

EXECUTIVE OVERVIEW

Touchcode is the global leader in the application of conductive inks in the retail sector, creating high-quality connections between the physical and digital worlds and redefining customer engagement. Touchcode worked with AVI on a complete overhaul of their Touchcode product for smart packaging. AVI successfully architected and implemented a new and improved version of the product, combining first-class technology with an excellent business model. The project was so successful that Touchcode is continuing its working relationship with AVI, currently focusing on app development.

BUSINESS CHALLENGE

Touchcode is a patented technology that connects retailers to customers immediately. An individual standing in a store can simply touch their smartphone to the package and receive relevant product information, coupons, or even expert assistance on the item. Touchcode works through an invisible conductive ink that is applied to paper packaging and cards to create higher-quality brand engagement through customer intimacy.

The Touchcode ink is decoded via an app or browser, and the retailer can engage with the customer in many ways, ranging from loyalty promotions to product usage suggestions. The retailer knows the customer is physically holding the product, so engagement is possible at the point of purchase.

Prior to official launch, Touchcode needed to transition the technology development for Touchcode from Europe to the United States. A complete product overhaul was needed during the transition to ensure Touchcode delivered the highest quality technology and the best possible customer engagement. Touchcode needed an expert team that could design, develop, and implement the new architecture and assist with the transition.

THE SOLUTION

AVI delivered a comprehensive product overhaul, rewriting the Touchcode product from scratch.







Touchcode is built on cloud technology. It can be integrated into a client's existing website or app, depending on how that client wants to interact with customers at the point of purchase. When the ink is scanned, it needs to be decoded.

The customer data must also be recorded in a database with reporting capabilities so clients can see the value they are gaining from customer interactions.

The AVI team worked on both the front and backend of the system. The team designed, developed, and implemented the decoding portion of the product. AVI also built a comprehensive database and reporting tool that allows Touchcode customers to see the true value Touchcode delivers.

Touchcode has already seen market success. Smashbox has used the technology to share information with customers about how to use a new product in its makeup line. Google and Mattel have also successfully used Touchcode to relaunch the View-Master product.

Thanks to the work of AVI, Touchcode now offers the following features:

-  The ability to deliver content to customers based on location and time of day.
-  Continued engagement with the customer at home, including quick and convenient reorders.
-  Nonintrusive customer engagement. Customers opt-in with their phone, and the ink does not take up any real estate on packaging.
-  A cheaper, scalable alternative to smart packaging that is affordable, even for high-volume products.
-  A technology-friendly solution that works across any browser and any smartphone with a capacitive screen.
-  Green-smart packaging (Touchcode has no electronic waste).

WHY TOUCHCODE WORKED WITH AVI

The AVI expert team applied strategic thinking to the project. They fundamentally understood what Touchcode was trying to accomplish from a business model standpoint. AVI was capable of designing, developing, and delivering high-quality code and technology that went beyond traditional coding.

AVI created an architectural vision. Then, they went a step further and implemented it, delivering a top-notch and comprehensive business solution. Feedback has been so positive from the marketplace that Touchcode is continuing to engage with AVI on further development of Touchcode.

KEY TAKEAWAYS

- ▶ Comprehensive business solution that combines excellent technology with an excellent business model.
- ▶ A true architectural vision that included design, development, and implementation.
- ▶ A complete overhaul of the user interface and backend of the Touchcode product.
- ▶ A cutting-edge product that allows retailers to employ smart packaging in new ways, engaging with customers in a non-invasive manner and delivering more relevant content at the point of purchase and beyond.

ABOUT AVI

AVI is a software development company focused on creating visual software solutions to solve complex problems. Our team provides innovative solutions in cyber security, business applications, and command-and-control systems to government and commercial customers worldwide.

“**AVI exceeded our expectations. The team truly understood the business value of Touchcode and applied strategic thinking to deliver a comprehensive solution from start to finish. AVI combines excellent technology with an excellent business model, going above and beyond traditional design and development.**

Wayne Nemeth — Strategic Advisor, Touchcode, Inc.

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