



上海中商网络股份有限公司
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MAKE INFINITE VALUE BY DATE FOR OUR PRODUCTS

我们的使命 / OUR MISSION



为商品赋予 无限数据价值

MAKE INFINITE VALUE BY DATE FOR
OUR PRODUCTS

包含 57 家世界 500 强 全球超 1500 家企业用户由我们进行品牌保护。
We provide brand protection for over 1500 companies, including 57 GLOBAL 500 firms.



SINCE 2000

21 年发展
30 个行业

57 家世界 500 强

在今天

我们期待成为更多优秀企业的伙伴.....

成立 21 年以来，与时俱进，精益求精，成长为行业领军者
与汽配、食品、保健品、化妆品、调味品、宠物用品、IP授权等近三十个行业的客户深度合作

凭借卓越的技术和完善的服务获得 57 家世界 500 强企业的长久信赖

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021
我们在路上

中商企业集团公司
(原直属国内贸易
部) 投资成立了中
商网络, 并首家采
用 800 电话防伪;
首家提供防窜货解
决方案。

为壳牌提供数字化
品牌保护, 并无间
断合作至今。

为博世、李宁等提
供数字化品牌防伪
保护, 并无间断合
作至今。

成为中国防伪行业
协会、中国防伪技
术协会会员单位。

成为中国质量协会
“中国质量防伪信
息查询系统”全
国唯一推广单位。

为美赞臣提供数字
化全程追溯系统, 并
无间断合作至今。

开始为养生堂提供
生产自动化防伪防
窜解决方案及服务。

成为微软认证解决
方案提供商, ERM
合作伙伴。

开始为杜邦壳牌提
供自动化防伪防窜
解决方案及服务。

为汤臣倍健提供品
牌防伪保护, 并连
续合作至今; 北京
华联集团投资控股
有限公司收购了中
商网络股份, 中商网
络正式成为北京华
联旗下的一员。

成为世博会英国馆
圣种子馆总服务
商; 获得首届杯发
全防伪技术创新融
合奖。

为合生元、伊利、蒙
牛提供品牌防伪保
护、溯源标签全程
解决方案, 并连续
合作至今。

全面提升中商网络
平台安全系统, 正
式构建中商服务云
平台。

年度中国软件和信
息服务数字化商品
服务领域最佳解决
方案奖; 成功导入
电商平台——中国
化妆品具品防伪码
联盟。

为欧培龙提供了防
伪解决方案; 成
为《国家婴幼儿配
方奶粉行业》品质
安全追溯体系现
范起草单位; 成
为交通部汽车维
修配件追溯溯源方
案评审单位。

全面开启中商网络
国际化进程, 在新
西兰、荷兰、俄罗
斯、印尼等国家同
时开展作业。

成立专注于数字营
销领域的专业团
队, 创造性地提出
了企业全价值链数
字营销解决方案,
为汽配、乳业、化
妆品等诸多行业提供
数字营销服务。

在快消品、休闲食
品、家居建材、茶饮
等诸多领域中有了
全新的突破, 为曼
牌、红星美凯龙、小
罐茶等诸多客户解
决新零售模式, 构
筑全链条品牌力。

成为中国副食流
通协会《追溯对象
编码规范》标准主
要起草单位, 获得
高新技术企业专
业认证。

获评由上海市商委
等多部委联合认证
的上海品牌; 成功
入选首批“防伪技
术产品质量安全及
商品假冒风险监测
点”单位。

在汽配、酒业、调味
品、日化及休闲食
品 5 大领域成立行
业研究院, 为一物
一码的场景化应用
提供解决方案, 联
合利华、通达尔、劲
牌.....更多国际品
牌正在选择 CCN
中商。

更多国际品牌选择 只因持续保持技术领先

MORE INTERNATIONAL BRANDS CHOOSE US BECAUSE WE ALWAYS
KEEP A LEADING TECHNICAL POSITION IN THIS FIELD.



中商始终在前方.....
CCN is always in the forefront.....

- 行业首家提供消费者 800 免费电话防伪查询的公司
The First to Provide 800 Free Telephone Authentication Service for Consumers
- 行业首家提出并实施生产线赋码进行防窜货管理解决方案
The Initiator of Production Line Tagging for Anti-Diversion Solutions
- 业内首家提供有奖促销、市场调查服务
The First to Provide Prize Promotion and Marketing Investigation Service
- 行业领先采用二维码进行防伪追溯营销
At the Forefront in Adopting QR Code in AC, Product Tracing and Marketing
- 鉴码辨彩专利技术
Owner of Colored Code Patent Technique
- 里外码对应双层标签专利技术
Owner of Double Layer Label of Corresponding Codes Patent Technique
- 湿敏防伪技术
Humidity Sensitive AC Technology
- 变形码防追溯破坏技术
Code Deformation for Anti-Sabotage Technique
- 可辨译码听声技术
Voice Decoding Technique
- 更多可持续领先的防伪技术 (3D 雾彩、译码听声3.0、AI 霓彩双效、幻影成像、隐形分子、译码拼图、魔镜防伪、可触摸变色雕刻凹版、激光全息、焦变防伪、NFC)
More sustainable and world-advanced anti-counterfeit technologies (3D Neon Ink, Voice Decoding Technique 3.0, Magic Shading Image, Invisible Molecules, Code ID & Pic, Magic Mirror Anti-Counterfeit, Tangible&vari-Color Carving Gravure, Laser Hologram, Focus Variable Anti-counterfeit, NFC)



CCN中商，产品数字化全价值链供应商

CCN, PRODUCT DIGITIZED WHOLE VALUE CHAIN SUPPLIER

咨询+技术+数据+运营

CONSULTATION

TECHNOLOGY

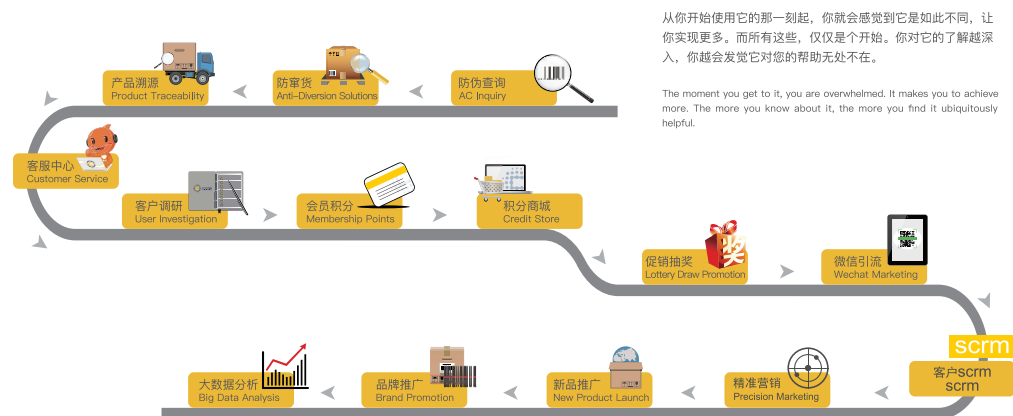
DATA

OPERATION

www.yesno.com.cn 服务热线: 021 3865 0688 | BEIJING | SHANGHAI | GUANGZHOU | HEFEI | WUHAN |

一物一码 仅仅是一个开始

“ONE CODE, ONE PRODUCT ” IS JUST A BEGINNING.....



次世代 产品数字化全价值链供应商

READY FOR NEXT ERA, A PRODUCT DIGITIZED WHOLE VALUE CHAIN SUPPLIER

品牌防伪保护模块

技高何止一筹

蕴含强大防伪科技，高效遏制仿冒产品流通，保护企业利益、品牌价值。让真品遍布全球

Brand AC Protection Module

Marvelous in many aspect, CCN protects brand value from counterfeits circulation with high efficiency. We apply various strong AC techniques to ensure genuine products accessible in the whole world.

供应链全程智慧追溯模块

智慧生产 智慧分销 智慧终端

从生产到仓储物流，再到终端门店，中商帮助用户实现全程数字化解决方案

Whole Supply Chain Intelligent Tracing Module

Intelligent production, intelligent distribution, and intelligent terminal. CCN provides an integrated digital solution for your company in each process, from production, logistics to stores.

数字化精准营销模块

让产品成为桥梁，连接企业与消费者，通过活动促销、积分活动等营销手段，促进终端销量提升，同时帮助企业构建私域流量

Digital Precision Marketing Module

Product is a bridge. With promotions, user investigation membership points, etc., CCN makes marketing unprecedentedly precise and efficient.



CCN+ 品牌防伪大不同

CCN+ BRAND ANTI-COUNTERFEITING IS DIFFERENT

品牌防伪不止冰山一角 全新升级带来无限价值

BRAND ANTI-COUNTERFEITING IS JUST THE BEGINNING, NEW UPGRADE BRINGS INFINITE VALUE

- 我们不止是标签的提供商.....
- 我们不仅仅拥有领先的防伪技术.....
- 我们不单只是能做简单的数据分析.....
- 我们是品牌保护体系的缔造者！
- 我们是产品数字化全价值链供应商！
- 我们是一个完整的生态体系，为企业一站式解决标签方案、产线实施、平台搭建等全链问题！
- 我们的使命是为商品赋予无限数据价值，愿成为您企业的贴身咨询师！

品牌防伪保护模块

BRAND AC PROTECTION MODULE

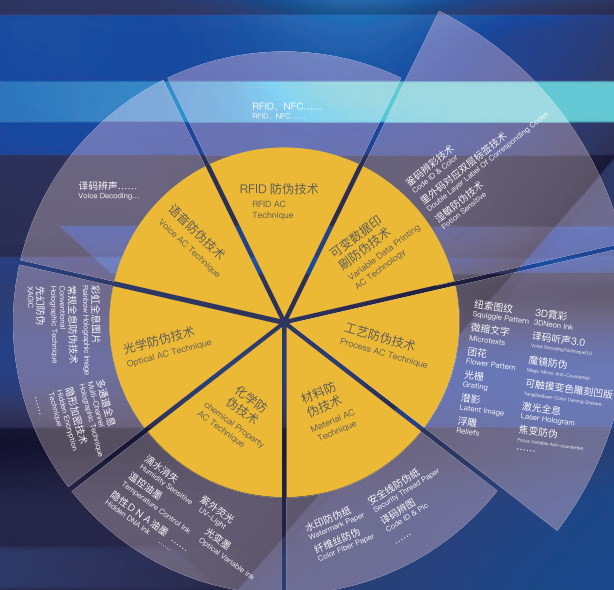


因为科技 所以不“同”

SPECIALITY COMING FROM TECHNOLOGY

深藏于标签之下的强大物理防伪技术

Strong physical anti-counterfeiting techniques contained in the label.



信赖源于 军用级信息防伪加密算法

- 军用级加密算法生成防伪码
- 适用不同场景，查询多渠道（二维码、条形码、电话、短信）
- 多样化的编码展现形式（数字、条码、RFID 等）
- IBM 国际级机房，海量数据速查，单码一秒查询

Trust Coming from Military Grade Information Encryption Algorithm

AC code generated from military encryption algorithm.
Adaptive to different situation, multiple inquiry channel (bar code, QR Code, telephone, and SMS)
A variety of code representation forms (numbers, bar code, RFID, etc.)
IBM machine rooms, quick location of data, result got in one second.

防伪运营 国际标准的信赖

TRUST RESULTING FROM AN ANTI-COUNTERFEITING
OPERATION WITH INTERNATIONAL STANDARD

运营平台具备国际级强大的数据运算能力，具备先进的系统稳定性、安全性，防止网络攻击、入侵，数据机房具备灾备、数据归档能力，防止不可预测的灾害。自助式呼叫中心，优秀的可扩展性，支持多语音线路，支持基于 web、wap、APP、微信、淘宝等查询途径的校验，自动适配多语言查询等。

Our operation platform possesses outstanding computing power and advanced stability and security of the system to prevent cyber attacks and invasion. The data machine room is designed to perform backup recovery and data archiving in case of unforeseen natural disaster. The platform boasts various functions such as self-serve call center, excellent expansibility, multi-language option, various verification channel including web, wap, App, Wechat, Taobao, etc., and automatic adaptation of multiple languages.

现场及远程支持
Onsite and Long-Distance
Support

多维度数据分析
Multi-Dimensional Data
Analysis

防伪效果监测
AC Effect Monitor

防伪预警
AC Pre-Alarm

产品真伪鉴定
Products Authenticity
Identification

防伪数据分析报表
AC Data Analysis Report

协助打假
Brand AC Assistance

数据云托管
Data Cloud Hosting

坐席中心
Call Center

信赖源自“片假不流”的管理体系

TRUST COMING FROM A STRICT MANAGEMENT SYSTEM

- 严格的数码安全流转与二次加密流程
Secure Data Flow and Strict Secondary Infilling Process
- 承接国家级财税凭证的印刷工厂
Reliable Manufacturer That Prints Government Fiscal Vouchers
- 控制严格的标签印刷环节及成品出厂流程
Rigidly Controlled Label Printing Procedures and Products Delivery Process
- 长期、稳定的货运渠道管理控制
Transportation Procedures Under Stable Long-Term Management
- 全程的标签及数据追溯体系
Whole Process Traceable System for Data and Labels
- 专用的包装封条管理模式
Exclusively Used Packaging and Seal

适用所以遍及全球

WORLDWIDE ADAPTABILITY

标签应用环境实验室

与众多科研机构合作，成立联合实验室，模拟标签存储、运输、使用环境，进行光照、温度、湿度等标签影响因素试验，保障标签在使用过程中安全有效。

Label Application Environment Laboratory

Cooperated with many research facilities, CCN establishes joint labs to simulate the storage, transportation and application environment by exposing labels to influencing factors such as light, temperature, and humidity in order to ensure their safety and effectiveness during usage.



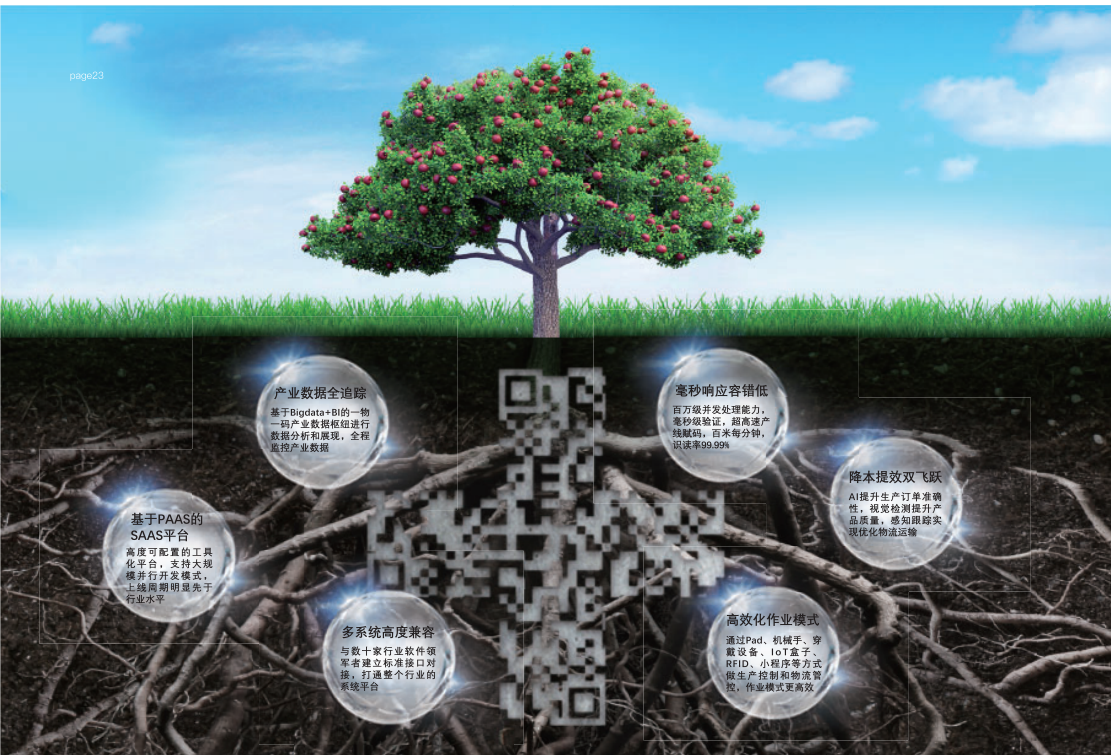
体验 标签美学

LABEL AESTHETICS

我们与用户共同关注产品整体体验感，独有标签 VI 设计应用体系。资深美学团队从 ICON 到配色，将美学赋予标签，与产品相得益彰。

Customers and us both focus on products overall usage experience. We have unique VI design and application systems for labels. Qualified aesthetic team will integrate aesthetics into our labels from ICON to color arrangement which will bring out the best in the product.





CCN+ 智慧追溯大不同

CCN+ INTELLIGENT TRACING IS DIFFERENT

智慧追溯不止眼前光景 探寻根本挖掘无限价值

INTELLIGENT TRACING IS NOT JUST FOR LOGISTIC TRACKING, EXPLORING THE NATURE FINDS INFINITE VALUE

- 我们不止是为企业解决数据安全.....
- 我们不仅仅是提供一个简单的智慧追溯平台.....
- 我们为企业解决数据孤岛，超高赋码识别率兼容多平台进行数据整合！
- 我们有着二十多年的运维经验，安全融入血脉，为企业提供战略层面的数据支撑！
- 我们提供全链条业务数字化管理，数据大屏实时采集，高效监测设备生命周期，智能化呈现产线环境，优化产线效率！
- 我们为企业全景式解读数据，场景化运营市场，以数据驱动未来，增强核心竞争力！
- 我们的使命是为商品赋予无限数据价值，愿成为您企业的贴身咨询师！

供应链全程智慧追溯模块

WHOLE SUPPLY CHAIN INTELLIGENT TRACING MODULE

供应链全程智慧追溯模块
让生产、渠道、终端全流程空前高效

Whole Supply Chain Intelligent Tracing Module
Unprecedentedly Efficient in the Whole Process of Production, Distribution, and at Terminal

- 智慧订单管理系统
Intelligent Order Management System
 - 生产投料信息采集系统
Production Material Information Gathering System
 - 包装赋码及关联控制系统
Packaging Tagging and Association Control System
 - 生产效率分析系统
Production Efficiency Analysis System
- 产品质量追溯管控系统
Products Quality Tracing Management System
 - 仓储物流智慧分销系统
Storage and Logistics Intelligent Distribution System
 - 经销商智慧分销系统
Distributor Intelligent Distribution System
 - 终端智慧分销系统
Terminal Intelligent Distribution System
- 窜货稽查管控系统
Products Traceability Management System
 - 产品售后鉴定系统
After-sale Products ID System
 - RFID 应用升级
RFID Application Upgrade
 - 包材一体化个性信息快速打印服务系统
Integrative Personalized Information Packaging Fast Printing Service System

稳定 更省心

执行系统设计稳定性高

专业设计团队，多种案例积淀，保障高效的、完全匹配生产现场的执行系统和操作规范设计，稳定性高。

Stable

Implementation System of High Stability

A professional and experienced design team to ensure an efficient and stable implementation system and operation protocol that completely matches production condition.

精确 更放心

严谨的软件控制系统

全面分析可能出现的问题，已在设计初期全盘考虑，预留所有容错方案，保障数据关联精确；
专业配套团队，采用国际知名扫描及赋码设备，全程参与设备调试安装、设备运行检测、设备定期维护，保障数据关联精准稳定。

Precise

Rigorous Software Control System

Comprehensively analyzing possible scenarios in the early design stage and preparing fault tolerant schemes to ensure precise data association.
Professional association team adopting international renowned scanning and encoding equipment in the whole process including equipment installing and adjusting, operation monitoring, and regular maintenance to ensure stable and precise data association.

兼容 更多可能

COMPATIBLE

支持不同编码格式

具备开发性，可以支持国家不同行业的标准或企业的特殊需求

支持不同赋码模式

赋码方式有不干胶标签、喷印
可兼容各类品牌设备

支持不同标识形式

一维码、二维码、RFID

根据实际流程定制

能够实现根据企业实际生产流程及工艺的数码采集及关联

Supportive of different encoding format

Development friendly, supportive of different industry standards or the special needs of enterprises

Supportive of different encoding mode

Various ways of tagging compatible to different equipment

Supportive of different representation format

Bar code, QR code, RFID

customization according to actual procedures

Being able to achieve data gathering and association according to the actual production procedure of the enterprise

中商网络防窜货渠道管控模块，能够在企业供应链各个环节提供专业建议，并设置系统接口，实现与企业 ERP、CRM 等系统的无缝对接，形成生态系统。

CCN Anti-Diversion Module is capable of offering professional suggestions to enterprises about different parts of the supply chain and set up system interface to realize the smooth connection with the ERP, CRM system of the enterprises to form an ecological system.

技术专家 更是行业专家

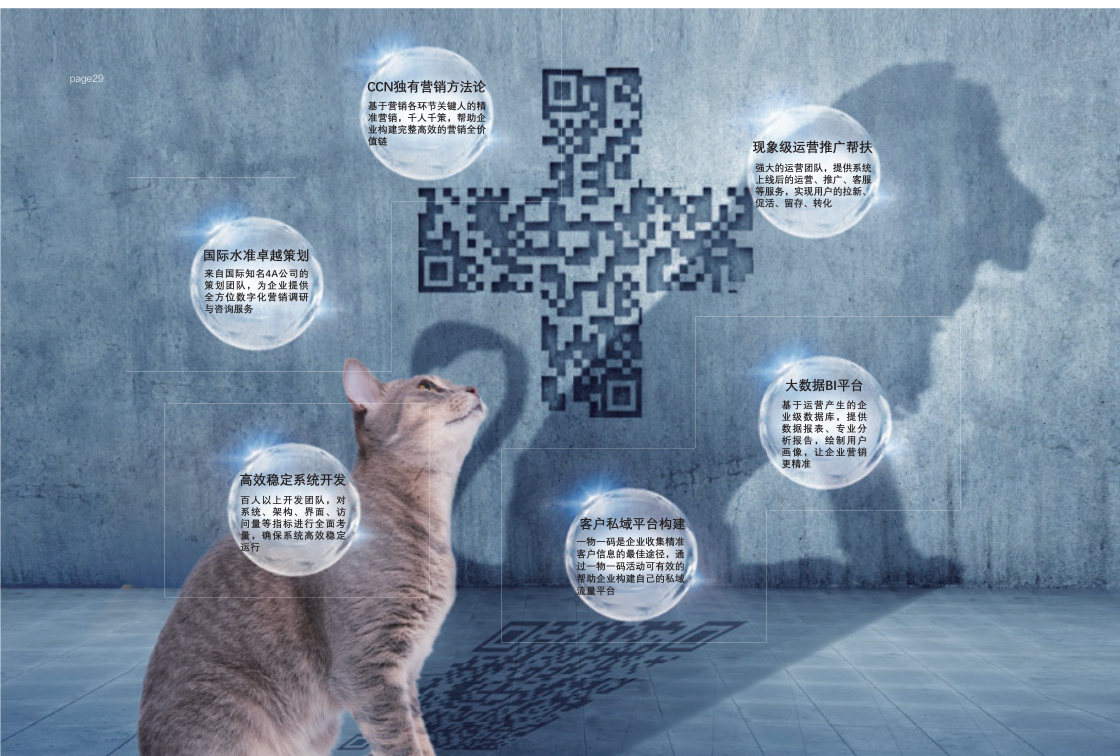
Technician as Well as Industry Specialist

在中国，中商网络与政府及行业建立了非常良好的关系。

汽配、奶粉等众多行业中，我们总是在第一时间获知行业政策动向，并第一时间为我们的用户进行解读，并以最短的时间、最优的方案帮助客户进行符合国家最新监管政策的改造实行。

CCN has formed a benign relationship with the government and different industry. We are always the first to capture the new government policy in many industries such as automobile accessories and powered milk and are able to interpret these policies to our customers instantly. CCN has always been able to assist our customers to come up with the adaptation and implementation plan in the shortest time with the optimized proposal.





CCN+ 数字营销大不同

CCN+ DIGITAL MARKETING IS QUITE DIFFERENT

数字营销创造多元互动 打破边界赋予无限想象

DIGITAL MARKETING CREATES MULTIPLE INTERACTIONS, BREAKING BOUNDARIES AND MAKING UNLIMITED IMAGINATION

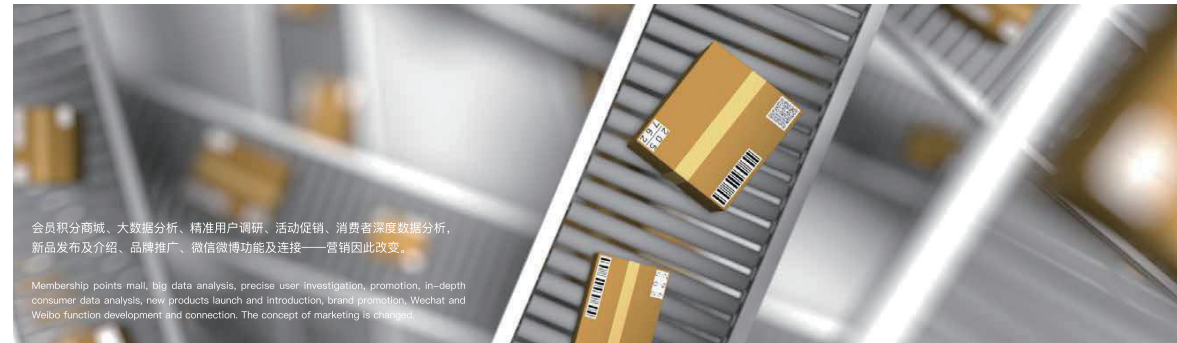
- 我们不止创建一个和消费者沟通的入口
- 我们的服务也不仅仅是多样化的营销活动
- 我们会通过线上线下用户数据的收集，对用户全面进行分析，并构建画像，实现对每个用户的档案建立！
- 我们会帮助企业收集经销商-门店-消费者每个环节的关键会员信息，构建企业自己的私域会员平台；
- 针对消费者我们有独具特色的千人千策精准营销，对新用户、老用户执行不同的营销策略，从而引发单次消费和多次复购消费，并进行分享裂变！

对于经销商、门店店长，通过扫码奖励活动，鼓励经销商和店长多进货、导购扫单品码可获得销售奖励、鼓励导购多卖货！
我们的使命是为商品赋予无限的数据价值，愿成为你企业营销数字化转型的贴身咨询师！

一物一码数字营销模块

ONE PRODUCT ONE CODE DIGITAL MARKETING MODULE

一物一码数字营销=消费者营销活动+渠道关键人激励活动
One Code for One Product Digital Marketing Module= Marketing Activities for Consumers+ Encouraging Activities for Channel Key Person



会员积分商城、大数据分析、精准用户调研、活动促销、消费者深度数据分析，新品发布及介绍、品牌推广、微信微博功能及连接——营销因此改变。

Membership points mall, big data analysis, precise user investigation, promotion, in-depth consumer data analysis, new products launch and introduction, brand promotion, Wechat and Weibo function development and connection. The concept of marketing is changed.

一物一码连接、创造营销价值

MORE PRECISE MARKETING BECAUSE OF CHANGES

通过对连接对象的策略设计构建管理应用，帮助企业实现销量提升：
THROUGH THE STRATEGIC DESIGN OF CONNECTED OBJECTS TO BUILD THE MANAGEMENT APPLICATIONS, HELP ENTERPRISE TO ACHIEVE SALES GROWTH

	大数据	+	激励	+	互动	
连接终端关键人	<div>建立关键人大数据</div> <div>终端门店大数据</div> <div>终端关键人大数据</div> <div>终端销售大数据</div> <div>大数据应用</div>		<div>提升销售技能</div> <div>销售技能培训</div> <div>品牌知识培训</div> <div>产品知识培训</div>	<div>提升销售效率</div> <div>门店管理工具</div> <div>用户邀请工具</div> <div>用户管理工具</div>	<div>利用激励提升销售意愿</div> <div>销售红包奖励</div> <div>销售积分奖励</div> <div>销售实物奖励</div> <div>销量排名奖励</div> <div>业绩达成奖励</div>	终端关键人关系管理
连接终端消费者	<div>建立消费者大数据</div> <div>消费者档案</div> <div>购买频率数据</div> <div>购买位置数据</div> <div>大数据应用</div>		<div>提升对品牌与产品的认知</div> <div>品牌介绍植入宣传</div> <div>推广视频植入宣传</div> <div>产品卖点植入宣传</div>		<div>利用激励提购买欲望</div> <div>购买红包奖励</div> <div>购买积分奖励</div> <div>购买实物奖励</div> <div>千人千策机制</div> <div>用户粘性机制</div>	终端消费者关系管理

消费者智能营销活动

SMART CONSUMER MARKETING CAMPAIGNS

一物一码促销活动：消费者扫码参与即可获得红包、实物、虚拟卡券等奖励、刺激消费者不断购买产品，帮助企业提升产品销量。

活动策略：根据不同区域、不同人群、不同产品、不同时间制定不同活动策略，丰富的营销规则让营销更加智慧。

积分商城：扫码获得积分、通过积分商城兑换更多礼品，提高用户粘性。

精准营销：对每个客户进行打标签，系统根据不同的人群设置不同的营销激励规则，实现基于不同人群的千人千策精准营销。

私域流量运营：商品是企业与客户沟通的最佳渠道，每一个扫码的消费者都是企业的宝贵资产，通过一物一码活动企业可收集用户信息，构建企业自己的私域流量资产。

promotional campaigns of one product one code: consumers can scan the code to get the red envelope, in-kind incentives, virtual card coupons and other rewards, which can stimulate consumers to continue to purchase products and help enterprises to improve their product sales.

Activity strategy: according to different regions, groups, products and time to make different activity strategies. Diversified marketing rules make marketing more intelligent.

Point reward: Scan the code to get points, and then redeem more gifts. It can improve the stickiness of users.

Precision marketing: Every customer will be labeled. The system sets different marketing incentive rules according to different groups to realize precision marketing based on different groups.

Private domain traffic operation: Commodities are the best channel for enterprises to communicate with customers. Every code-scanning consumer is a valuable asset for enterprises. Enterprises can collect user information and build their own private domain traffic assets through the one code for one product activity.

渠道关键人激励营销

CHANNEL KEY PERSON REWARD MARKETING

经销商激励：经销商收货扫码获得奖励，一键完成收货订单，奖励自动到账！

门店激励：门店店长扫描箱码，获得开箱奖励，进货越多，奖励越多。

店员激励：店员扫描商品码获得店员专属红包奖励，同时绑定产品销售与店员奖励关系，消费者购买扫码后店员奖励才到账，激励店员多推荐、多卖货！

活动策略：可针对不同门店类型设置门店标签，按照销量对门店进行分级，实现对不同标签门店的千店千策营销策略。

渠道会员运营：通过一物一码打通渠道链条，实现所有环节双向沟通，完成数据化、信息化、可视化管理，构建企业零售商会会员数据库，通过对渠道不同关键人，采取不同的激励方式，提高整个渠道的销售意愿，帮助企业实现产品快速流通，提升销量。

Dealer incentive: Dealers will be rewarded by scanning the code and completing the receiving order with single-click. The reward will be automatically paid to their accounts!

Store incentive: The store manager can scan the carton code and get the reward for opening the box. The more goods he purchases, the more rewards he gets.

Shop assistant incentive: shop assistants scan commodity code to get exclusive bonus red envelope for shop assistant, at the same time, it will bind the relationship between product sales and shop assistant reward. After the customer purchasing goods and scanning the code, shop assistant will get reward to their own accounts, which can encourage shop assistants to recommend and sell more goods!

Activity strategy: Store labels can be set for different types of stores, and stores can be graded according to sales volume, so as to realize the thousand-store thousand-strategy marketing strategy.

Channel member operation:

Open up the channel chains by one code for one product to achieve two-way communication of all-links, to complete digital, information-based, and visual management, to build enterprise retailers database through the channels of different key members. Improving the whole channel sales will, helping enterprise to realize the product fast circulation and promoting sales by take different incentives.

系统仅仅是开始,产品运营才是重点

The system is just beginning, what really matters is product O&M

用数据赋能业务增长

Data Empower Business Growth



搭建企业运营全地图

Build Overall Enterprise Operation Map

围绕用户AARRR模型搭建整体运营地图
Build the overall operation map around the user AARRR model



运营4步走策略

4 Strategies for O&M



现有数据资产清洗 Existing Data Analysis

- 分维度梳理各活动历史数据
- 用户数据去重合并
- 用户分层/区域分类



持续分析优化 Data Analysis and Optimization

- 阶段性活动效果数据分析, 提出效果转化提升建议
- 持续沉淀数据资产, 不断丰富消费者会员分析画像



结合实际调研设计 运营策略设计

Make the O&M Strategy based on Actual Research

- 各区域调研了解当地市场情况, 进行区域活动策略设计, 精准运营
- 用户互动触点设计, 沉淀会员



运营推广执行 O&M promotion execution

- 通过腾讯生态圈小程序/社群等方式触达用户, 实现老会员激活、促活、粘性运营, 以及新会员的拉新



产品运营服务内容

O&M Service Content



线上运营服务 O&M Online Service

- 咨询顾问: 整体解决方案咨询服务
 - 策略运营: 整体运营策略指导
 - 活动运营: 活动设计发布上线
 - 内容运营: 创意/触达内容产出
 - 数据运营: 数据分析优化提升
 - 客服运营: 客服咨询/客服机器人/线上培训/用户回访
 - 媒体投放: 按需进行媒体采买及投放
- Consultant: providing overall solution consulting service
 - Strategy Operation: providing overall operation strategy guide
 - Activity Operation: providing activity design and release
 - Content Operation: providing creativity/ reachable content output
 - Data Operation: providing data analysis and optimization
 - Call center operation: providing call center service, Customer Service Robot, online training, user return visit
 - Media launch: providing media procurement and delivery



线下运营服务 O&M Offline Service

- 市场调研: 终端场景调研反馈
 - 效果跟进: 市场执行督导及效果优化
 - 培训指导: 终端培训成果落地
 - 样板市场打造: 核心样板市场打造
 - 地推拉新: 终端市场地推拉新
- Market research: Terminal scenario research feedback
 - Result follow-up: Market execution supervision and effect optimization
 - Training Guidance: Landing of terminal training results
 - Model market creation: Core model market creation
 - Ground push and pull new: Push and pull new in the end market

六大产品模块

SIX PRODUCT MODULES



品牌防伪
BRAND ANTI
COUNTERFEITING
技术持续领先 更专业



轻量级企业追溯
BRAND ANTI
COUNTERFEITING
适合中小企业 更节省



IP标签管控
IP LABEL CONTROL
IP 管控更便捷 更轻松



企业智慧追溯
WISDOM TRACING
全链追溯物流品控 更清晰



消费者智能营销
INTELLIGENT CONSUMER
MARKETING
助力企业提高产品销量



激励渠道商多卖货
ENCOURAGE DISTRIBUTORS
TO SELL MORE GOODS
关键人激励,更有效



全球服务级机房

- IBM 按照国际 T3+ 标准承建的 IDC 国际级标准机房：防静电、恒温恒压、防尘、防潮、抗震、电力供应不中断。
- 国家信息安全保护 3 级标准（金融级），双硬件网络防火墙和应用防火墙双重保护，防止网络及应用层非法攻击。专业设备进行入侵检测，病毒防护，审计跟踪。
- 私有云架构技术，弹性扩充业务系统所需的运算存储网络资源等，并实现了故障转移，为客户提供 7X24 不间断服务。
- 同时通过灾备机房进行数据异地实时备份，实时同步数据，极端情况下顶替主机服务。

AN INTERNATIONAL STANDARD MACHINE ROOM

- IDC world class machine room built by IBM in accordance with international T3+ standard, which is static-free, dustproof, moisture-proof, anti-seismic and with constant temperature and voltage as well as continuity of power supply.
- Of national information security grade 3 standard (finance security grade), with double hardware network firewall and application firewall, it is designed to prevent attacks from internet or application layer. There are also professional equipment for invasion detection, virus defense, and audit trail.
- Equipped with computing storage internet resources required by cloud stack technique and flexible extension operation system and realizing shifting malfunctions, CCN is able to provide 7X24 customer service.
- In the meantime there is a backup machine room for real time synchro data back-up in case of extreme circumstances.

国际项目的丰富经验让我们积累更多

RICH EXPERIENCE FROM INTERNATIONAL PROJECTS



在荷兰的奶粉工厂，在日本的电子工厂，在东南亚众多品牌代工厂厂都有我们的身影，更多的国际项目运作，帮助我们始终领先

CCN has provided service in powdered milk factory in the Netherlands, electronics factory in Japan, and contract manufacturers of many brands in Southeast Asia. The rich experience from international programs helps us lead ahead in the industry.

某国际知名奶粉品牌海外生产线项目

从 2005 年至今，中商作为某国际知名奶粉品牌中国区产品的防伪防窜货追溯项目开发的服务供应商，建立完善和稳定的综合运用系统平台、实现 X 奶粉原有系统间数据接口的对接及生产线自动化数据采集关联软件开发及实施。

2015 年为不断地适应市场竞争的需要，提高生产效率、降低成本及提升市场竞争力度，中商助力该奶粉品牌对其国际工厂实施追溯系统并与中国分部的分系统全面对接。

A World Renowned Powdered Milk Brand Overseas Production Line Project

CCN has offered anti-counterfeiting and anti-diversion services to a world renowned powdered milk brand for its products in China since 2005. We have established a sophisticated comprehensive operation system, realized the connection with the original system and developed production line automated data acquisition software.

In order to improve production efficiency, to reduce costs and to be competitive in the market, CCN has assisted this brand in establishing tracing system in its overseas factory and connect it with its system in China.



国内知名营养品企业汤臣倍健智能工厂项目

从 2009 年开始，中商作为国内膳食补充剂领域巨头企业汤臣倍健的防伪防窜货追溯项目开发的服务供应商，为汤臣倍健搭建了成熟的防伪防窜货系统。

随着系统项目的成熟开发和运用，在 2017 年，CCN 中商为汤臣倍健打造了智能工厂项目。新增并搭建成品输送线扫描系统。成功与多条成品生产线、多条码垛线、多台机器人的对接，实现了智能排班、智能分拣、自动码垛、自动入库的可能。该系统实时管控每条线的任务执行状态进度，实现了全面对接 ERP、WMS，打通了产品从生产到入库的全程智能化管理，大幅提升赋码系统的智能化水平，打开了全程智能化的新篇章。

Smart Plant Project in BY-HEALTH, a well-known domestic nutrition enterprise

As the service provider of anti-counterfeiting, delivering tracking and channel conflict project for BY-HEALTH, which is the domestic giant in the field of dietary supplements, CCN has established a mature anti-counterfeiting and anti-channel conflicting system for BY-HEALTH since 2009.

With the mature development and application of the system, CCN help to build the smart plant project for BY-HEALTH in 2017, including new scanning system for the finished product on conveying line, the new system has successfully integrated with multiple finished product lines, stacking lines and robots, realizing the possibility of intelligent scheduling, intelligent sorting, automatic stacking and automatic loading.

The system will monitor the task execution status and progress of each line in real time, and realize the full docking of ERP and WMS. And it even realizes the whole process of intelligent management of products from production to warehousing, greatly improving the intelligence of coding system, and opening a new chapter of the whole process of intelligent management.

某国际知名润滑油品牌海外标签项目

该品牌润滑油在全球 130 多个国家销售，每天通过 40000 个服务站为 2000 多万客户提供服务。它在中国的发展轨迹已经超过一个世纪，是在中国投资最多的国际能源公司之一。作为在中国排名第一的国际润滑油生产和销售商，在过去几年，其润滑油的销售保持两位数的增长。中商全程助力该品牌防伪系统全球化布局，系统已成功应用到中国及东南亚地区，未来将拓展到港澳台、南非、泰国等全球数十个国家和地区。

A World Renowned Lubricant Brand Overseas Label Project

The lubricant of this brand is sold in over 130 countries in the world, providing service for 20 million customers in over 40000 terminals. The story of it in China dates back to more than one century ago. Being one of the biggest international energy investors in China, it is the largest lubricant marketer. Sales continue to show double-digit growth in the past years. CCN has contributed to its global AC arrangement since the beginning. The system has been successfully applied in China and Southeast Asia and will be applied in dozens of countries and regions in the future including Hong Kong, Macau, Taiwan, South African, and Thailand.



资深国际级项目团队

EXPERIENCED PROJECT TEAM MEETING
INTERNATIONAL STANDARD

200 人
200 PEOPLE

20 年
20 YEARS

来自世界著名技术企业及著名院校
From World Famous Technology Enterprises
and Prestigious Colleges.





二十一载耕耘
祝您码到成功

