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Asset Marking with Microdot Systems

How to add value to businesses in the Automotive, Insurance and Security sectors using a strong theft deterrence solution

Asset Marking with Microdot Systems

How to add value to businesses in the Automotive, Insurance and Security sectors using a strong theft deterrence solution

- The robust security provided by unique identification marking from microdot systems has long been recognized as a practical and cost-effective method of asset protection.

- Across the world, microdot systems are providing a high level of theft deterrence but are also utilized within various business models to generate additional revenues for brands, whilst enhancing customer assurance.

- This webinar will detail the development of these systems showing practical examples of how they can be either; an effective and affordable asset protection system, or taken further to be part of a versatile marketing solution to grow business revenues in a number of sectors.

Asset Marking with Microdot Systems

How to add value to businesses in the Automotive, Insurance and Security sectors using a strong theft deterrence solution

- Webinar objectives

- A history of microdot technology

- Applications of this technology for effective theft deterrence of up to 94% theft reduction, and inclusion in asset registration and management systems

- Business sectors that can benefit from the use of microdot technology

- Case studies – Motor Vehicle

- Case studies – Industrial

- About DataDot Technology

- Q&A Session

ANDREW WINFIELD

MANAGING DIRECTOR
DATADOT TECHNOLOGY (UK) LTD

Andrew has the responsibility of leading the UK manufacturing team as well as supporting and growing the customer network bases Europe through the international distributor network as well as direct B2B relationships.

ANDREW BAKER

MARKETING MANAGER
DATADOT TECHNOLOGY LTD

With over 20 years of experience in marketing, digital, data and account management, Andrew has proven successful in generating key business outcomes with new business revenue, lead generation, re-branding and brand management. His unique skill set adds significant value to both the strategic and operational functions of any marketing team or organisation.

LAURA WHETSTONE

CHIEF OPERATING OFFICER
DATADOT TECHNOLOGY USA INC.

Laura is responsible for the leadership, management and vision necessary to ensure that the company has the proper operational controls, administrative and reporting procedures, and people systems in place to effectively grow the organization and to ensure financial strength and operating efficiency. Laura has a strong belief in education and holds many higher educational degrees including, but not limited to, a PhD. in Health and Human Services.

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WEBINAR OBJECTIVES

During the presentation, viewers will learn about:

- The **origin of microdot systems** and what they actually are.

- The **applications** of this technology for **effective theft deterrence**, and how it can support **asset registration and management systems**.

- How this system can be built into **revenue-generating business models**

- Examples of some of the specific **revenue growth models** in business sectors ranging from **automotive marketing**, **commercial vehicle warranty control**, and **insurance customer loyalty**.

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A HISTORY OF
MICRODOT TECHNOLOGY

Definition of microdot

"a photographic reproduction of printed matter reduced to the size of a dot for ease or security of transmittal"

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In 1870 during the Franco-Prussian War, Paris was under siege and messages were sent by carrier pigeon. Parisian photographer René Dagron used a photographic shrinking technique to permit each pigeon to carry a high volume of messages, as pigeons have a restricted payload capacity.

Kurt Zapp, a professor in Dresden, late in the Second World War, taught spies how to make microdots. A World War II spy kit for microdot production was sometimes called a Zapp outfit.

Also used by the CIA to smuggle messages to US POWs at the "Hanoi Hilton" during the Vietnam war.

(Wikipedia)

In the tv series, "Get Smart", the supposed first ever microdot is shown at the fictional CONTROL "Spy City Retirement Home for Secret Agents". It's non "micro" size is the set up for the joke.

Modern Use of Microdot Technology

- Microdot identification is a process where tiny (0.5 to 1mm diameter) identification tags are etched or coded with a given number, or for use on vehicles, a vehicle VIN, asset identification number or a unique serial number.

- Microdots are often made of polymer or other materials such as metal.

- Unique personal identification numbers (PIN), asset identification numbers or customized customer data entries are also available.

- The microdots are brushed or sprayed onto the key parts of an asset to provide complete parts marking.

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APPLICATIONS OF MICRODOT TECHNOLOGY

Applications of Microdot Technology

Microdot technology has a wide variety of applications, both as a covert and overt marking and identification technology.

These applications include:

- Motor vehicle marking

- Industrial applications on heavy plant equipment, power tools and other industrial assets

- Marine assets such as boats, motors and personal water craft (jet skis)

- Marking of high-value luxury items such as works of art, handbags and other theft-prone assets

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BUSINESS SECTORS THAT CAN BENEFIT FROM THE USE OF MICRODOT TECHNOLOGY

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Secure asset identification provided by microdot systems is utilised in a number of sectors of the motor industry:

- Practical and robust theft prevention in high risk environments or for high risk vehicle models

- Reduction of fraudulent parts warranty costs

- Increased sales of theft warranty solutions where reduced theft risk reduces costs

- Marketing benefits from reduced theft risk

- Increased dealer take-up of finance/insurance packages where fitting is required
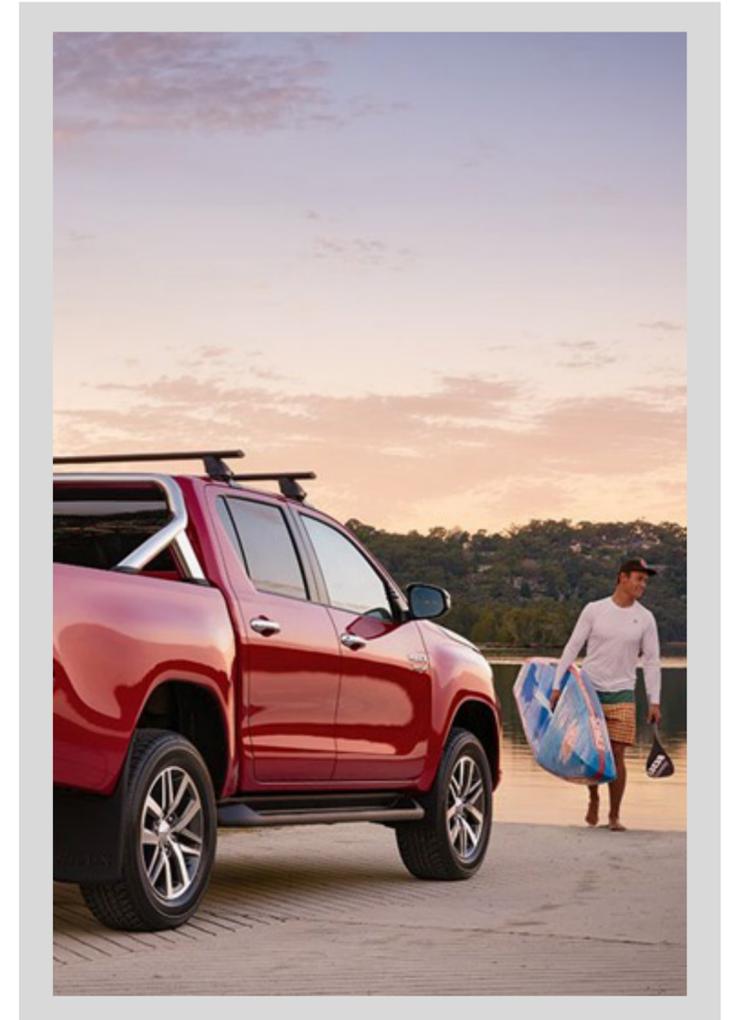
Secure asset identification provided by microdot systems is utilised in a number of industrial sectors:

- Power transmission companies
- Telecommunications companies
- Rail networks
- Water companies
- Hire & Rental companies
- Building companies
- Mining companies
- Any other business type with multiple valuable assets (including copper wire) that are prone to theft and/or require marking for asset management purposes

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CASE STUDIES – MOTOR VEHICLE

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Automotive: Compulsory vehicle marking in South Africa

A high rate of auto theft led to a requirement for simple and robust solution:

- Practicality and robustness were key requirements

- Easy to fit

- Difficult to remove

- Not electronically corruptible

Solution was: whole-of-vehicle (microdot) marking

Currently, over 4m vehicles are now fitted with **microdot systems**

Reducing theft and related crime!

ISBN 978-0-626-26795-7

SANS 534-1:2011 Edition 2

VESA ABS/002:2011 Edition 2

SOUTH AFRICAN NATIONAL STANDARD

Vehicle security — Whole-of-vehicle marking

Part 1: Microdot systems

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Commercial Vehicle: Warranty Protection Program

A proven, parts identification solution to reduce fraudulent warranty claims.

Defined by:

- Simple, economic implementation
- High level of security
- Fast component verification
- Verification in real time, in the workshop or in the field
- Secure and virtually impossible to counteract

Microdot marking is utilised by a European bus / tram manufacturer and a major truck importer in the UAE to reduce warranty costs.

Kits of are fitted as part of the manufacturing and import processes.

Reduces fraudulent warranty claims to boost margins!

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National car marketing group: Marketing Value-Add

A number of regional car importers in Australia have marked vehicles as part of their marketing strategies.

Vulnerability of desirable cars lead to a requirement to improve customer confidence in the security of the brands.

Inclusion of the microdot system becomes a marketing tool: since theft is reduced, the perception of the vehicles security is increased, enhancing sales numbers for the brand.

Gives a marketing advantage – to sell more vehicles!

Datadot security
A comprehensive system has been fitted, by incorporating a multitude of motion sensors and microscopic datadots into one complete advanced security system
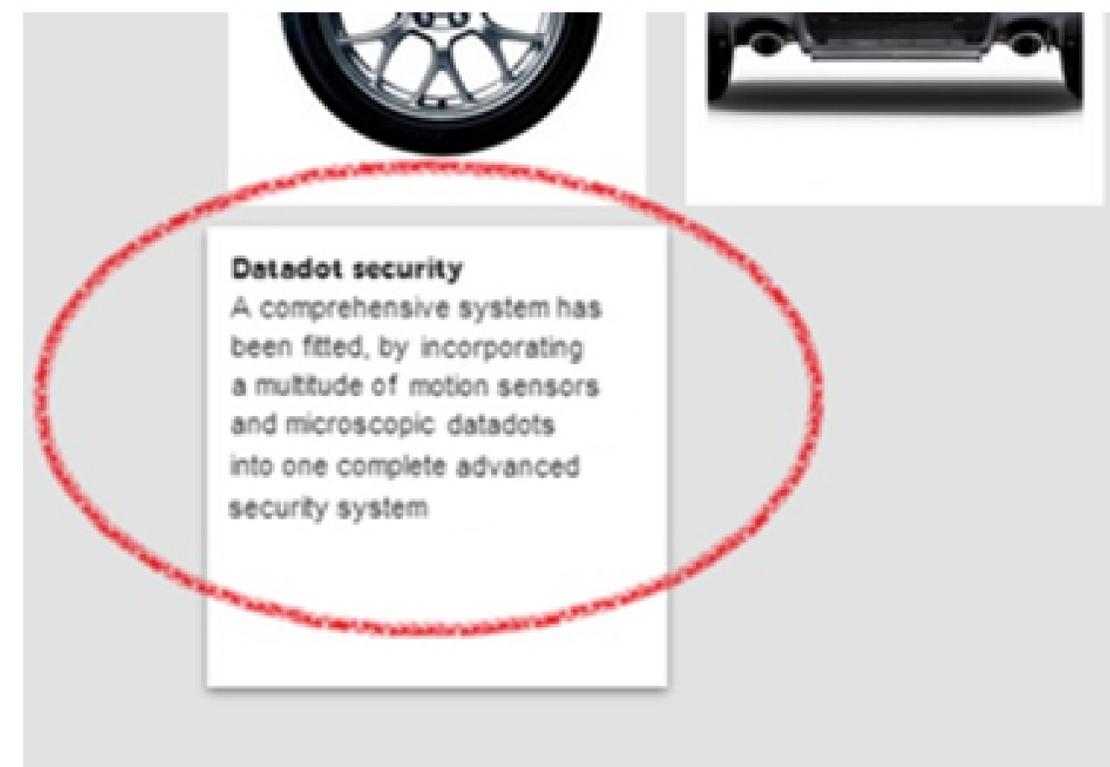
**National car marketing group: Marketing Value-Add**

Source: Australian National Motor Vehicle Theft Reduction Council

Make	Registrations as at 31 December 2009		Cumulative Thefts as at 31 March 2009		Comparative ratio per 1000 vehicles		Ratio % Difference
	Control	Marked	Control	Marked	Control	Marked	
Brand A	32,608	108,957	156	169	4.78	1.55	- 67%
Brand B	5,801	23,522	213	271	36.72	11.56	- 68%
Brand C	103,096	243,621	475	182	4.61	.75	- 84%

Australia – Auto Theft Reduction Rates

Selling More Finance

- National dealership finance – Major European country

- Offer includes microdot protection integral with finance package

- Finance house pays the dealer for installation of car protection system (just eight minutes work)

- The very low percentage cost is absorbed by the total finance package

- Finance house links with an insurer in return for a special policy to their clients
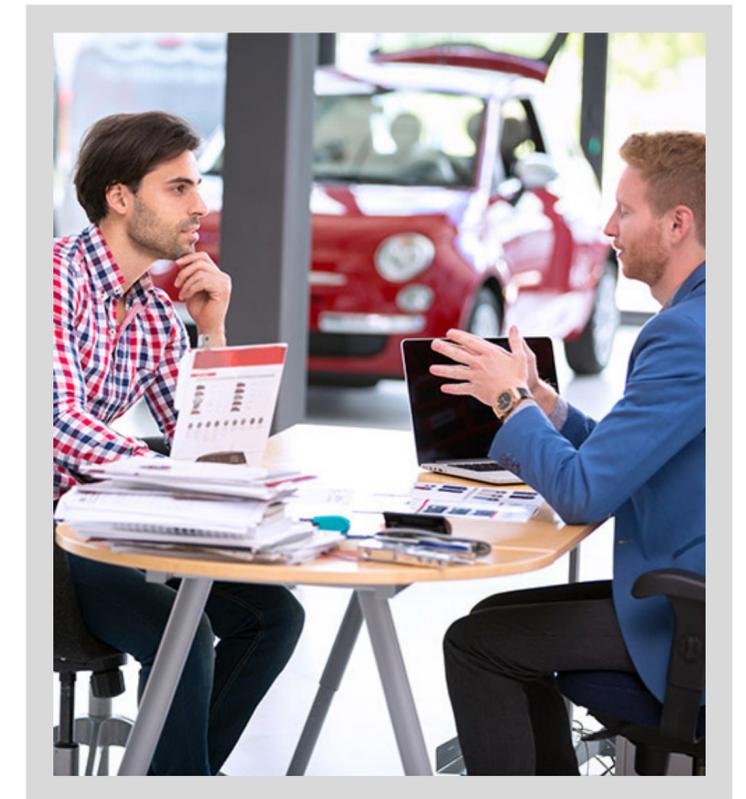
**Motivation of "dealer loyalty" to the finance package increased sales and dealer revenue**

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CASE STUDIES – INDUSTRIAL

Water company was experiencing theft of assets such as power tools and generators, so they implemented a microdot technology solution which involved the following:

- Customised installation program
- Physical marking of assets with microdots
- Warning signage to deter thieves from targeting property
- Registration of assets on a national database
- Implementation of an internal/external communications plan to inform staff and wider public
- Train staff and local police and supply them with microdot detection equipment
- Television report to inform potential thieves of the presence of microdot technology

Outcome: theft of assets reduced by 85%

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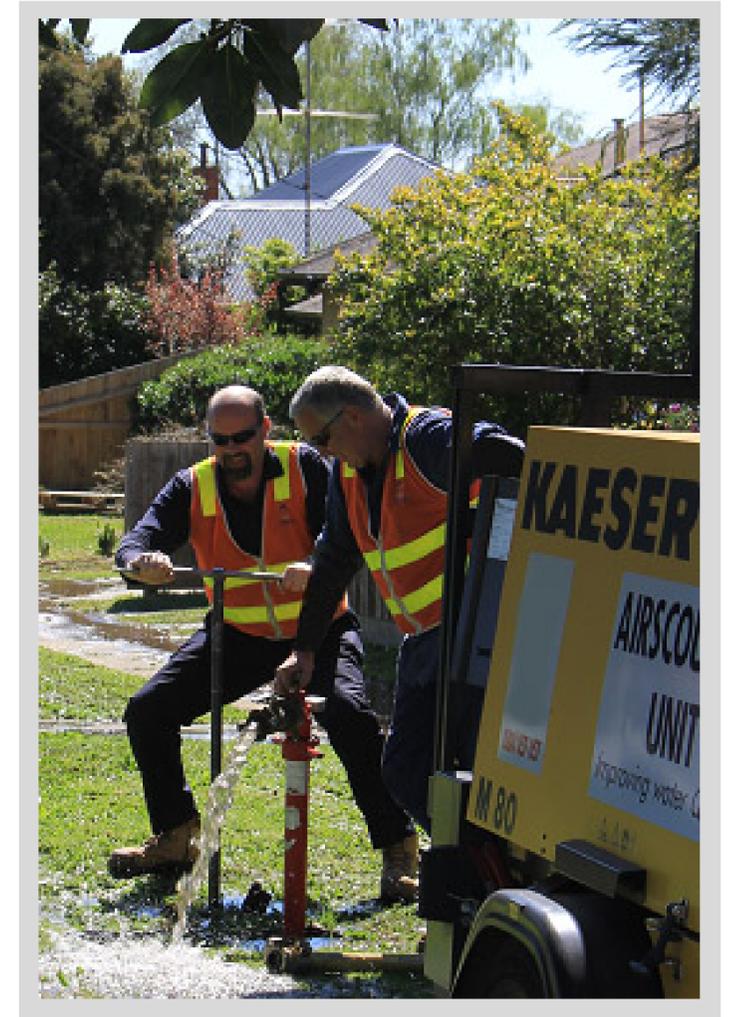
Incidences of theft had occurred across a Council's depots resulting in several significant sized claims. These thefts resulted in business disruption and an increase in insurance premiums.

The Council identified a clear exposure to its plant and attractive tools. In order to prevent theft of rate payer funded resources the Council implemented a range of measures to assist with theft prevention and recovery.

- Application of microdot technology across major and minor plant equipment
- Training of staff on how to apply microdots and register assets on database
- Placement of theft deterrent signage and decals
- Communication strategy involving staff, community and local police
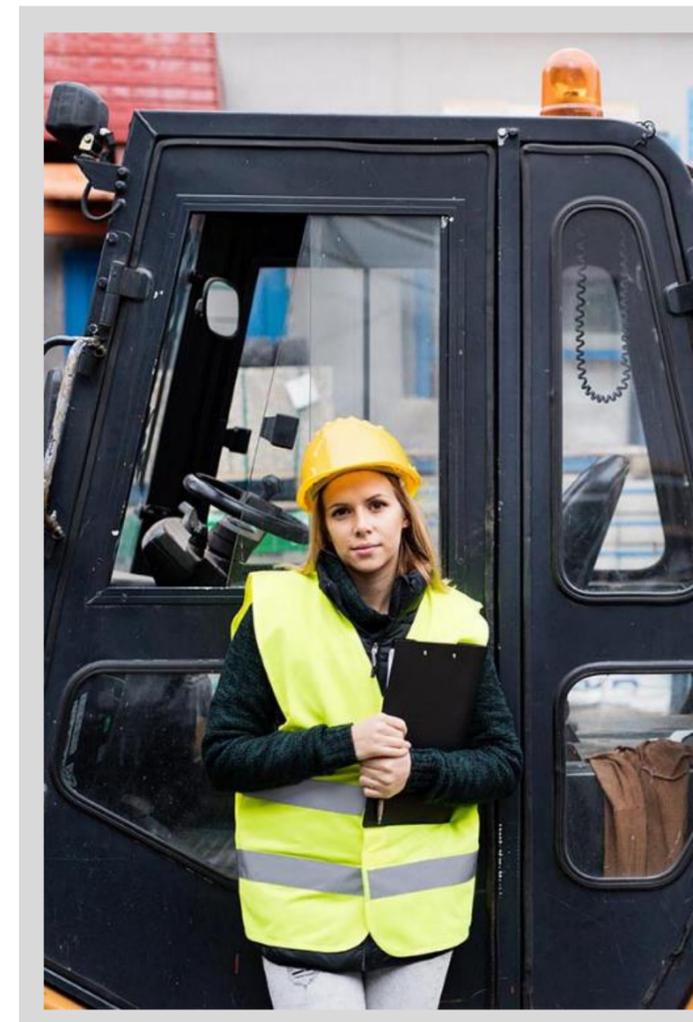
Outcome: No thefts at depot locations over 3 year period

Gas Company implemented microdot technology program in 2015. They had a serious problem with theft from their 2000 remote gas wells around rural areas

- Items marked with microdots included solar panels, batteries, generators and fencing.

Outcome: theft of assets reduced by 90%

Water company marked 31 sites with microdots - over 1,700 tools, plant and equipment. Pilot program of 9 problematic sites in June 2014 proved so successful in deterring theft, the balance 22 sites were marked in Dec 2014.

- Sites marked included catchment reservoirs, water treatment and reclamation plants

Outcome: theft of assets reduced by 82%

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ABOUT DATADOT TECHNOLOGY

Stable & Secure
Listed on the Australian Stock Exchange. Headquarters in Sydney, Australia

Agile
An agile team from CEO down; with a focus on delivering customer benefit efficiently

Industry Applications
Pharmaceuticals, Food and Beverage, Automotive, FMCG, Government, Textiles, National Security & Defence, Gaming, Industrial Assets, Bulk Materials

Global Reach
Offices in Australia, USA and UK. With distribution network across Europe, Africa, The Americas and Asia

Experienced
Over 20 years of experience in providing customised theft deterrent solutions

Leading IP
The patented DATATRACE Forensic marking system is "Best-in-Class" and deployed in conjunction with a range of partner technologies

Major Brands
The brands worked with include:

Associations
ISO Certified, Institute of Packaging Professionals, Interpol, National Insurance Crime Bureau, International Association of Auto Theft Investigators

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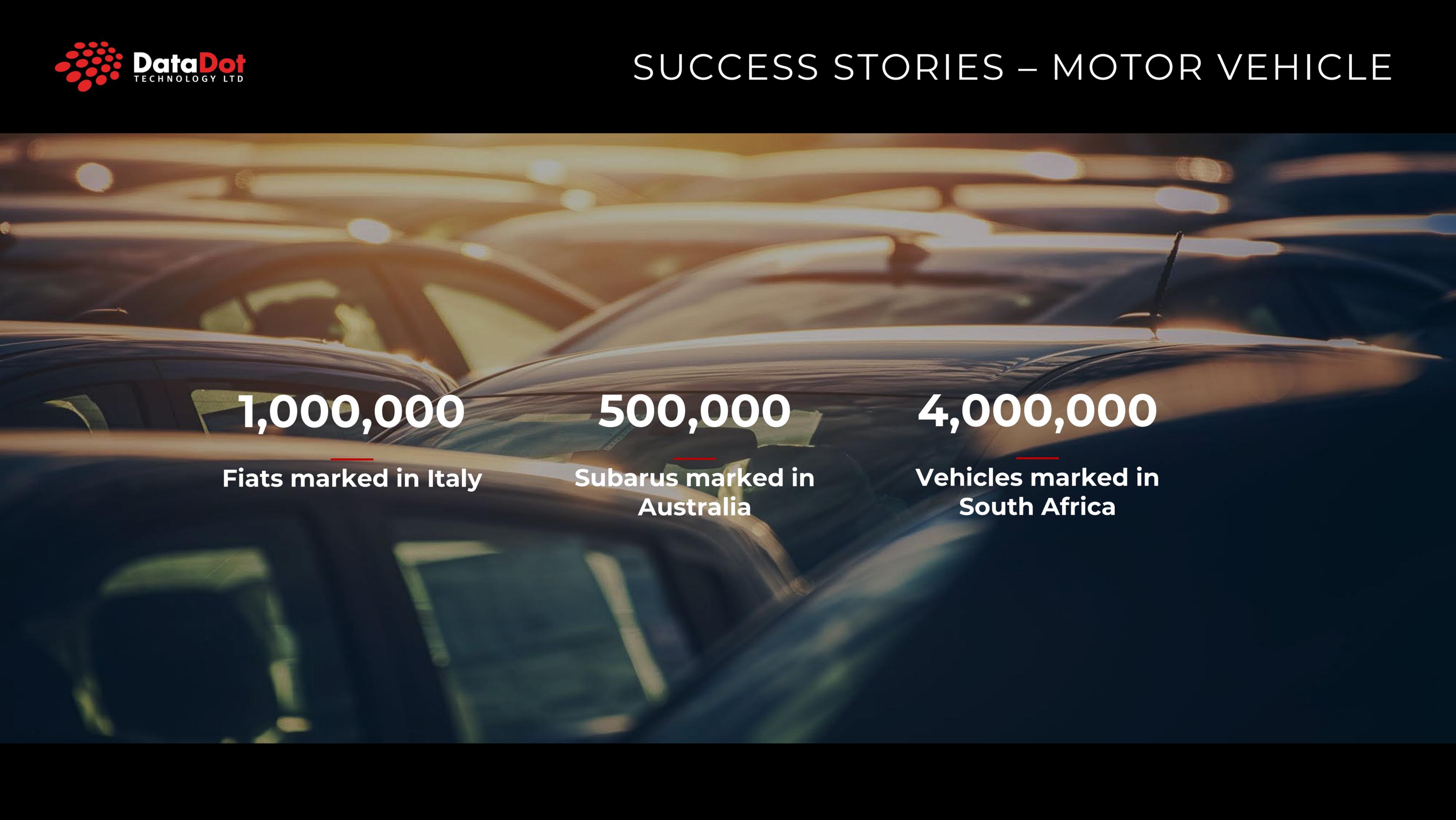
1,000,000

Fiats marked in Italy

500,000

Subarus marked in Australia

4,000,000

Vehicles marked in South Africa
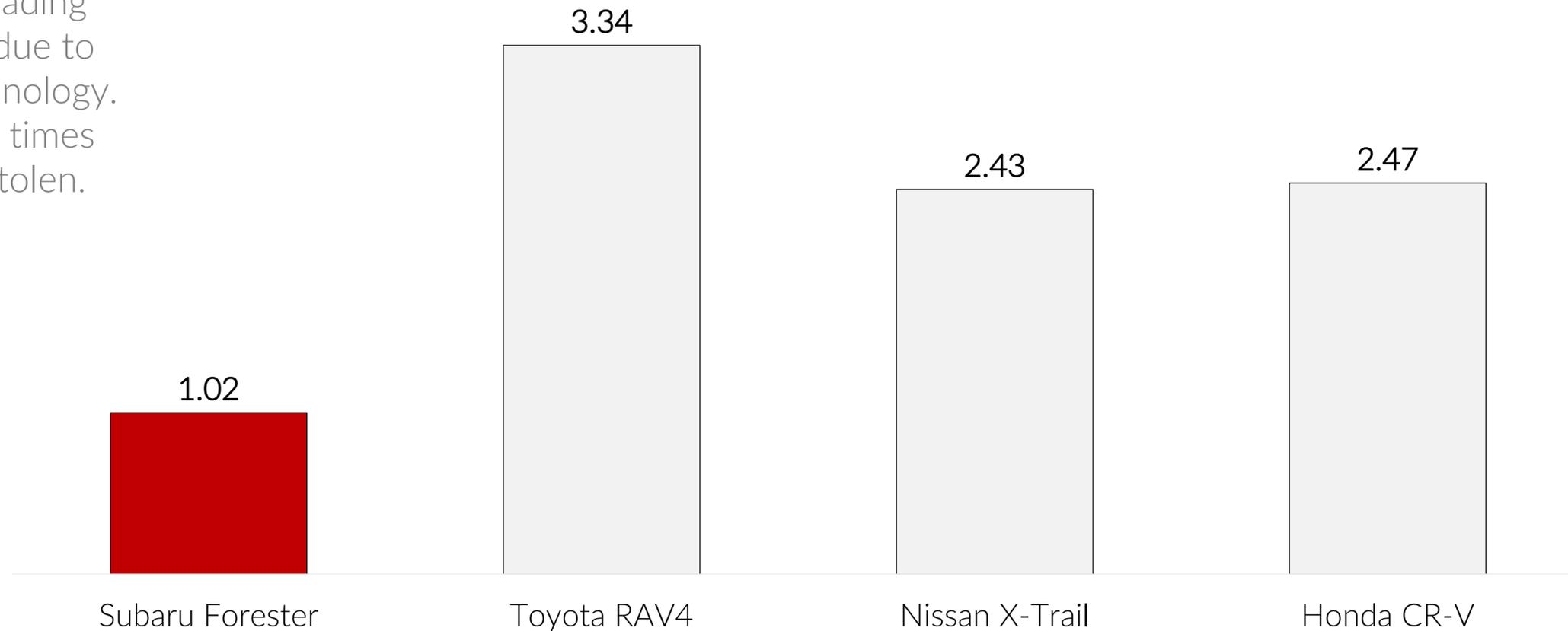
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Q&A SESSION

GET IN TOUCH

For more information on how we can help you combat
the problem of counterfeit drugs, please contact us.

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