# Traceability, Transparency and Customer Engagement

## Colomiers (31770), France

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Frequentiel publishes 2 SAAS solutions.
* OCTO+ Retail, allows retailers to optimize their logistics and stock management in warehouses and stores thanks to RFID technology.

* OCTO+ iWay, allows producers to meet new consumer expectations in terms of transparency and circularity as well as new regulations (AGEC Law and Digital Product Passport for fashion, Regulation (EU) 2021/2117 for wines and Spirit).

## listing.download.benifits

* OCTO+ Retail, provides a set of services and technologies allowing users to gain reliability and efficiency on their operations. Allowing them to devote more time to their real job, advising the customer.
-Serialization
-Inventories
-Monitoring of Omni-channel logistics flows
-POS
-Antitheft

* OCTO+ iWay is a SAAS platform hosting a traceability database allowing tracking to the production batch or serialized part. The solution is compliant with the Digital link standard and hosts a redirection service for an optimized customer experience. Your product becomes, thanks to the digital link, your best communication tool with your customers and allows you to offer them new services.
- Digitalization of products
- Traceability to batch or serialized part
- Marking products with a Digital Link
- Contextual customer experience (depending on the country, depending on the status of the scanned part)
- Communication of regulatory information
- Simplified integration by API

### Nouveaux standards

QR code augmenté GS1
Digital Product Passport

### Company's information

Year of foundation : 2007
Company size : PME < à 250 personnes

### Target audience

Jewelry, watchmaking
Textile
E-commerce
Home furnishing
Wines and spirits

## Strengths

Assets 1 : Technologie RFID
Assets 2 : Traçabilité au lot ou à la pièce sérialisée
Assets 3 : Digitalisation et mise en conformité avec les nouvelles règlementations

## Target audience

All sizes companies

## Activities of software publishers / integraters

MES, Manufacturing Execution System
IOT solution
RFID solution

## Manufacturers activities

Barcode reading equipment
Printing equipment
RFID equipment

## Consulting activities

Supply Chain Management consulting

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