

iTrazo and Persequor Partner to conquer the Traceability Market

iTrazo TraceTechFriday, February 12th, 2021

10 February 2021

iTrazo Press Release

Track and trace software companies join forces to bring an end-to-end supply chain traceability solution to Australia and New Zealand

It truly takes an ecosystem of collaborative players to deliver full and granular traceability, which is why we are excited to announce the partnership between Australian traceability solution company iTrazo TraceTech and Danish track and trace software company Persequor.

The ability to track and trace products across supply chains is critically important to the makers, movers, and users of products across a multitude of industries. From food to pharma to healthcare, and many other industries, traceability has become a major driver not only for operational excellence and other core reasons like provenance, regulatory compliance and recalls, but also as consumers are demanding to know more about the details and the journeys of products.

The vast amounts of data that needs to be captured, stored, analyzed and shared when tracking and tracing products through the entire supply chain have led to a need for digital solutions and technologies to enable optimal traceability.

As pioneers in harnessing traceability technology (TraceTech) iTrazo has been leading the way in Australia and New Zealand with its platform, iTrazo ADI. Herewith delivering an adaptable platform for customised, digital traceability. By combining machine learning, AI and the latest technologies in automated tracking they are able to integrate multiple input sources to combine data for the most complete picture of the full supply chain, or just a particular segment of activity.

In order to boost their platform with the capability of handling vast amounts of data, in many different technical languages and being able to track at any level of packaging, iTrazo has now partnered with danish software company, Persequor. By integrating Persequor's highly scalable, EPCIS based track and trace repository and modular software into their platform, iTrazo is now able to adapt their solution to most industry's traceability requirements across Australia, New Zealand and globally.

Persequor's sophisticated repositories and software is currently used by governments, technology solutions providers and companies across the globe to store, analyze and share supply chain events. Their flagship SAGA software is industry agnostic and is currently tracking over 20 billion items in the FMCG market each year.

"iTrazo and Persequor's combined digital traceability solution can assist companies across food and beverages, pharma, medical devices, tobacco, and a variety of other industries to collect, store, analyze, interpret and share their supply chain data." says Reeanjou Ram, the award-winning Founder of iTrazo

Contact Profile

iTrazo TraceTech

About Us

iTrazo are the pioneers in trace technology, always looking for ways to enhance supply chain traceability and increasing consumer engagement. We've built our traceability solutions on the foundation of the Internet of Things with a clear vision that every item can have a fully trackable digital identity. Internal and cross border e-commerce along with standard value chain channels have long needed a solution that protects against counterfeiting and unauthorised diversions - we wanted to build a platform that brands could use to provide product security and gain insights about both their products and customers.

Transparency is key, so we determined that as well as creating world-beating tracing systems, we needed to include a way for consumers and businesses to communicate. Our trace technology allows this direct communication and gives consumers the confidence that they have received an authentic product by simply using the camera on their smartphone.

Strategic partnerships with businesses in specialist sectors have allowed us to improve and expand our offering. From brand owner to consumer, it has always been our vision to enhance security, transparency, accountability, and communication for products and services around the world.

Reeanjou Ram
P: 0418132133
W: www.itrazotracetech.com
E: reeanjou@itrazotracetech.com

and a lead figure in the Australia and New Zealand traceability community.

Reeanjou has devoted years to enabling practical, large-scale analysis of secure, encrypted, active digital identities. She says, "the world we operate in moves fast, so we need to move faster. Most of our clients feel they have not got a hope of keeping up with the requirements of consumers, governments, or their downstream partners. We are their hope! And this partnership with Persequor allows us to take on the largest projects possible for ANZ companies but staying our innovative and flexible self. We cannot wait to bring this combined solution to our initial project partners."

Ron Volpe, formerly with Coles and now Persequor's SVP International Markets said; "The bar has been raised, by governments, by companies, and most importantly by consumers who demand full transparency of the origin and journey of their products. In Australia and New Zealand, this is perhaps most visible in the food chain where the provenance of products has always been paramount. Persequor is excited to partner with iTrazo, the acknowledged ANZ traceability platform leader to deliver on these expectations.

Where meeting track and trace requirements is a challenge due to scale or granularity, the combination of iTrazo and Persequor will be an ideal place to start for any ANZ company."

About iTrazo Tracotech

iTrazo are genuine pioneers at leveraging traceability technology in a practical and usable way for Australian and New Zealand companies. We can collate inputs from a wide array of sources and implement hardware, software and data analysis to deliver meaningful insights and reliable Information to inform and support important business decisions. Our goal is to ensure our clients stay ahead of the curve and move into leadership positions in traceability and accountability of their wide range of business activity. Our leadership team is second to none and our delivery team make it happen day in day out across a wide range of sectors. www.itrazotracotech.com

iTrazo Contact:

For any enquiries related to iTrazo, please contact Reeanjou Ram, Chief Executive Officer and Communications at E: reeanjou@itrazotracotech.com or M: +61 4 18 132 133. *iTrazo commercial enquiries can be directed to Paul Whybird via email at: paul@itrazotracotech.com*

About Persequor

Persequor is a Danish software development company that specializes in highly scalable software for storing, processing and analyzing vast amounts of supply chain data. We partner with track and trace software integrators, solutions providers, consultancies and industry bodies to bring best of breed IT Solutions to the world of Traceability. Together we empower manufacturers, corporations and governments across the globe with digital Track and Trace capabilities and create the ability to *tell the true story of the origin, journey, whereabouts, and consumption of products and resources across the supply chain.*

www.persequor.com

Persequor Contact:

For any enquiries related to Persequor, please contact Juanita van der Watt, Head of Marketing and Communications at E: jvdw@persequor.com or M: +45

File Library

