



# oneIDentity+

## Authentication via QR codes

The distinct marking of products with GS1 compliant DataMatrix codes is already widespread. Alternatively, the use of a serialized QR code offers many advantages, especially in the B2C environment in the Asian region.



The GS1 compliant DataMatrix code is a globally established standard for the serialized marking of products in the B2B area of railway, machine & plant manufacturing, shipbuilding, pharma & medical technology, as well as the automotive industry. This code is very secure but can only be read with special apps like, for example, the oneIDentity+ app. In the B2C area, the use of a QR code, which can be read with every device without the need for a special app, is often a sensible alternative. With oneIDentity+, not only can you use serialized QR codes for the authenticity check, but also offer your customers access to various value added services such as the display of product information, links to websites, customer loyalty systems etc.



### GS1 DataMatrix Code

(01)04053063134515  
(21)E3SS8TW4ZAAR261E

- Complies with the globally distinct numbering system according to ISO 15418:2016 and contains the unique and global item number (GTIN) as well as an individual serial number
- Fulfils customer demands around the world in technical industries such as railway (B2B)
- Printable/Engravable in small format (e.g. 6 mm x 6mm)
- Secure but high entry hurdle, because scan only possible with special app (e.g. oneIDentity+ App)



### QR-Code

<https://www.check.1idplus.com/01/04053063134515/21/E3SS8TW4ZAAR261E>

- Content according to GS1 Digital Link recommendation and contains a URL with GTIN and serial number
- Recommended for the B2C area, as the scan is possible with every QR code reader (low barrier of entry)
- Does not require a separate app – after the scan, a website with the check result is accessed
- Low entry hurdle, high scan rate, scannable with WeChat (China), but less secure

### The challenge

For many years, a lot of manufacturers in the automotive aftermarket and other industries have successfully used oneIDentity+ for authentication of products and in the fight against product piracy. Typically, a serialized **GS1 compliant DataMatrix code** is used. This code format is considered as the standard for the serialization of products in the **B2B area**. It is standardized, meaning it's interpretable globally and can be printed or engraved in very small format.

To scan and correctly interpret the code, the oneIDentity+ App – a secure and central starting point for the authenticity check – is required. Depending on the manufacturer, the **oneIDentity+ App** offers many different functionalities beyond the authenticity check like the linking to installation instructions from the manufacturer, TecDoc product information etc.

Nevertheless, the end user, wanting to check the authenticity of a spare part, faces the challenge of having to install a **special app** – even though he can subsequently use this app for products of various different manufacturers. This is a **major entry hurdle** for most end customers.



Serialization

Low entry hurdle

WeChat (China)

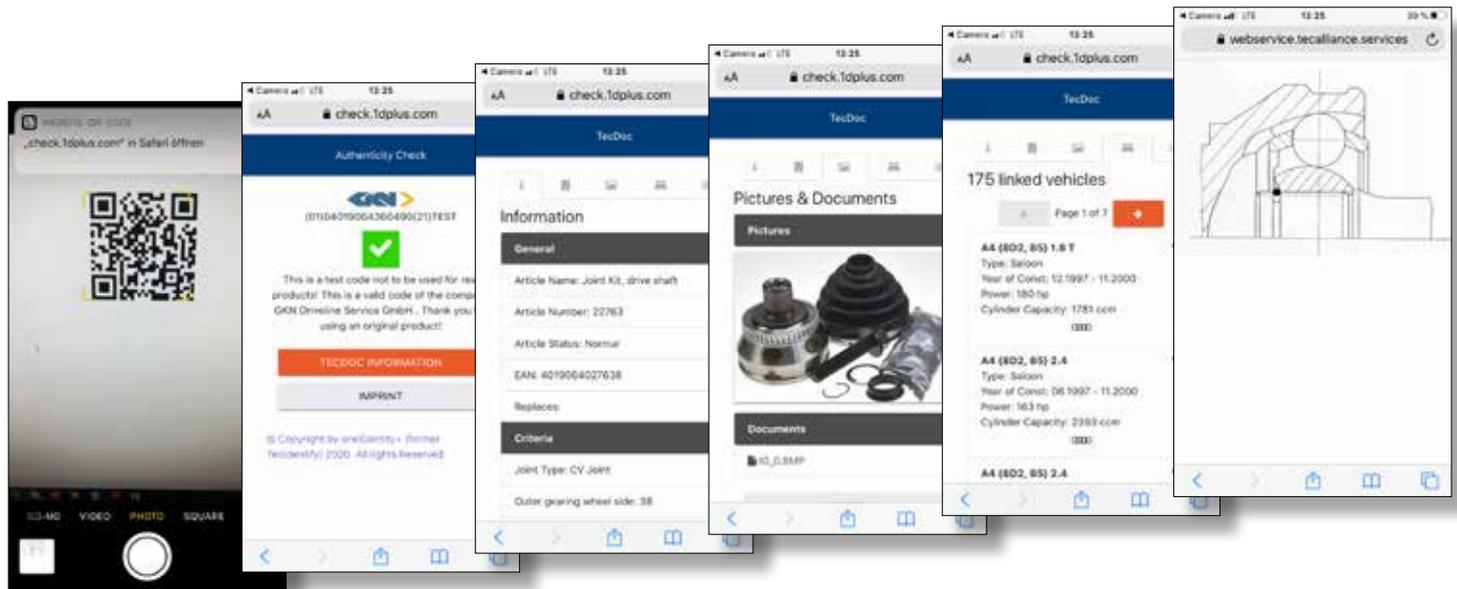
Beyond Authenticity Check

B2C

Interactive product information

**1D+**  
oneIDentity+

## QR code scan with an iPhone or any QR code reader



### The solution

As an alternative to the unique GS1 DataMatrix code, a QR code, following the GS1 digital link format with a URL containing GTIN and serial number, can be used.

This code is the preferred choice in the B2C area, as it can be scanned by any end customer with any QR code scanner or iPhone camera. Subsequently, the code scan calls a website showing the result of the authenticity check with the help of the oneIdentity+ database.

### The advantages

Therefore, no special app is needed to authenticate products. Especially in Asia, the authenticity of a product can also be checked via the widespread WeChat app.

But that's not all: With the serialized QR Code, your customers can easily and interactively access digital product information.

In addition to the check result, product data (e.g. TecDoc) and repair and maintenance information can be displayed and websites, installation instructions and customer loyalty systems can be linked.

#### Try it yourself!

Open any QR code reader on your smartphone and scan the QR code above.

### The application

Well-known suppliers in the independent automotive aftermarket such as Bosch and Motorservice have begun to apply QR code based product labels instead of DataMatrix codes, especially in the Asian region. The feedback received from end customers speaks for itself: The scan rate increased significantly.

### Does that sound interesting to you?

Are you also a manufacturer and want to benefit from the possibilities of interactive and digital product information created by serialisation? Please contact us, we will gladly inform you!

**For more information visit our homepage [www.one-identity-plus.com](http://www.one-identity-plus.com) or just call us!**

#### 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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