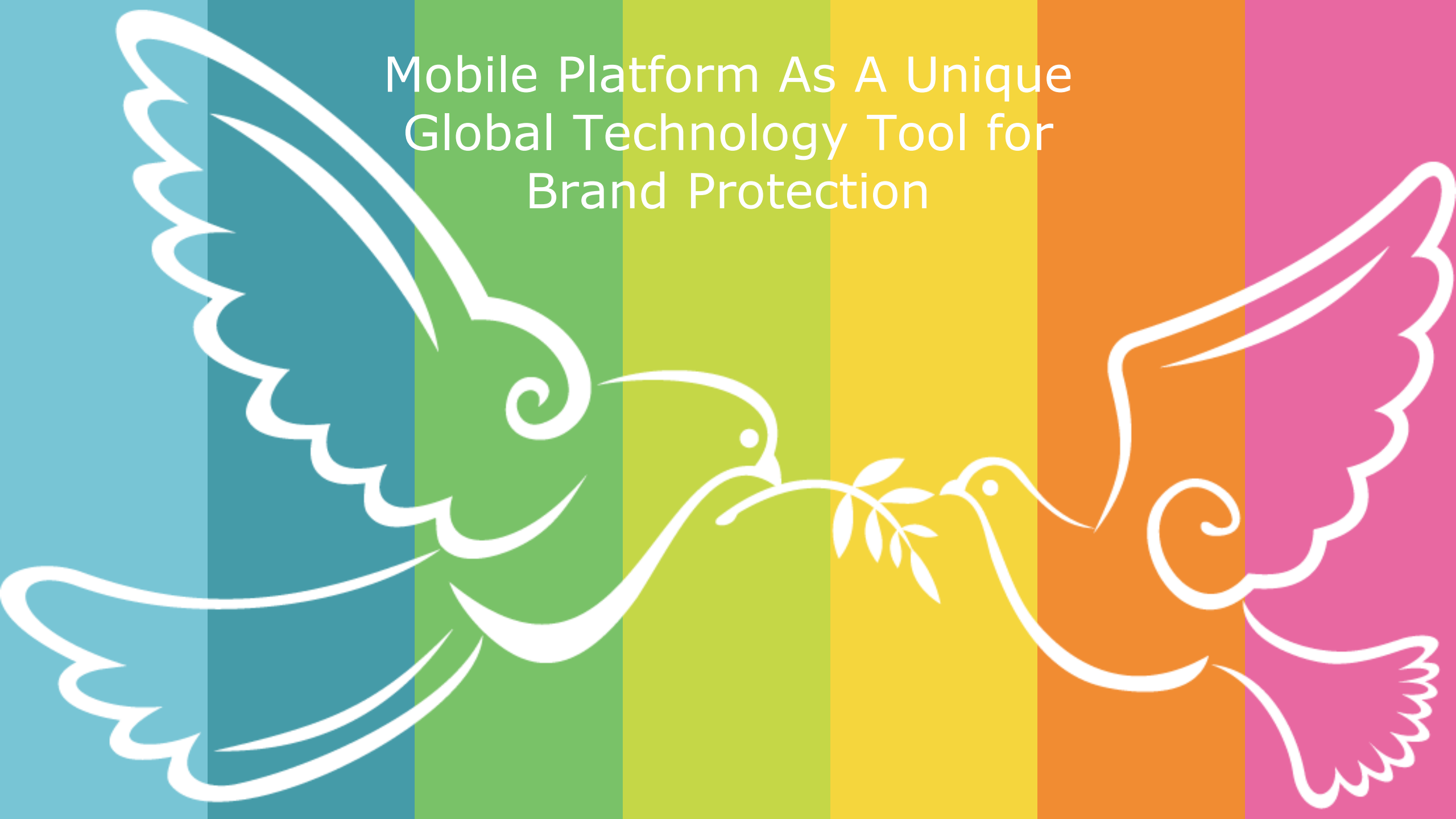


Mobile Platform As A Unique
Global Technology Tool for
Brand Protection





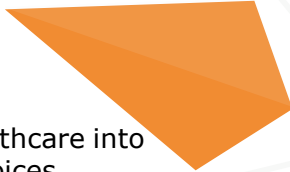
Infrastructure

Technology platforms underpinning innovation



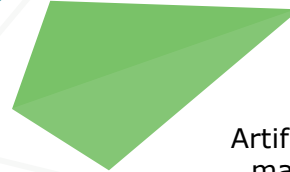
Integration

Technology integrating healthcare into everyday lifestyle choices



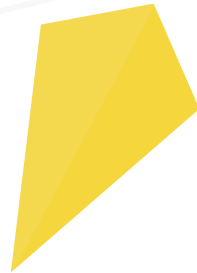
AI

Artificial intelligence driving manufacturing efficiency



Verification

Mobile technologies assisting verification in the field



Track & Trace

End-to-end supply chain solutions increasing transparency





Health is indivisible



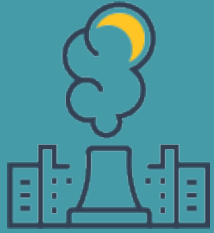
Technology is a pervasive
facilitator of delivering &
improving healthcare
outcomes



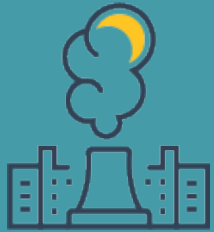
Illicit pharmaceuticals
trade is devastating for
victims and highly
profitable for OCGs

Health At Heart

Infrastructure



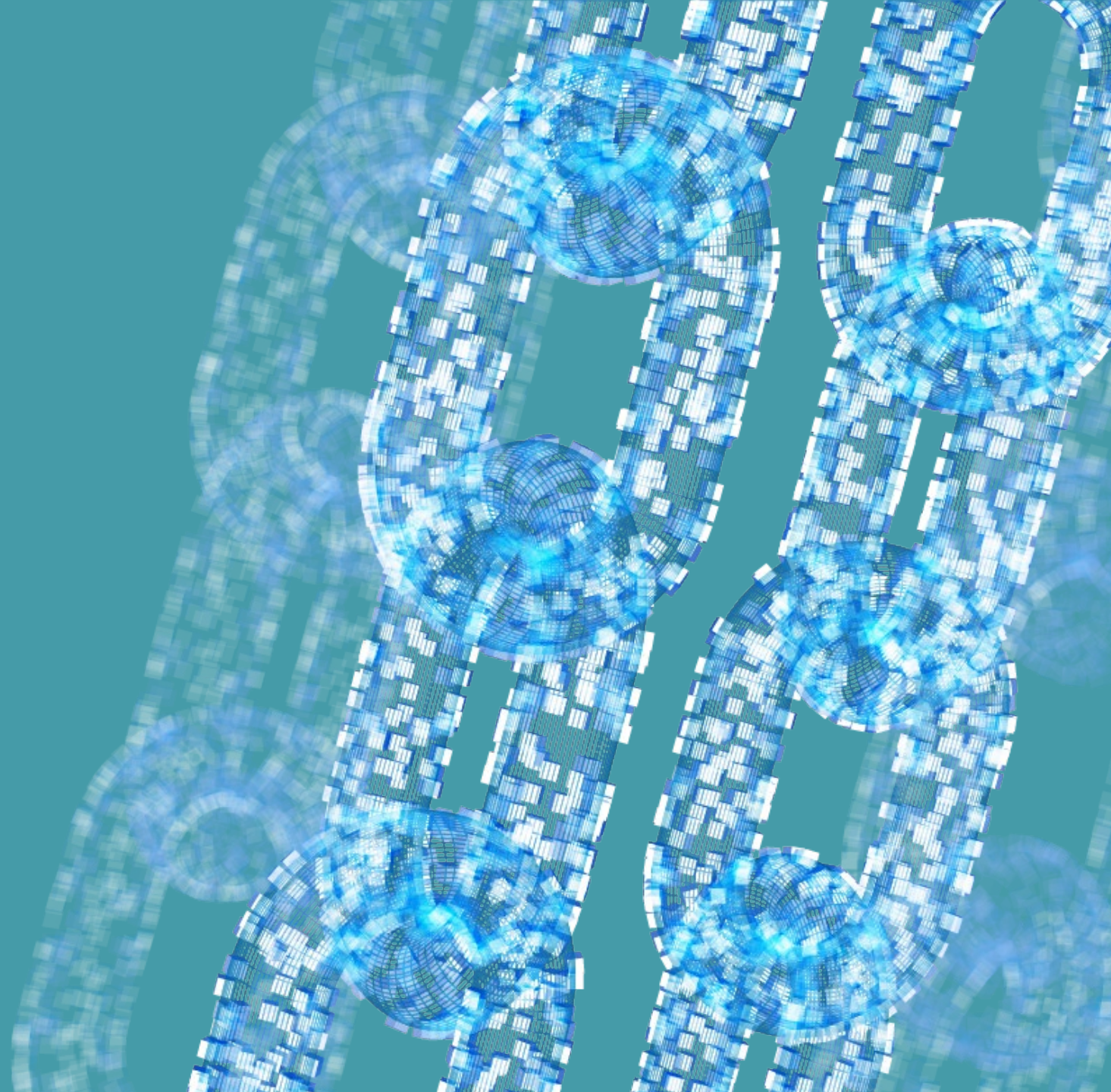
Cloud technology platforms enable efficient scaling for technological solutions

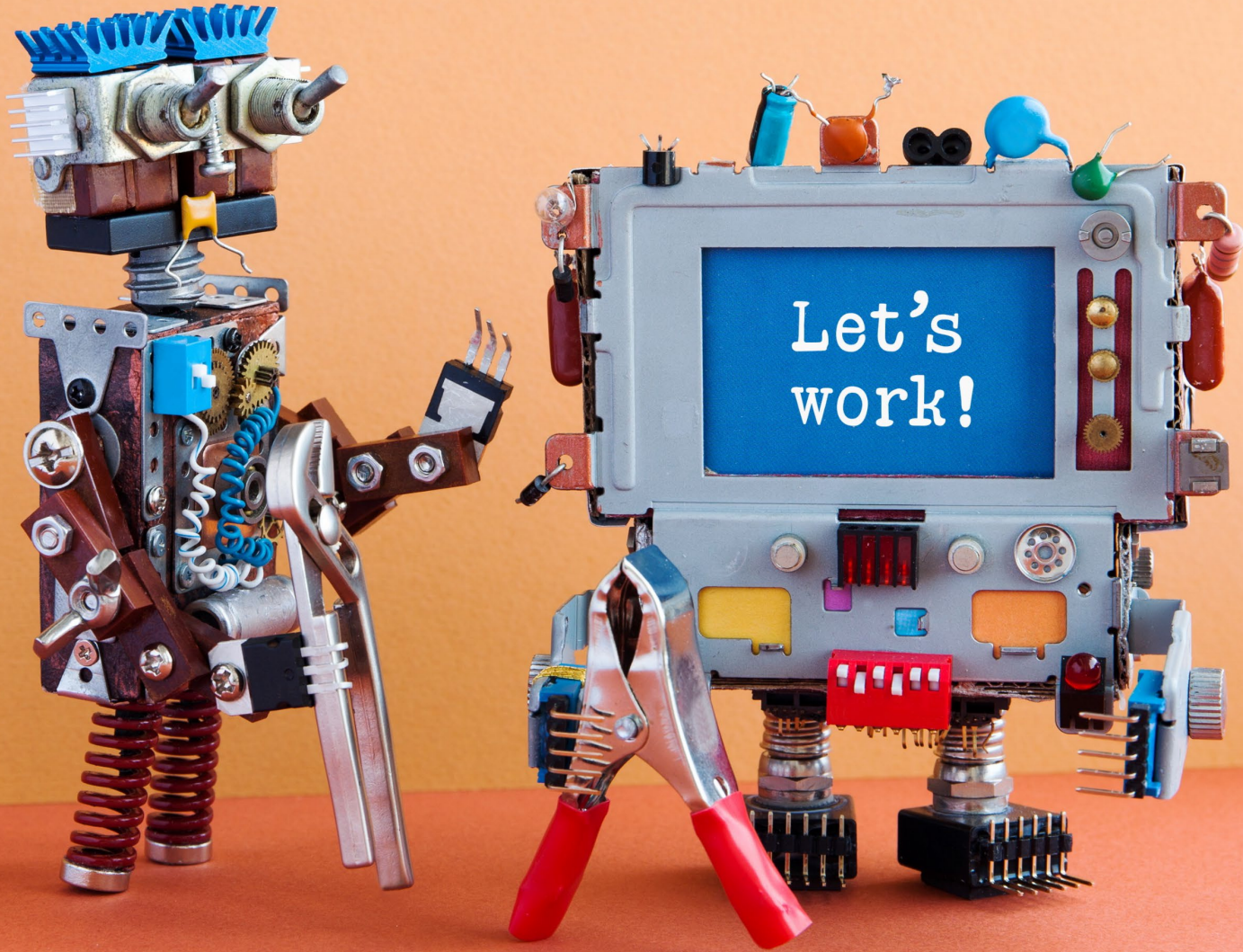


Blockchain technology enables transparent, immutable recording of 'transactions'



Increasing internet speeds and connectivity is facilitating access to greater healthcare





Some estimates put healthcare & healthcare-related data at 30% of world data generation



AI will drive manufacturing efficiency, reducing the costs for innovators

Artificial Intelligence

Track & Trace



In global supply-chains, oversight capacity tends to be weakest closest to the patient



Track & Trace can prevent counterfeit drugs entering legitimate supply-chain



Costs are rapidly decreasing, increasing viability of global implementation





Counterfeit & substandard drugs too often fill holes in the legitimate supply-chain



Cheap, effective tools are being deployed for in situ verification of drugs enabling rapid response



Smartphone applications can securely connect fieldwork to lab or law enforcement resource

Verification

Integration

Estimated 26 billion
connected IoT devices by
2020



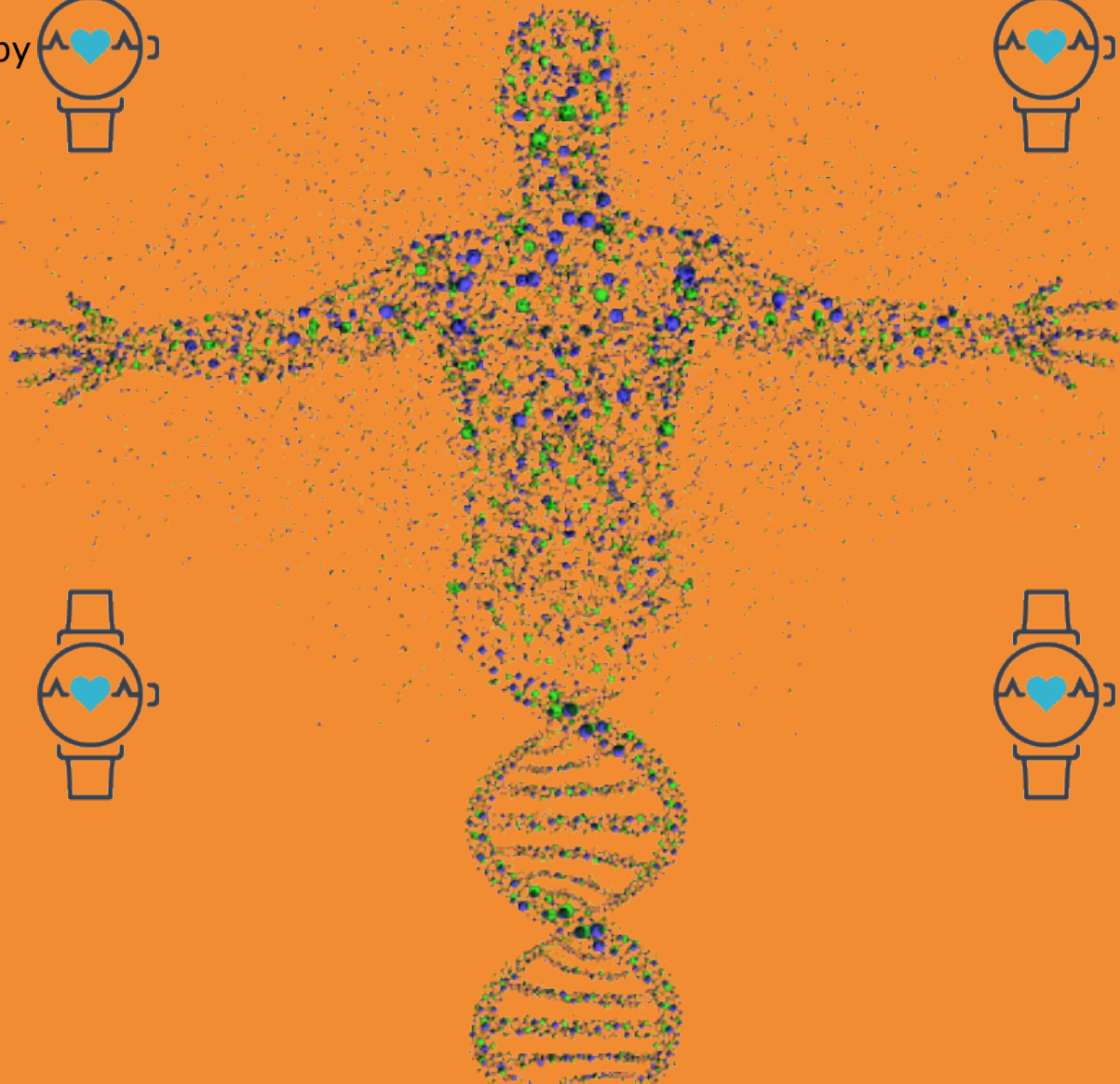
Consumer-shifting
responsibility a major
challenge – value-add
apps / devices essential
to get install-base



Estimated economic
value \$11 trillion



Apps connect patients
anywhere with medical
guidance & access to
professionals if needed





Integrated supply-chains can increase transparency and deliver safe drugs to patients



Technology can help plug the gaps criminals exploit with unsafe products



Brands build the social legitimacy required for them to operate

Opportunities

Digital Brand Protection

>Investigating Brand Piracy &
Intellectual Property Abuse



*"This book is a go-to manual in the
world of digital brand protection."*

Presented by:
Steven Ustel

 <https://www.linkedin.com/in/steven-ustel/>

 <https://twitter.com/stevenustel>

available at



Ustels