reduces investment costs per user to a minimum
- Low cost for IT infrastructure because it is web-based
- Combination with other security features is possible
- Checking logistics and security information possible with one scan
- Interface to TecIdentify on the manufacturer website in your own design
- Easy to upload codes
- High data security
- Message texts and contact information can be configured online by the manufacturer



Benefits for Users

- Checking is free of charge
- Codes from products of different manufacturers and brands can be checked at the same time
- No knowledge of security features (holograms, colours, etc.) required
- Minimal requirements: manual code entry or transmission from a scanner or camera mobile phone
- Product authentication available to all
- Checks possible around the world and around the clock
- A precise answer within seconds
- If there is a problem direct contact to the manufacturer by telephone or web form
- Further benefits after registration

Prerequisites

- Manufacturer must provide the Data Matrix codes
- TecCom software TecIdentify FileXchanger to upload the code to the database
- To check: scanner and PC with Internet connection or mobile phone camera with free scanner software

Prices for Suppliers

- One-time installation fee

for CLEPA members	12,000 €
for others	15,000 €
- Use fee per year

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