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**Frequentz Inc. Continues to Deliver Market Leading Performance
with Newest Iteration of its 4th Generation EPCIS Solution**

Global customers lean towards traceability solutions like Frequentz's IRIS that allow users to quickly pivot and address regulatory trends without an internal upheaval

Palo Alto, CA – February 23, 2015 – Frequentz Inc., a global leader and champion of end-to-end supply chain visibility across pharmaceutical, food and seafood, has just released the latest update to their 4th Generation EPCIS solution, IRIS 4.3, in order to continue to proactively address traceability landscape shifts. With enhanced compatibilities, IRIS 4.3 is adaptable to a variety of customer needs and has been enriched to deliver market-leading performance. While solution providers often are only able to support certain types of formats for identifiers, Frequentz's technology can support GS1, Customer, or 3rd Party Identifiers. It allows its customers' existing operations and backend infrastructure to remain unchanged as they work with new trading partners, require regulation compliance, or simply want to offer greater visibility.

Frequentz's global traceability solution's leadership places an emphasis on closely monitoring worldwide traceability trends across multiple industries in order to evolve its technology and assure their customers' growth continues. Some important trends driving recent enhancements include:

- **Transparency in the "Human Supply Chain":** There was a clear call for transparency, especially as it relates to sustainability and the challenges of slavery in the "human supply chain" at SeaWeb's 2016 Sustainable Seafood Summit. Major retailers from across the nation were in attendance, demonstrating that traceability and sustainable supply chains are looking less and less like a luxury for the seafood industry, and more like a necessity.
- **Upcoming DSCSA Regulations:** Pharmaceutical suppliers are beginning to receive notifications from their partners reminding them of the compliance expectations as industry moves from the first phase of Lot Traceability into the second phase which implements serialization. With the looming deadlines, partners are urging suppliers to implement serialization solutions sooner than later so testing can begin.
- **Big Data:** While data analytics are an important factor in smart business decision-making they should not be the only factor. It is important to have big data—as long as it is the right data, and as long as the cost of data acquisition and analysis is justified by the value it brings to the work at hand. Traceability solutions should balance the cost of



data capture with the value of the insight gained from that data, especially as it relates to operational excellence, legal compliance and social responsibility.

About Frequentz

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit www.frequentz.com.

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