



# SolidPassport

Your Products -  
Verified. Tracked. Trusted.

SERVICE DEFINITION



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# Business Challenge

## The Regulatory Shift Facing Manufacturers

Manufacturers across **Retail, Pharma, FMCG, and Automotive** are entering a critical phase of regulatory transformation. Emerging **UK and EU regulations** will soon require products to carry **Digital Product Passports (DPPs)** which are structured, digital records that make product data accessible throughout the entire lifecycle.

These passports go beyond basic compliance. They assign a **secure digital identity** to each product, enabling stakeholders, including manufacturers, distributors, repairers, regulators, and consumers to access verified information about the product's origin, composition, sustainability, repairability, and end-of-life handling.

For manufacturers, this means ensuring that every product is **identifiable, traceable, and transparent** - not just at the point of sale, but throughout its entire journey, from raw material to recycling.

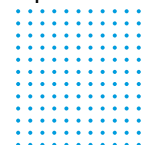
### Digital Product Passports will be essential for:

- **Regulators:** to verify compliance with environmental and safety standards
- **Consumers:** to make informed, sustainable purchasing decisions
- **Distributors and retailers:** to manage inventory and ensure authenticity
- **Repairers:** to access accurate specifications and service history
- **Manufacturers:** to maintain a complete, evolving history of each product



The **Ecodesign for Sustainable Products Regulation (ESPR)** will make Digital Product Passports (DPPs) mandatory for **high-impact product categories**, such as textiles and footwear, detergents, electronics, batteries, and ICT products, starting in 2027, with phased implementation beginning as early as 2025. UK businesses will need to comply if they export to the EU or work with EU-based partners.

To prepare, manufacturers must ensure they can capture and share structured, machine-readable product data, integrate with systems like ERP and PIM, and align with standards such as the GS1 Digital Link. Early adopters will be best positioned to meet compliance, reduce risk, and support trusted product transparency.



# What is SolidPassport?

SolidPassport is Solidsoft Reply's enterprise-grade fully managed Software-as-a-Service (SaaS) solution for large-scale product tracking. It was built upon more than six years of experience delivering Europe-wide medicine tracking under the EU Falsified Medicines Directive (FMD). This pharmaceutical-grade infrastructure effectively introduced a digital passport for every medicine, enabling secure verification, traceability, and lifecycle visibility across the healthcare supply chain.

Now extended to Retail, FMCG, and Automotive, SolidPassport brings this proven, regulatory-grade architecture to industries preparing for Digital Product Passport (DPP) mandates under the ESPR. These regulations will require products to carry structured, shareable data, accessible via a QR or Data Matrix code.

## Built for Scale, Reliability, and Integration

SolidPassport is a next-generation digital platform by Solidsoft Reply. It enables organisations to monitor and trace **tens of billions of product packs annually**, across a network of **over 4,000 manufacturers**. The platform is engineered for **high availability, resilience, and security**, ensuring uninterrupted service in mission-critical environments.

Hosted on **Microsoft Azure**, SolidPassport leverages global infrastructure, advanced AI capabilities, and aligns with **GS1 serialisation standards**. It integrates seamlessly with existing enterprise systems such as ERP, PLM, and packaging lines, supporting **multi-region deployment, multilingual data handling**, and **compliance with evolving regulatory frameworks** across both the **EU and UK markets**.

Support and maintenance are provided by **Solidsoft's IT Operations team**, certified as a **Microsoft Azure Expert Managed Service Provider (MSP)** - a designation awarded to partners with deep Azure expertise and a proven track record of delivering high-quality managed services at scale.



# Features and Benefits



## AI-Driven SolidPassport

Every FMCG product receives a digital identity linked to a QR code, with real-time product insights powered by Azure AI models running on Azure.



## Smart QR Code Verification

Customers and staff scan codes for instant access to authenticity certificates, product information, recorded events, expiry dates, and AI-generated care or usage insights.



## Comprehensive Product History

Using Azure-based analytics enhanced by AI, we track the entire product journey from manufacturing to recycling to monitor for anomalies and risks.



## Enhanced Engagement

Exposes new engagement opportunities with customers, valuable insights into product usage data, targeted advertising and personalised promotions.



## Integrated Recall & Warranty Alert

AI on Azure monitors for recall or safety alerts, notifying customers proactively through the SolidPassport platform.



## Counterfeit Protection & Security

AI-powered verification on Azure detects fake or unauthorised products. Uses encryption, anomaly detection, and optional blockchain for secure data handling.



## Transparency & Traceability

Azure AI visualises supply chain and sustainability data. Supports regulatory traceability for recycling and environmental standards.



## Personalised & Multilingual

### Customer Experience

Seamless product verification and direct brand communication. Supports multilingual instructions, care tips, and loyalty rewards.

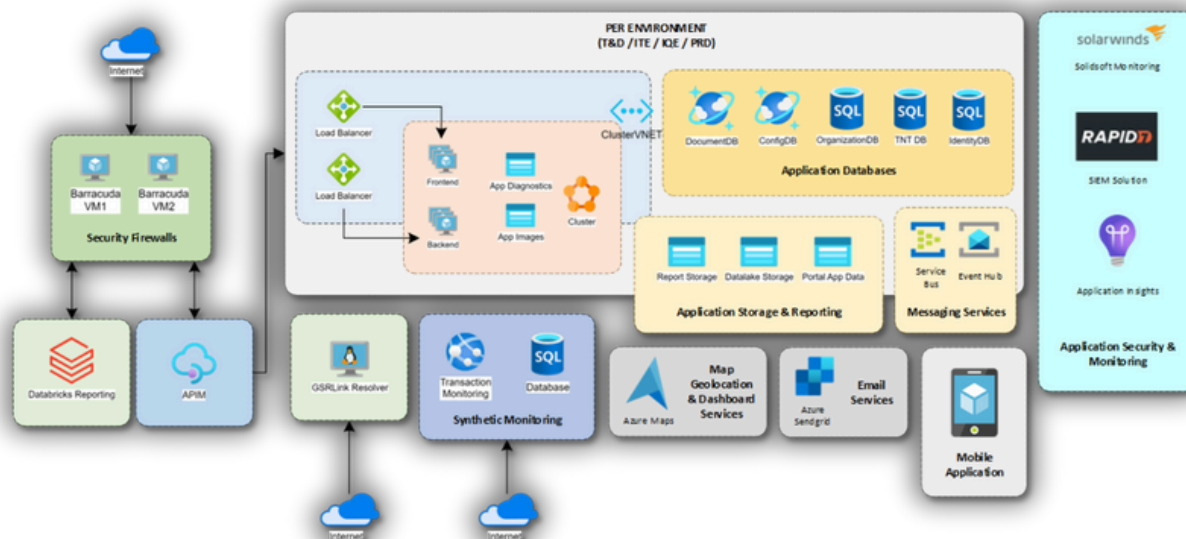


## Integration & Scalability

QR codes and SolidPassport features integrate with existing systems and packaging. Microsoft cloud APIs and analytics support scalable deployment.



# SolidPassport's Microsoft Powered Architecture



Home > Maps and Charts

Maps and Charts

Failed Verifications

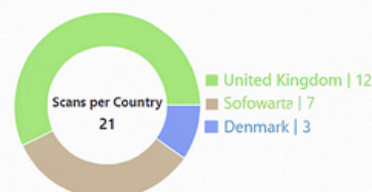
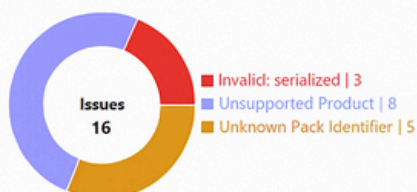
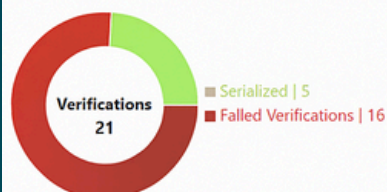
Suspect Activities

System Metrics



**SolidPassport**

Your Products - Verified. Tracked. Trusted.



Apply

Start Date  
08/05/2025

End Date  
09/05/2025

Countries  
All Countries

Product Code

Batch ID

Map Categories

- ☒ Successful Verifications
- ☒ Failed Verifications
- ☒ Suspect Activities
- ☒ Other



# Get started with SolidPassport

A flexible journey tailored to your level of understanding — whether you're new to Digital Product Passports or already exploring, we'll guide you through to help you realise value faster.

Book a  
discovery  
session

Explore the value of  
**Digital Product  
Passports.**

Understand the  
**benefits** of enhanced  
traceability, compliance  
and sustainability to  
**achieve** your **goals.**

Request a  
design  
workshop

Tell us what matters  
most to shape a solution  
**tailored** to **your  
products.**

Define your data needs,  
integration points and  
user experience to fit  
**your** unique **business**  
journey.

Launch your  
Passport  
service

Deploy and scale  
your **Digital Product  
Passport** solution.

**Launch** a pilot, track  
your products and  
measurable  
outcomes.

You can also explore our range of offers on the Microsoft Marketplace by  
scanning the QR code below.



# About Solidsoft Reply

## Who We Are

Solidsoft Reply is more than just a Technology partner for Microsoft AI Cloud Solutions.

We are a team of innovators, applying our solutions and services to effect meaningful change across various sectors including retail, government, humanitarian efforts, and the pharmaceutical & healthcare industries.

## What We Do

We develop, deploy, and operationally manage software solutions with Microsoft Azure Technology.

Specifically, we are recognised as a leading global provider of medicines verification & traceability systems.

These solutions deliver vital services to millions of citizens across Europe, Africa, and Asia.

## Our Mission

We focus on building and managing critical solutions, applications and services for our customers that scale to accommodate national, pan-national, and international demands.



### Company Profile

### 30+ Years

We have been in business since 1993 and was an early adopter of Azure Cloud and its first-ever Global winner.

### 20+ Countries

We are currently operating our solutions across Europe, Africa & Asia.

### 8 Microsoft Global Awards

We are multi-award winners of Global and UK Microsoft Awards.





# Contact Us

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