InSync Software, Inc
GREENTrace

IBM

Solution Description

Food safety is imperative to companies involved in food production and the risk of contamination and tampering threatens the viability of brands that consumers trust the most. Without the ability to manage the identification of foods and provide traceability, many companies are faced with the daunting task of using spreadsheets and paper documents to verify food products. Many of these manual processes are prone to error and frequently not auditable.

In the event of a contamination incident, the inability to properly trace and track fresh and processed food back to the bin/bag/tote level could result in companies suffering tremendous monetary losses due to waste caused by improper prioritization, poor performance monitoring and vast recalls.

InSync's GREENTrace™ is a track-and-trace software solution for food safety and supply chain management. The GREENTrace solution closely and accurately monitors and traces the movements and processes involved in food production, to enhance consumer safety and enable expedient and precise recalls. Process metrics help identify opportunities for operational improvements and optimization throughout the supply chain.

Features & Benefits

The GREENtrace solution assists customers by providing several key benefits, including:

- Pre-printed RFID or Auto-ID tagging of bins and containers
- GPS-enabled mobile data capture tags
- Detailed process metrics and reporting
- Automated documentation and records management
- High performance scalability and security

Value Proposition

InSync Software, Inc. provides software solutions that leverage RFID, GPS and sensor technologies to locate and track assets, improve operational efficiencies and manage risks. GREENTrace addresses the concern of consumers and producers alike with an award-winning food safety solution that provides field-to-fork visibility and detailed traceability of products and processes.

Company Description

InSync Software, Inc. was founded in 2003 and is headquartered in San Jose, CA. InSync provides software solutions that leverage RFID, GPS and sensor technologies for intelligent tracking of assets. For more information please visit www.insyncinfo.com.

IBM Segment
- InfoSphere

Business Function
- Food Traceability

Target Industry
- Retail

For more information, contact:
224 Airport Parkway, Suite 550
San Jose, CA 95110
Tel: +1 408.352.0600
E-mail: contact@insyncinfo.

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