



Identify, Track, Count and Manage Items in Real-Time Using PortalTrack

Creating Real-Time Item Visibility with Digital DNA using PortalTrack.

To remain competitive in today's ultra competitive business landscape having access to real-time data for decision making is no longer a luxury, but a necessity. Being able to make competent decisions at anytime by understanding where your items are and how many of them you have has never been more important and with MSM Solutions PortalTrack and Digital DNA it's never been easier.

Digital DNA is much more than just an Electronic Product Code (EPC), it gives your items a true "Digital Voice" enabling you to track virtually any piece of information associated with an RFID or barcode tagged item. That's why more and more leading companies are turning to MSM Solutions PortalTrack to help them Identity, Track, Count and Manage their items with Digital DNA.

IDENTIFY: Creating Digital DNA

To create Digital DNA, each business asset or item must first receive a unique identifier, such as an electronic product code (EPC), allowing it to be identified and tracked throughout its entire lifecycle. PortalTrack makes creating Digital DNA simple and can be tailored to your business processes and systems.

From harsh environmental conditions, to those designed to blend into today's retail store, when it comes to Digital DNA it all starts with RFID smart labels that give your items a unique EPC identifier. Combined with PortalTrack's flexible and proven EPC printing options and GS1 compliant encoding schemes, you'll have complete freedom when it comes to creating your Digital DNA.

With PortalTrack and Digital DNA, item information that is contained in your manufacturing or WMS systems can be correlated to a specific RFID smart label for real-time identification.

Where is **Digital DNA Created?**



At the Source

Print on demand only the labels you need, when you need them, to avoid excess, obsolete tag inventory and improve management of serialization.



In the Store

Customizable print solutions enable fast, easy and cost effective replacement of missing and inaccurate hangtags.



At the Distribution Center

Consolidates EPC and barcode data on one label, eliminating the supplemental re-ticketing, to simplify logistics and realize considerable savings in time and money.



At a Service Bureau

Save time by having hangtags and labels printed in bulk at our service bureau for fast and responsive delivery to the manufacturing source.

TRACK: Real-Time Visibility

In today's business world, understanding where all of your products and items are and having the ability to track and analyze them in real-time is critical to meeting profit goals and customer expectations. With PortalTrack and Digital DNA, you'll have item-level visibility from the receiving dock all the way to the retail floor and everywhere in-between, ensuring your items are in the right place, at the right time, all of the time.

And because PortalTrack can integrate with WMS and ERP systems it can provide you with fast and accurate up-to-date locations of all of your inventory, like whether it's in staging or receiving. With PortalTrack *you'll always know where your items are.*

TRACK Use Cases



Item and Zone Level Tracking

Using fixed RFID readers positioned at strategic points and mobile RFID readers on the floor, PortalTrack gives you the power to locate items Digital DNA in real-time, regardless of their physical location.



Work in Process

By tracking Work in Process manufacturing facilities benefit from improved production times, error reduction, increased inventory accuracy, and other key operating efficiencies.



Brand Protection

Digital DNA allows brand owners and major retailers to safeguard themselves from counterfeiting and theft, a multibillion-dollar issue that has plagued the retail industry for years.



Anti-Counterfeiting

Verifying and validating EPC data with PortalTrack ensures product authenticity at all touchpoints throughout the entire supply chain, from point-of-origin to point-of-sale.



COUNT: Accurate Inventory Management

Equally as important as knowing where your items are, is knowing how many of them you actually have. Inventory counts based on yesterday's data can easily result in missed shipments, lost sales and ultimately unsatisfied customers.

Using your items Digital DNA, PortalTrack enables faster inventory counts with greater accuracy and can integrate to automatically update POS or accounting systems with accurate inventory counts. With easy customization to your business needs, PortalTrack means faster adoption for accurate inventory management in no time.

COUNT Use Cases



Perpetual Inventory

With a perpetual inventory system you eliminate inaccurate, time-consuming physical inventory checks of the past, saving money, reducing overstock and keeping customers happy.



Cycle Counting

The speed and accuracy of RFID enables complete cycle counts to be done in minutes, slashing the time needed for inventory auditing and improving overall inventory management.



Inbound/Outbound Order Validation

Errors in shipping and receiving can have serious negative business impacts. With PortalTrack order validation you can be confident that the right products are shipped and received every time.



Case, Pallet and Item Level Verification

Whether you're tracking cases, pallets or items, PortalTrack greatly increases accuracy, speed and traceability so you can make critical business decisions on the fly with confidence.



MANAGE: Actionable Business Intelligence

MSM Solutions and PortalTrack help bring your digital DNA to life and create value and actionable insight into your business so that you can manage your inventory in real-time enabling you to make more informed and timely decisions. PortalTrack can integrate with WMS, WCS and accounting systems to provide accurate and real-time data, enabling you to be able to make intelligent business decisions.

MANAGE Use Cases



Customize Reporting

PortalTrack offers customized reporting, dashboards and metrics to visually empower verifiable, data driven analysis that is key to achieving better business decisions.



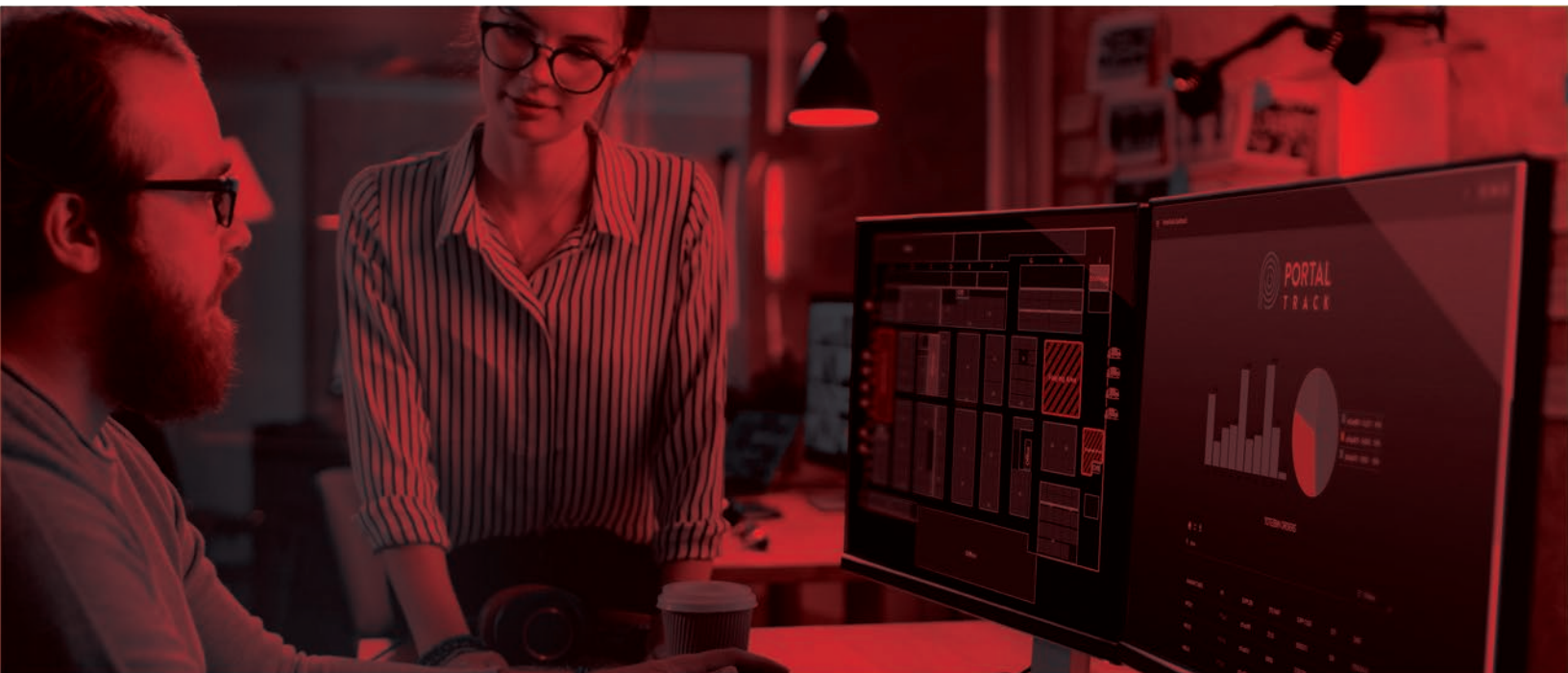
Facility Mapping

Gain instant, real-time access to a complete visual overview of inventory assets by location with facility mapping, improving overall efficiency to save time and money.



Real-Time Notifications

Safeguard your processes by generating real-time notifications and initiating actions via alarms, video, PLC interface and email when certain events occur or conditions are met.



PortalTrack from MSM Solutions **Taking Digital DNA To The Next Level**

PortalTrack is a customizable software solution developed by MSM Solutions that enables business to take complete control of their entire business in real-time by harnessing the power of Radio Frequency Identification (RFID) technology and their items Digital DNA.

Deployed globally, many of the world's leading and most recognizable brands trust MSM Solutions and PortalTrack to monitor millions of events around the world every single day for them.



Customized to Fit **Your Unique Business Practices**

PortalTrack truly enables scalable solutions, ranging from select area monitoring to global enterprise applications, delivering business returns through Digital DNA.



Founded in 1981, MSM Solutions is headquartered in Memphis, Tennessee and services customers around the globe. We've been providing exceptional service and innovative applications for over thirty years, and as the leading integrator of barcode and RFID products, we match the best technology to your business goals.

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