



SPEEDING UP YOUR BUSINESS!



**AUTOMATION OF PRODUCT
CONTROL AND ACCOUNTING
AT INDUSTRIAL ENTERPRISES**

AUTOMATION OF PRODUCT CONTROL AND ACCOUNTING AT INDUSTRIAL ENTERPRISES

Automation of the processes of quality control and records management for product manufacturers

We represent the best solution for brand protection and automation of quality control and records management on the basis of the ORIGINAL WEBROZUM multifunctional Web platform.



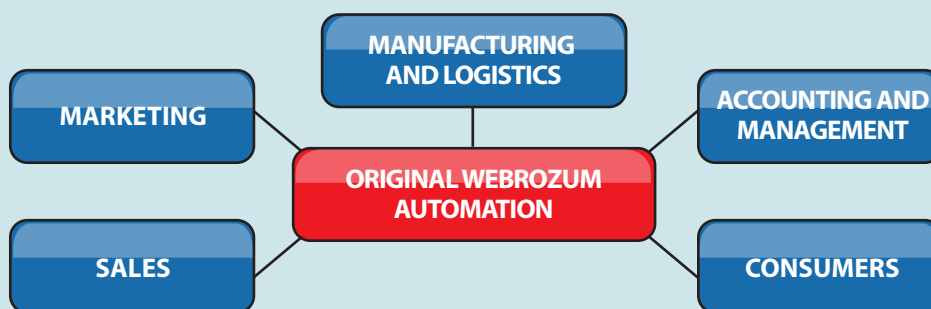
KEY TASKS RESOLVED BY THE VOSTOK COMPANY

Our company suggests complex solutions in terms of automation of processes of quality control and records management for manufacturing enterprises using the state-of-the-art and the most popular tool, which is the Original Webrozum Web platform.

Implementation of automation at your enterprise is going to allow you to get the highest level of product protection, which is **an individual e-passport (a serial number in the form of a QR code applied to each product unit, box or pallet)**.

An **e-passport** provides an opportunity to track the route of the product from manufacturing to purchase and automatically detect counterfeit when the consumer scans the QR code with an ordinary smartphone.

For manufacturers, automation is going to allow them to significantly optimize the control and accounting of the manufactured products, and **for wholesalers and retailers**, to improve protection and trust in terms of the product brand and the enterprise, and, most importantly, to increase their sales and profit.



PROBLEMS OF THE BRANCH

Counterfeiting brands and packaging of the products is one of the most serious problems for manufacturing brands that damages both the image of the products and the brand of the manufacturer.

While working with our customers, we managed to discover the following problems in the branches of product manufacturers:

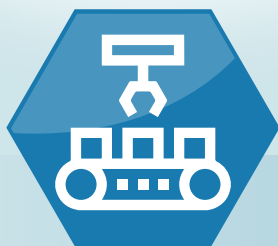
a. Counterfeit products and packaging: as a rule, visually differences are unremarkable (like "adidas" and "abibac" counterfeit products). Counterfeit products are not different on the outside and are sold allegedly under their own brand, while copying a well-known strong brand. In this case, consumers do pay attention to brands, and most understand that those are counterfeit products, because they are usually cheaper.

b. Infringement is 1:1 copying of your brand applied to the product and packaging with your output data. In fact, this is theft, and consumers are sure that they buy branded products when they buy infringement ones.

Apart from damaging the brand, while the products may be of lower quality, the image of the manufacturer suffers as well and a significant part of the market is lost, and the manufacturers receive less than due (lose up to 50% profit) in some branches.

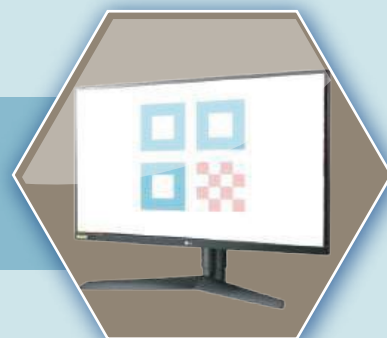
PROCESS AUTOMATION STRUCTURE

PRODUCTION AND LOGISTICS



Generation of e-registers of batches:

Formed as simple and understandable tables on the ORIGINAL WEBROZUM Web platform.



Product marking with QR codes:

Individual serial e-passports are created by marking individual and multi-unit packages (bags, boxes or pallets) with QR codes.



Control by the Quality Control Department, dispatching and quality certification:

Before dispatching, the QCD scans the finished products and provides the guarantees in terms of certified high-quality products.



ACCOUNTING AND MANAGEMENT

Central database and access:

- Creation and connection of automated workstations;
- Operative control and tracking the whole route of the products (from dispatching to the warehouse, from point A to point B);
- Accounting and reporting in terms of product batches;
- Opportunity to connect other software;
- Opportunity to control the processes at every stage.



Outlets:

- Outlet accreditation and control;
- Control from anywhere in the world;
- Reports on the outlets;
- Sales reports in terms of various types of products, regions, seasonality, etc.



Manufacturing and sales planning:

- Momentary issuance of reports according to the set parameters;
- Optimal manufacturing planning, considering all the factors and sales reports;
- Taking prompt and strategic decisions on the basis of the acquired information.



OBVIOUS BENEFITS:

- Introduction of automation at production sides is a systematic approach from manufacturing to quality certification of each product unit with an individual e-passport with a QR code;
- System of personnel liability at every stage and minimization of mistakes (human factor);
- Increase of workforce productivity: speeding up the manufacturing processes.



MARKETING AND SALES

The e-passports of the products with individual QR codes are an excellent informational reason for brand promotion.

For instance, the **NOW WITH AN E-PASSPORT ON EVERY PACKAGE!** slogan / new presentation is unique information for buyers and being different from the competitors. This may be implemented, using all the communication channels (website, social media and messengers).



!OBVIOUS BENEFITS:

unavoidable improvement of the status and modernity of your enterprise that approves that your enterprise keeps up with the times, constantly develops and guarantees the quality of manufactured products at every stage of its manufacturing.

What next? Increase of brand loyalty, attraction of **new partners and buyers**, repeated purchases and, as a result, **increase of sales and profit of your business.**

In order to establish a direct contact with the buyers and increase the motivation to buy products, a promo with valuable prize drawing may be run; for instance:

Scan the QR code and win an iPhone! The products themselves, branded cups, etc. may be additional prizes.



!OBVIOUS GOALS OF THE PROMO:

- Sale stimulation;
- Collecting a database for future messaging via messenger (Telegram, Viber and WhatsApp channels) or groups;
- Performing **additional sales** of products via Telegram, Viber and WhatsApp channels or groups.

THE MAIN GOAL OF THE PROMO:

discovering and collecting the information on counterfeits or infringement goods in terms of types of products, regions, quantity, etc.

The received information on the scanning results is only for the security department of the enterprise!



ANALYTICS: SALES REPORTS

THE FOLLOWING MAY BE DONE BY CLICKING ON ONE BUTTON IN THE PROGRAM:

- Authorization and accreditation of outlets;
- Receiving statistics in terms of the outlets: the locations of distribution and sales of certain batches and even units of products is seen;
- Controlling distribution and sale channels using smartphones while being anywhere in the country and in the world;
- Eliminating the opportunity to avoid the platform for accredited partners;
- Ensuring integration (if required) with existing software;
- Connecting the mobile application.



WHY ARE WE SELECTED?

The VOSTOK Company has been working both in the market of Ukraine and abroad for more than 20 years.

Key competences of the company:

- Automation of business processes for manufacturing enterprises;
- Implementation of complex solutions (from development to introduction) in conditional general measurement within more than 300,000 m2 of industrial areas;
- By suggesting partnership with our company in terms of automation, we guarantee quality-based approach to task solution at every stage and, most importantly, achievement of the set goals;
- While developing and introducing the automation project on a turnkey bases, we use certified materials and components and provide corresponding documentation;
- Apart from development and introduction, we constantly train and consult enterprise employees.



Using the state-of-the-art Original Webrozum multifunctional Web platform and implementation of **e-passports with QR codes** at the enterprise is going to help you be distinguished among your competitors and resolve the issues of technical and logistical parts optimization and organize marketing events correctly as a whole in the nearest future.

The existing manufacturing processes do not stop during the period of development and implementation of new technical solutions!



The expected results of **implementation of e-passports with QR code** are brand protection and achievement of **snowballing growth of sales**, reaching the next level and confident expansion of your business!

Our customers are not only the companies and enterprises with which we have been cooperating for more than 20 years, but also new ambitious manufacturers of enterprises that keep up with the times and with whom we implement automation at enterprises and minimize the human factor mistakes during manufacturing and logistical processes.

For instance, one of our fresh implemented projects is the Intercom LLC manufacturing agricultural enterprise, for which our team fulfilled the complex project of automation of records management of production of corn starches and syrup.



CONDITION FOR BEGINNING THE WORKS:

- Strategic session with both parties;
- Determination of tasks and goals;
- Appointment of a supervisor on the part of the contractor and creation of a work group by the parties;
- Analysis of the required areas of the manufacturers in terms of determination of opportunities of development and implementation of automation;
- Correlation of the preliminary technical design specification (TDS): main stages and budget;
- Coordination of the TDS and signing the contract.

Then, all the works are conducted according to the contract and in accordance with the established work volumes and periods.

PERIODS:

- Basic development: 3 months;
- Test operation: 2 months;
- Improvements upon request: 3 months



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