



MAKE IT TRACEABLE. MAKE IT CREDIBLE.

BUILDING TRUST THROUGH PRODUCTS STORIES

B2B TORINO FASHION MATCH
03/07/2025





ABOUT US

DATA-POWERED VALUE CREATION

Wiseside is an **innovative Italian startup** specializing in the digitalization of complex supply chains.

We design collaborative platforms based on **international standards (GS1/EPCIS)** to enable transparent, interoperable, and sustainable supply chains.

Thanks to an integrated vision and cross-sector expertise, **we help companies gain full operational visibility and enhance their competitiveness.**

OUR INNOVATION ECOSYSTEM

We collaborate with academic and research institutions to develop advanced digital solutions for traceability, interoperability and data analysis across industrial and food supply chains.



CHALLENGES & SOLUTIONS

More demanding consumers and unverifiable storytelling

Consumers want to know everything about the product

Information along the supply chain is often incomplete and difficult to verify

Effective tools for credible product storytelling are still missing



iChain provides traceable, verifiable and up-to-date data to enable transparent communication

Analyze supply chain data

Ensure compliance with regulations

Identify issues in real time

Enable the DPP with verified supply chain data

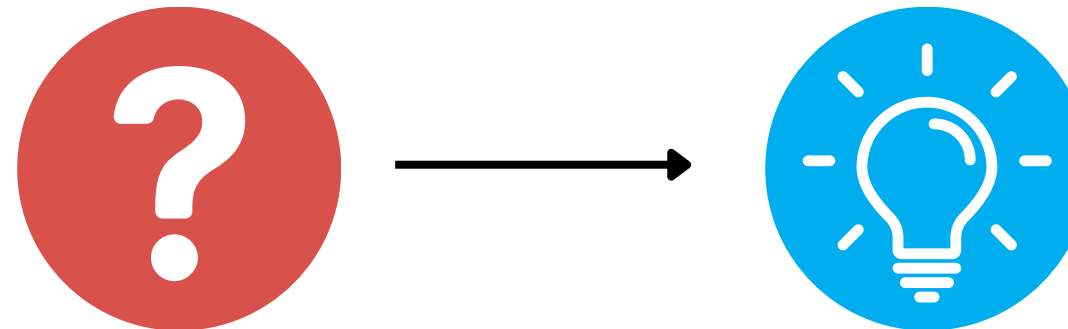
Provide certified information on the product's origin, processing, and characteristics

CHALLENGES & SOLUTIONS

Challenges in communicating environmental efforts

Sustainability is becoming a key positioning goal for today's brands

Obtaining accurate and verifiable ESG data is still a struggle for many organizations



Circular Economy

iChain aggregates verifiable data across the supply chain

Powered by AI, it supports the estimation of environmental and social impacts

It gives brands a reliable foundation for credible sustainability communication



ICHAIN

OUR CLOUD/IOT PLATFORM

An event-driven architecture based on GS1 standards

Based on GS1/EPCIS and ISO standards to ensure end-to-end interoperability and traceability

Integration with heterogeneous systems and data sources

Integration of data from diverse sources (IoT, enterprise systems, sensors) with advanced algorithms

Scalability and customization

Modular platform, adaptable to different industries and use cases



Process orchestration

BPM and notifications to represent, simulate, and monitor flows

Intuitive interface

Simple visualization of flows and controlled information sharing

Secure, role-based data sharing

Permission management and interoperability with supply chain partners

ICHAIN DRIVERS

Resilience

response to adverse events

Servitization

ensuring customer outcomes

Sustainability

people, profit and planet

Traceability & Transparency

your product knows it all

Circular economy

reducing waste

Consumer experience

focus on customer expectations





A STANDARD BASED EVENT DRIVEN SERVICE PLATFORM



- Processes are represented as a **set of events**
- Event data are structured according to a **universal standard format** (EPC) and semantics (CBV)



ISO/IEC
19987:2015
ISO/IEC
19988:2017



DPP: MORE THAN COMPLIANCE

A TOOL FOR STRATEGIC BRAND STORYTELLING

The Digital Product Passport is a tool to communicate product value, engage customers and strengthen brand identity through transparency, traceability and verifiable data.

**Product storytelling based on
real data**

**Generate reliable data for data-
driven decision-making**

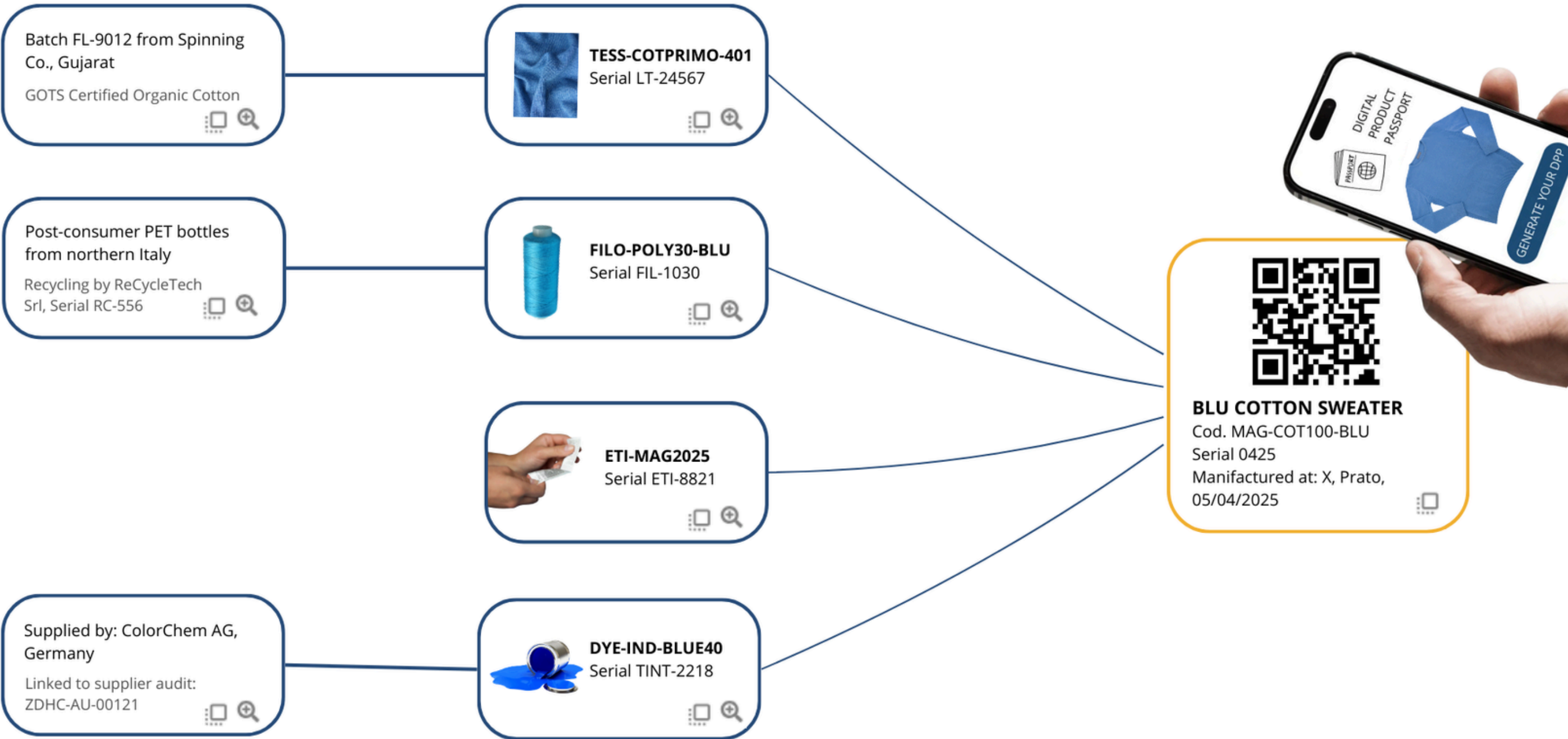
**Increase transparency across the
entire product lifecycle**

**Proactively address
upcoming compliance
demands**

**Support and communication
of sustainability and
circularity strategies**



A PRODUCT HISTORY EXAMPLE: ICHAIN GIVES DATA A VOICE





CONNECTING DATA. SEE THE WHOLE.

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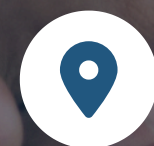
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