

# SCANIA: Direct customer approach via QR codes

In order to offer its customers flexible, directly usable services and to differentiate itself from the competition SCANIA, together with oneIDentity+, has established serialized labeling on the diagnostic devices vci3 / vci4. Digital services can now be accessed easily by cell phone. One scan - many possibilities.



# SCANIA

Scania trucks are anything but standard. Individual configurations based on the established modular system enable Scania customers to find tailored solutions for their business on the road. To continue to support this business in the best possible way, Scania now offers an easy way to access digital services for selected products. With the oneIDentity+ solution, Scania customers can access registration processes, contact details or label information directly via QR code scan. A real added value for Scania and its customers.

*„ For some time now, we at SCANIA have been on the lookout for a simple way to link the digital world with our analog products.*

*Various scenarios came to mind, but most of them failed due to economic or technical implementation. However, with oneIDentity+ and the flexible cloud infrastructure it offers we finally found a competent partner who successfully brought the different aspects together.*

*Initially, we only had the plagiarism protection of our products with the help of a unique QR code in mind. However, through the discussions with oneIDentity+ and the experiences they shared with us, we learned how many other possibilities there are.*

*Finally, we can now offer our customers a solution that can adequately meet the requirements of today and tomorrow. For us, a big step towards the digital future.“*

**Anders Lamberg**  
Brand Protection Manager | SCANIA

## The challenge

Established products and diagnostic equipment in the after-market of the commercial vehicle sector have always been an important component of the economic success of any manufacturer. Customer trust as well as customer satisfaction with the product range offered play an important role in the long-term expansion of the business.

In order to increase direct customer communication and at the same time equip its own products with future-proof services, Scania has been observing the market for digital solutions for some time. The focus was on differentiation from the competition, stronger customer loyalty, and enhancing the image of the company's own brand.

Specifically, a scalable infrastructure was to be created in order to be able to adequately meet the challenges of today and tomorrow. Easy access for the company's own customers and other participants in the value chain, such as public authorities or service providers, quickly emerged as a decisive factor for the success of the intended solution.



Quality Control  
Success Story

Serialization

Efficiency

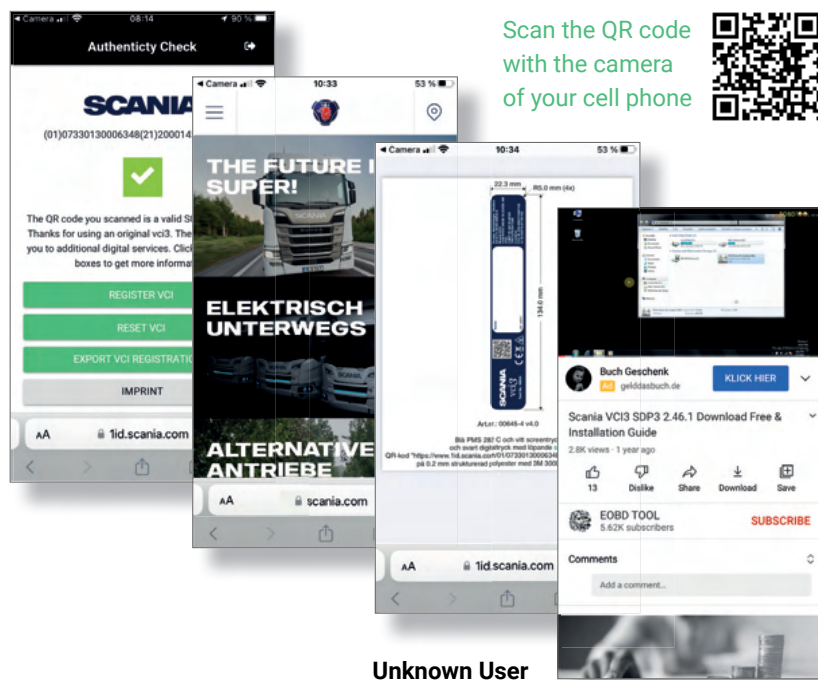
Transparency

Digitalization

Counterfeit protection



## The Scania QR code in use



Unknown User

Logged in Scania User



## The solution

Together with oneIdentity+, Scania developed a solution that - in addition to authenticity check - enables direct access to various digital services. Essential for this is the establishment of a serialized QR code on each product label. This code contains a Scania subdomain, a GS1-compliant article type reference (GTIN = Global Trade Item Number) and a randomized serial number. The unique product identification created in this way forms the basis for implementing a wide variety of offers for Scania customers, who can now immerse themselves in the digital world of Scania by simply scanning the code with their cell phone's camera.

## The implementation

At the beginning of the cooperation with oneIdentity+, Scania focused on piloting use cases around the topic of Track&Trace. During the analysis of the requirements and objectives, a product group was identified with the wifi-based diagnostic tool vci3 / vci4, which was ideally suited for the first internal function and external acceptance tests. Over the further course of the project, the code application was defined and the first digital services were implemented.

**Do you have similar challenges to Scania? Do not hesitate to contact us! The oneIdentity+ team is looking forward to supporting you in your digitalization project.**

## The advantages

For Scania and its employees, the implementation of the unique QR code, based on the oneIdentity+ service platform, offers flexible options for expanding a scalable service landscape. Currently, for example, registration data can be processed digitally and flows of goods can be analyzed. In the future, further options will be available here bringing a variety of additional benefits.

These include, for example, the simple authenticity check of Scania genuine parts or direct access to digital product information. This gives customers the certainty that they can get more out of their Scania products at any time.

## The future

The use cases described are just the beginning. For example, the integrated oneIdentity+ portal is a future-oriented tool for Scania to optimize its own processes. Expanding the offering to other product groups and equipping it with additional services is therefore only a matter of time.

### What distinguishes the oneIdentity+ GmbH?

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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