End-to-End Product Visibility with Holostik's Track & Trace Solution

Executive Summary:

To curb supply chain leaks and counterfeiting, a leading manufacturer deployed Holostik's end-to-end Track & Trace solution. The result was complete product visibility, reduced duplication, and stronger supply chain control.

Challenges:

The brand struggled with **product diversion, unauthorized reselling, and counterfeits**—especially during distribution. Lack of real-time visibility made it difficult to trace product movement or detect leakages.

They needed a **comprehensive, scalable, and ERP-integrable traceability system.**

How the Product Helped:

Holostik implemented a **cloud-based Track & Trace system** with unique serial codes, QR-based verification, and role-based dashboards. From manufacturing to last-mile delivery, every product was **serialized, scanned, and tracked** through a centralized platform.

The system was seamlessly **integrated with their ERP and packaging lines.**

Results & Future Plans:

1. **Achieved 100% supply chain visibility**
2. Identified and stopped unauthorized channels
3. Enabled geo-based sales insights and stock movement analytics

The brand now plans to integrate **consumer-level traceability and warranty activation** through the same solution

Testimonial:

"Holostik's Track & Trace transformed our supply chain from a black box into a transparent, intelligent ecosystem."

Head of Operations, Leading Manufacturing Company

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