

# GS1-compatible smart content switcher (Resolver)

Sézanne (51120), France



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PCRM is a software publisher that specializes in managing the interaction between unit products and their various stakeholders, including consumers, distributors, partners, and manufacturers.

PC-DL (Products to Customers Digital Link) is an intelligent content switcher (resolver) that delivers:

1. unitary coding integrations of GS1's augmented QR code;
2. a comprehensive digital passport for each product, capable of recording key events throughout the product life cycle;
3. examines the circumstances in which the QR code is scanned, and provides customers with pertinent details, such as contact person information or checkout system details. All optimizations are programmed to effectively reach customers at the most suitable place and time.

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PCRM offers the services of a software publisher:

- GS1 QR Code integration and operation, including all GS1 coding, including GLN, GTIN NumLot, SSCC and serialization. (tr12.eu/01/32000000002701/10/163810/11/092016/17/082019/21/15550?linkType=gs1:ARTICLE)
- A digital product passport to store information and events linked to the product life cycle
- PC-DL software to manage GS1 QR codes and enrich the product passport
- Professional services to interface between the information system and the PCDL platform

### Nouveaux standards

QR code augmenté GS1  
Digital Product Passport

### Company's information

Year of foundation : 2015  
Company size : TPE < à 10 personnes

### Target audience

All sectors

### Strengths

Assets 1 : GS1-compatible smart content switcher (Resolver)

Assets 2 : GS1 coding, product passport and contextualized rules engine

Assets 3 : 10 years of experience in unitary traceability

## Target audience

All sizes companies

## Activities of software publishers / integraters

Customer management tool (CRM)

Files management tool (GED)

PIM / BIM product information management

MES, Manufacturing Execution System

## Consulting activities

Traceability consulting

IT consulting

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