GKN Driveline: Product Details and installation videos

GKN Driveline service installation instructions

Digitalization and mobile services for own products are the core objective of current company strategies. This is also the case for GKN Driveline Service, the globally leading supplier of drive components and systems in the independent aftermarket. GKN Driveline Service guarantees a consistent supply for customers via wholesalers and local retailers with the most extensive range of drive products.To achieve these goals, GKN Driveline Services uses the oneIDentity+ service platform. This platform manages the "digital products" and allows for comprehensive added values for GKN and its customers.

„GKN has set itself the goal of combatting product piracy and protecting the interests of the independent automotive aftermarket. For this reason, we have, for years, been using GS1 data matrix codes and the oneIDentity+ service platform for authentication purposes. With the help of the oneIDentity+ App, all the players in the aftermarket – i.e. dealers, workshops, public authorities and consumers – now have a quick way of checking the authenticity of GKN products.

With the new services, offered on top of the existing authenticity check, we can now offer our customers additional functionality. This way, it is possible to access the GKN Driveline Service workshop and service portal as well as the TecDoc information of the scanned spare part at the tap of a button from within the oneIDentity+ App.

In future, further services based on uniquely marked products are planned in the area of track and trace."

Frank Huerter
Commercial Director Automotive Distribution GKN

The challenge

GKN Driveline Service, one of the leading system developers in the automotive industry, has been using oneIDentity+ for many years to guarantee the authenticity of valuable GKN spare parts.

Now, GKN Driveline Services was looking for a possibility to enable their workshops and end customers to access product-specific information and innovative services on the go.

At the same time, the existing counterfeit protection for valuable GKN products was to be improved further. The redesign of the previous GKN package labels was the ideal opportunity to do so.
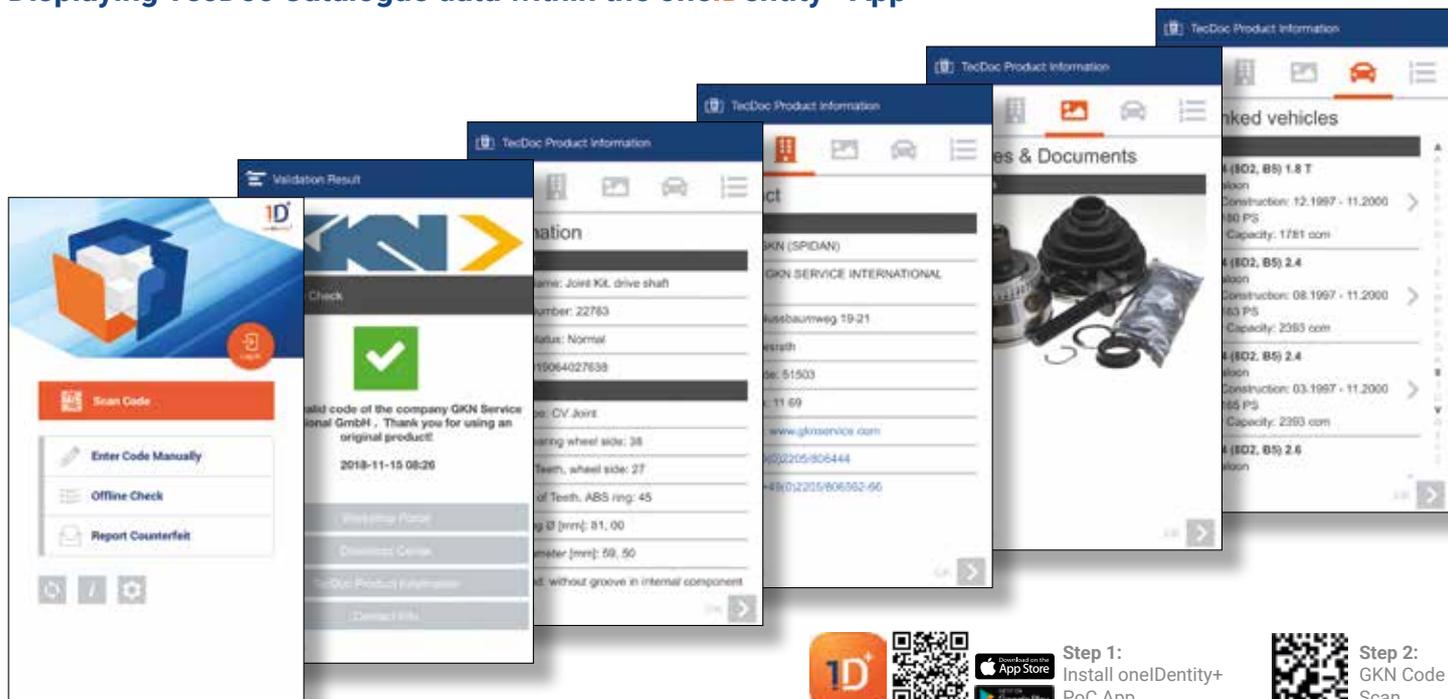
Product information

Success Story

Serialization

GKN Driveline Service

Counterfeit protection

Value-added services

Digitalization

1D⁺
oneIDentity⁺

Displaying TecDoc Catalogue data within the oneIDentity+ App

Step 1:
Install oneIDentity+
PoC App

Step 2:
GKN Code
Scan

The solution

Not only is every packaging label marked with an EAN bar code and the QR code with a link to the company website, but also with a unique data matrix code.

This is a serialized code which is different for every label, even if it is the same type of spare part. The code is compliant to the globally valid GS1 standards and contains the GTIN (=Global Trade Item Number) for the identification of the manufacturer and product as well as a distinct serial number.

The Realization

This unique code is stored in the central oneIDentity+ database. It can be scanned all around the world, at any time with the free oneIDentity+ App. Furthermore, the workshop employees and end customers can access product-specific value-added services on the go with their mobile devices.

They can access the workshop portal as well as the download center of GKN Driveline Service and directly contact the person responsible.

The most valuable innovation undoubtedly is the direct access to the information stored in the TecDoc Catalogue corresponding to the scanned spare part – from general information about the article and manufacturer, via images and instructions through to the linked vehicles and OE information.

The advantages

Because of these innovative services, which go far beyond the protection against counterfeits, the value of the GKN brand is once more highlighted. The customers receive detailed information free of charge for the acquired spare part by GKN Driveline Service. At the same time, the product protection is ensured and GKN Driveline Service obtain detailed information about the use of the produced products.

In future, GKN Driveline Service will implement additional application scenarios based on the serialized and marked articles. Not only the internal processes of GKN will benefit from this, but especially the customers of GKN Driveline Service.

Try it out yourself with the oneIDentity+ POC App!

Use the QR code above for installation, start the app, scan the GKN code above and try the different value-added services.

What makes oneIDentity+ GmbH special?

We offer flexible, mobile services based on worldwide valid standards for the challenges around product protection and Track & Trace in Industry 4.0 and IoT. As a subsidiary company of TecAlliance GmbH and solution partner of GS1 Germany, oneIDentity+ GmbH is your neutral and reliable partner for your digital business.

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