

PRESS RELEASE

Tranparency By Coexya, an offering that enables product traceability thanks to blockchain technology

Lyon, 17th October, 2023 – The Coexya Group, an independent digital leader and multi-specialist, is launching Transparency, an initiative designed to meet the growing need for traceability, transparency and auditability of all types of products. This innovative solution aims to help industrial sectors, trade federations, companies and supply chain professionals implement a solution that can meet regulatory challenges (notably with the arrival of the "Digital Product Passport") while guaranteeing consumers and stakeholders the security and authenticity of information thanks to blockchain technology.

How can we meet the requirements of new regulations and the growing need for transparency demanded by consumers, while providing traceability and reliability of information to all players in the production chain?

Coexya has launched Transparency, a service and software offering designed to help players in the same industry to cross-reference and share their data efficiently, without betraying their confidentiality.

TRANSPARENCY by COEXYA

Transparency by Coexya guarantees the traceability and auditability of the manufacture and distribution of products in complex sectors, and ensures production compliance in terms of :

- regulations: because today it is crucial to prove the origin of raw materials, track the carbon footprint of subcontractors, trace the production chain of food products and guarantee the distribution of healthcare products.
- certifications: consumers and businesses alike demand detailed information on the products they buy.

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- combating fraud and counterfeiting: these are major problems in many sectors, and transparency makes it possible to provide indisputable proof of product authenticity.

This comprehensive solution combines all the Coexya Group's know-how:

- Data expertise, with multi-source and multi-format data processing
- Strong business expertise
- In-depth experience in the fight against fraud and counterfeiting

In addition, Coexya Transparency relies on the innovative use of **blockchain technology** and distributed registries to guarantee the secure sharing of data and the creation of indelible digital evidence. **IBM is its first partner** thanks to its Sterling Transparent Supply offering, a software and blockchain ecosystem solution based on IBM Sterling Supply Chain Intelligence Suite that enables supply chains to be managed more **efficiently and robustly**. Transparent Supply enables transactions to be carried out efficiently and with confidence, to be transparent with customers, and to achieve and monitor compliance objectives.

This approach enables the creation of true digital passports for products in multi-party value chains, offering full visibility on product origin and authenticity:

Secure Data Sharing: Blockchain enables the transparent, real-time sharing of data, creating unique repositories between players, without requiring major modifications to existing information systems. Distributed registries can be adapted to the specific constraints of multi-actor projects.

Generation of digital evidence: information recorded in a blockchain is signed and time-stamped, providing unalterable documentary certification. This makes it possible to prove the origin and authenticity of files and data, reinforcing trust between stakeholders.

More information about Transparency by Coexya : <https://www.coexya.eu/en/our-offer/transparency/>

More information about IBM Transparent Supply: <https://www.ibm.com/products/supply-chain-intelligence-suite/blockchain-transparent-supply>

About Coexya

Coexya has more than 20 years of experience in consulting, integration and software development and is specialised in digital transformation. Coexya's mission is to support organisations by developing solutions that address the new ways employees and customers use data. Coexya is active in six areas of expertise: customer experience, digital content, health, legal, location intelligence and smart data.

The group serves more than 370 clients and generated turnover of nearly € 90M in 2022. Coexya has almost 900 employees based in Lille, Brest, Lyon, Paris and Rennes.

More information on www.coexya.eu

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