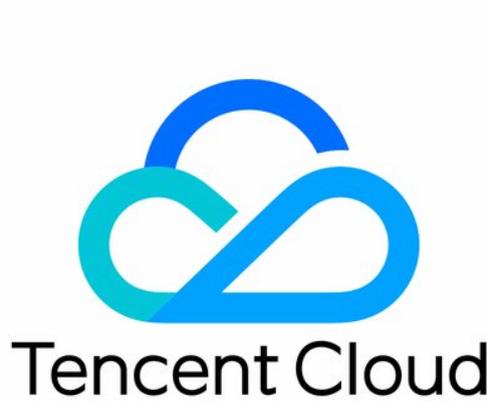


Tencent Reassurance Platform Product Introduction



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Overview

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Overview

TRP integrates Tencent's multiple security teams' technical capabilities, using core products such as Assurance Code, Assurance Chain, Assurance Traffic, and Assurance Brand to provide security platform capabilities across various industries and channels. TRP offers Supply Chain Information Management Software to enterprises, breaking information silos and aiding in digital transformation.

Main Feature

Product	Module	Features
Assurance Code Chain	Traceability Platform	One Item, One Code (Production, Distribution, Storage, Verification)
		Merchant Management
		Product Management
		Batch Traceability Management
		Origin Traceability
		Full Supply Chain Traceability
		Merchant Edition Mini Program for Traceability Platform Mobile Management
		Secure Platform Official Mini Program Scan to Verify
		Enterprise-Owned Mini Program Scan to Verify Integration
		Product Inbound and Outbound Signing Mini Program (supports Employee Account Login)
Product Channel Check Mini Program (supports Employee Account Login)		

		Traceability Segment Template Management
		Traceability Mini Program Template Management
		Traceability Code Rule Management (Self-defined Code Rules, Third-Party Code Package)
		Traceability Code Hierarchical Management
		Support query traceability information through Anxin Platform Official Mini Program
		Support mutual recognition and jumping between enterprise-owned codes, traceability mini programs, and Anxin Platform mini programs to achieve joint endorsement
		Organizational Structure Permission Management
		Code Traceability Data Analysis (Basic Data, Funnel Analysis, etc.)
		Traceability Code Printing Service
		Traceability Data Storage Service
	Blockchain for Traceability	Traceability information on-chain management
		Traceability blockchain evidence storage address query
	Supply Chain Management	Customized Service for Production Line Renovation
Code Chain Business Assistant	Business Insights	User Analysis
		Operation Activity Effectiveness Analysis
	Post-Code Operation Assistant	Rights Resource Management
		Post-Traceability Code Marketing Activities
		One Product, One Code Activities
		Points System (Scan to Earn Points, Points Mall)

		Custom-made Vouchers
		Enterprise Sales Channel Incentives
Code Chain Risk Control Manager	Supply Chain Risk Control	Operational Anomalies Data Analysis
		Sales Channel Smuggling Analysis
		Sales Channel Missing Item Analysis
		Consumer Complaint Management

Advantages

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Full Process Traceability

Products are identified by "One Item, One Code", and the entire process flow information is written into the Blockchain. The Blockchain packages the data into Blocks, adds a Timestamp, and records information from each stage on the Blockchain.

Data is unalterable

In every step, each subject uses their identity (TLS private key) to sign the information and write it into the blockchain. The information is unalterable, and the identity is non-repudiable.

One-Stop Service

Based on the two major scenarios of QR Code Tracing and QR Code Marketing, a one-stop solution is provided. The platform can flexibly aggregate capability modules according to customer needs, meeting their customization requirements.

Use Cases

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Retail Industry

Enhance enterprise brand value: TRP, based on One Item, One Code + Blockchain capabilities, combined with Tencent's Big Data Analysis, helps enterprises precisely reach consumers to achieve a Marketing Closed Loop, aiding in Digital Transformation.

Agriculture and Food Industry

Build a Food Traceability System: Establish a food traceability data visualization system based on unique codes for each item, reducing the risk of product substitution, counterfeiting, and adulteration during distribution. Assist enterprises in achieving quality control, agricultural product recall, process tracing, and responsibility verification more conveniently.

Pharmaceutical and Daily Necessities Industry

Create an Anti-counterfeiting Authentication Platform: Provide traceability and tamper-evident features for industries such as pharmaceuticals, daily necessities, and cosmetics. Help brand owners optimize channel management, improve supply chain efficiency, reduce logistics costs, and build a bridge between brands and consumers.

Warehousing and Logistics Industry

Help Enterprises Improve Efficiency and Reduce Costs: Use Tencent's unique codes to establish two-way connections between various levels of product packaging, break down data barriers, achieve unified logistics data management, and assist enterprises in quickly and accurately managing inventory, supply chain/cold chain, and logistics.