

SecureDocs

Anti-Counterfeiting Features Applied to CPG (Consumer Packaged Goods) Invoices

Back Story

In a G20 country with high rates of fraud and corruption, where business transactions are commonly paid by cash, fake, and altered invoices were being used to defraud the CPG manufacturer's smaller customers. This deceitful activity resulted in not only inflated, fraudulent invoices, but also caused harm to the brand equity of the CPG manufacturer, which has a very high net worth.

Objective

Implement a print on-demand solution which will incorporate anti-fraud, layered security onto each invoice, ensuring easy authentication when new stock shipments arrive.

Challenges

- Incorporate anti-counterfeiting and anti-falsification features into each invoice.
- Deploy new solution with existing desktop printer fleet.
- Ensure non-invoice print runs do not have security features applied.
- Enable customers to easily recognize fake, altered, or counterfeit invoices.
- Templates need to be accessible on a distributed, secure network for retrieval by each office.

Solution

A simple solution was needed to allow distributors and retail clients to easily authenticate invoices, while also deterring fraudsters from falsifying or creating counterfeit invoices with the CPG brand's name. A layered security approach, combining personalized and digital security, was recommended. The PrintMatch feature in SecureDocs was utilized to automatically apply security elements to invoices without interrupting workflow of other print jobs.

- **Personalized:** Dynamic data capture embedded client name, along with invoice number and total, as a TROYMark printed across the invoice as a falsification prevention layer.
- **Digital:** SecureMark provided digital authentication of the invoices, and allowed mobile verification of the invoice details, using the SecureDocs app. Encryption of the SecureMark prevented modification or falsification of the code by fraudsters. PrintTrace tags allowed for retrieval of print log audit trail for complete traceability of the invoice. A digital copy of the original invoice was captured at the time of print.



Summary

SecureDocs' customizable security features make it easy for distributors and retailers to authenticate invoices in a cash-based economy

Industry

Consumer Packaged Goods Manufacturing

Application

Fraud Prevention for Invoices

Print Environment

Decentralized print environment across 150+ printer workstations at 30 locations

Deployment

- Private cloud for 150+ print workstations across all locations for the current printer fleet



T: +44 (0)1489 505075

E: sales@fontware.com

W: www.fontware.com

