Securing Pharmaceuticals with AccessReal:

A Bayer Case Study

Bayer HealthCare Limited Hong Kong

Business Category: Life Sciences, Pharmaceuticals

Size: 87 countries, 103,824 employees worldwide

Overview

- Bayer, with over 150 years of history, excels in healthcare and nutrition research and development, focused on preventing, alleviating, and treating diseases.

Business Objective

- The Hong Kong-based company faced an escalating grey market issue: they were unable to track their products sold through unauthorised channels, resulting in a substantial loss of official sales.
- Patients and customers lacked a reliable way to verify the authenticity of the products they purchased.
- Bayer's distribution channels lacked proper tracking and identification, leading to potential issues with product origin and quality control.

The Solution: AccessReal

Bayer decided to implement AccessReal, an advanced anti-counterfeit, track and trace, and consumer marketing solution.

Business Impact

Improved Authentication and Product Tracking:

- Each product received a unique identity (ID) through AccessReal's dual-layer authentication label.
- Customers now have a simple and effective way to authenticate products by scanning the hidden layer AR code.
- AccessReal enables real-time tracking of product scan activities, providing valuable insights into customer preferences and usage patterns.

Enhanced Distribution Channel Visibility

- With AccessReal, Bayer gained the ability to track the distribution channel of every product label collected.
- The company can now identify the source of distribution and ensure product authenticity throughout the supply chain.

Streamlined Redemption Process

- Distributors and retailers can scan the first layer QR code label for redemption, eliminating the need for manual cut-out collection.
- The digitalized redemption process saves time and enhances efficiency in handling product redemption.

Advanced Anti-Counterfeit Measures

- AccessReal's clone-proof identification label with serialization and encryption protection ensures product authenticity.
- Any fake or replicated AR codes can be traced back to their source, aiding in further investigations.

Real-Time Business Insights

- AccessReal's data analytics provide Bayer with valuable insights into marketing statistics, sales, and customer demographics.
- The company can make informed decisions to improve product positioning and enhance customer satisfaction.

Overall Impact:

- AccessReal has significantly strengthened Bayer's pharmaceutical security, safeguarding product authenticity and customer trust.
- The solution has minimized counterfeiting risks and improved the company's ability to respond promptly to issues.
- Bayer's customers now enjoy a convenient and reliable way to verify the authenticity of their purchased products.