Knowledge Capture Anti-Counterfeit Platform

Knowledge Capture is a counterfeit management platform enabling counterfeit Actionable Intelligence providing Intelligence Lead Forensic Investigations, leveraging technology to proactively 'take the fight to organised crime'

AT A GLANCE

The Knowledge Capture (KC) Anti-Counterfeit platform enables organisations to manage end to end counterfeit processes, providing a single cloud solution to seamlessly capture and control counterfeit information from both the web and physical seizures. Knowledge Capture is an ecosystem of many software partners who have come together to combine the best of the leading anti-counterfeit tools to provide a single, focused KC service to address the needs of how to accurately identify counterfeited products and how to manage the take down process and wider counterfeit management processes.

End to End Lifecycle Control

The KC Anti-Counterfeit Platform provides an end-to-end platform for organisations focused on proactively addressing counterfeit issues from both online and physical processing investigations and reporting in real time.

Counterfeit data is automatically captured and loaded into the KC Counterfeit Case Management Application, providing a central secure 'digital case' of every Counterfeit incident, enabling investigators, legal counsel, inspectors and agents to consolidate, review, update and manage each counterfeit risk.

The KC Platform also includes comprehensive, real time analytics of all counterfeit cases leveraging sophisticated reporting dashboards, providing details of heat map hot spots, top down and bottom up real time analytics, enabling the analysis of locations, volume metrics and financial impacts.

A Single Anti-Counterfeit Platform

Brands benefit by connecting the best of industry counterfeit applications from within a single KC platform providing greater access to a wider range of anti-counterfeit products and holistic information to make more intelligent decisions. This helps identify counterfeit hot spots, connections to organised crime and the ability to take greater control of the fight against counterfeit. KC Brings everything together in one place.

Automated Counterfeit Confidence Levels

The KC Anti-Counterfeit platform automates the counterfeit management process by automatically assessing counterfeit information against a range of verification points and tools such as comparing new suspect counterfeit goods against historic information and other touch points such as common cell phone, email and other records. A confidence level automatically enables the business to focus on the most critical cases first.

Capturing and Managing Counterfeit Fraud Cases from Suspect:

- Websites and retail sites
- Social Media feedback
- Delivery and customs documents
- Product Brochures
- Emails and Honeypots
- Comparing historic counterfeit databases

Provided OnPremise or in the Cloud

The KC Anti-Counterfeit Platform is available as a Cloud or On Premise solution.

Delivered as a fully hosted managed Cloud or On Premise Service, KC Anti-Counterfeit Platform is priced based on either a per user, per month usage model delivering enterprise level technology with no upfront capital costs, or as a perpetual software application as part of an On Premise installation.

Email us for more information at: sales@kc-ol.com

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Identification

The KC Anti-Counterfeit platform enables organisations to capture content from over 600 websites, including marketplaces, blogs and social media. This content is automatically analysed by the KC Content Analytics engine to identify and prioritise potential counterfeit issues. Also included is an out of the box feature rich mobile app designed to enable staff, third parties or custom officers to quickly and easily identify physically seized counterfeit goods and automatically generate a counterfeit case.

Investigation

Having identified a potential counterfeit fraud consignment, the KC Anti-Counterfeit platform provides an intuitive and feature rich Case Management application designed to manage counterfeit cases.
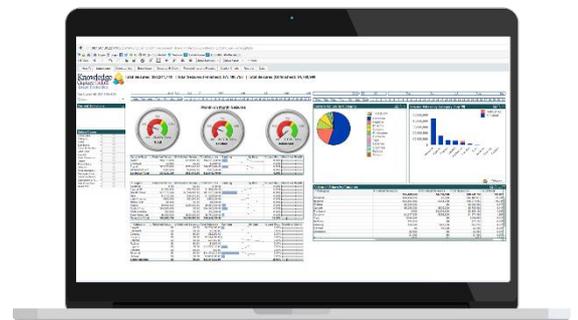
The KC Anti-Counterfeit platform enables a brand protection officer to collate a total holistic case related information whether this be documents, photos, videos, call recording, emails and even social media posts to enable legal prosecution.

Reporting

When identifying, investigating and prosecuting counterfeit fraud cases, it is essential to have accurate, real time, management information for reporting and analysis purposes. The KC Anti-Counterfeit platform delivers this ability in a real time, browser based, management information reporting dashboard.
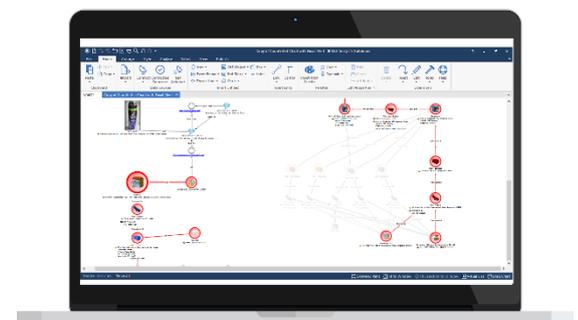
Utilizing the KC Counterfeit Management case data, the reporting platform provides a wealth of out of the box reporting capabilities with the ability to drill down into case data and statistics.

Analysis

Having identified and investigated a counterfeit fraud case within the KC Anti-Counterfeit Platform additional analysis can deliver the unique ability to automatically find hidden case associations through the cross examination of the entire Counterfeit Fraud knowledge base.

Utilizing analytical tools such as Sentinel Visualizer or IBM i2 Analyst's Notebook, the KC Counterfeit Platform Analysis provides a feature rich notepad that graphically represents fraud associations whether this be associated sellers, distributors or manufactures.

More Information

Website: www.kc-ol.com
Email: sales@kc-ol.com

kc-ol.com/counterfeit.php