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Tuesday 6th April 2021, 3:41 GMT

Consortium to deliver supply chain transparency



Ron Volpe, SVP International Markets for Persequor

iTrazo Tracotech, Persequor, Tive form alliance to serve traceability needs of customers across Asia Pacific

A consortium of digital supply chain experts from Australia, Denmark and the US have formed an alliance that aims to deliver supply chain transparency and serve the traceability needs of customers across the Asia Pacific.

Persequor, Tive and iTrazo Tracotech formed the alliance, bringing a data-rich ecosystem of collaborative and complementary offerings within track and trace, traceability, customer engagement and visibility.

"By working with the consortium, companies have immediate access to multi-sensor trackers, track and trace platforms, mobile apps, sophisticated repositories and a multitude of software specifically created for optimal and actionable granular traceability," explained Ron Volpe, SVP International Markets for Persequor (pictured).

Reeanjou Ram, iTrazo's chief executive and founder, believes the right

partnerships bring together innovation and cost efficiencies.

"Joining forces ensures readily available end-to-end solutions," she said. "Our traceability platform is complemented by Persequor's SAGA repositories and software, all based on EPCIS standards.

"Track and trace events can be stored, monitored and analysed from origin to consumption, enabling businesses to track billions of unique items, products and events."

Tive will provide cost-effective access to IoT tracking devices and insights. According to the press release, many IoT devices are still in the very early stages of development and can be a costly addition to customers seeking multiple trace technology input.

IoT addresses greater convenience, higher efficiency, improved quality of production and better utilisation of crucial event data.

Tive will also deliver an additional layer of load-sensing data from its Solo 5G trackers on shipment location and condition - temperature, light, humidity and shock.

"We believe that iTrazo, Persequor and Tive each uniquely contribute to the consortium's offering, as collaboration and open access is a strong driver for Tive who has partnered to create the Open Visibility Network (OVN) that increases visibility data across various platforms to benefit everyone involved in global supply chains," said Hany Amer, director APAC, Tive.

According to the release, the collaboration came as a result of "the realisation during 2020 that digitisation is no longer an option to manage today's supply chains, which in turn encouraged iTrazo, Persequor and Tive to partner and innovate together to bring digital traceability solutions to companies across APAC."

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