IDconnect: Linking analogue products or machines with the digital world

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smart-TEC, an expert in RFID and NFC technology and RATHGEBER DIGITAL, the digital marketing specialists within the RATHGEBER Group, are launching IDconnect, a new software solution. IDconnect enables the connection of analogue products with the digital world. Thanks to its modular structure, this web app is suitable for B2C and B2B business models.

IDconnect makes it possible to provide product-specific information on-line in the browser of mobile devices by reading an NFC transponder or printed 2D code integrated in the product.

The globally unique Chip Identification Number (UID) of the NFC transponder or the serial number assigned in 2D code format ensures that only the information specifically assigned to the marked product is provided. This information can be changed, updated and designed at any time in the IDConnect software. IDconnect therefore offers maximum flexibility both in the B2C and B2B sectors. As a flexible and adaptable SaaS (Software-as-a-Service) solution, IDconnect allows quick and easy adaptation to the customer's corporate design.

In the Business to Consumer (B2C) sector, IDconnect opens up possibilities for new and creative marketing and customer campaigns. Companies stay in touch with their customers and offer them genuine added value even after the purchase. The customer holds his/her mobile device against the NFC chip integrated in the product or against the printed 2D code and is automatically connected to a website designed for this product. On this website, the customer can access certificates of authenticity, product information and care instructions. There he/she can also participate in competitions and voucher campaigns. In addition, links to online shops, the homepage and social media channels create real customer proximity and customer loyalty.

This functionality also offers considerable advantages in the industrial sector (B2B). An employee reads the NFC chip or scans the 2D code and receives processes, product information, tasks to be performed or activity histories on his/her mobile device. Each employee can then document the activities he or she has performed in the IDconnect solution using a mobile device. This ensures that the data remains up-to-date, error-free and traceable. IDconnect makes it possible to optimise and document processes, to make them faster, more traceable and cheaper. There is also the option of linking IDconnect with the databases, ERP, PPS and MES solutions already in use in the company. Geolocation provides transparency for planning, analysis and evaluation.

The wide range of applications and uses offered by IDconnect can be customised to meet specific needs. With IDconnect, you can take the next step towards digitalisation, IoT and Industry 4.0.

Thanks to its modular structure, IDconnect can be used for B2C and B2B business models

About smart-TEC:

smart-**TEC** GmbH & Co. KG is a company of the RATHGEBER Group in Oberhaching.
For 20 years we have been developing and manufactured customer-specific RFID and NFC transponders. The spectrum ranges from self-adhesive, printed RFID and NFC labels to towards robust, durable, weather and temperature resistant transponders for the industrial sector. The majority of RFID transponders are certified for use in explosion-proof areas.
In cooperation with system partners, *smart*-**TEC** also offers comprehensive project support.

Core competencies:

- Robuste, langlebige, industrietaugliche, witterungs- und temperaturbeständige RFID- und NFC-Transponder- auch für den Ex-geschützten Bereich
- Customized RFID and NFC labels, printed or blank, with various chip technologies, frequency ranges and forgery-proof or tamper-proof features
- Comprehensive NFC know-how in the Competence Center
- Competent project consulting and support

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