



# **TRACEBACK**

*Contract n° FP6-2005-FOOD-036300*

## **Traceback Solutions: Creating Value to Costumers**



[www.traceback-ip.eu](http://www.traceback-ip.eu)

## Challenge: Include Risk

Why we want to measure the impact of TBK solutions?

Why **risk** is important?

Is it possible to communicate impacts easily?



# Our Customers

## Internal

Device developers  
Tool to select device(s)

## External

Diffusion in general  
Companies with some interest in TBK solutions



## Why RISK is important?

1. Expected profit by Dec 10      £ 10,000  
(average)
2. Expected profit by Dec 10      £ 130,000 (max)  
£ -110,000 (min)

average weather?

average profit?



## Our Analysis Includes Risk

We want to quantify impact of TBK solution taking into account this variability/risk

**...simulation of the impacts**



## Case: Fresh Produce Logistic Platform

Objective: TBK solution reduces testing cost.

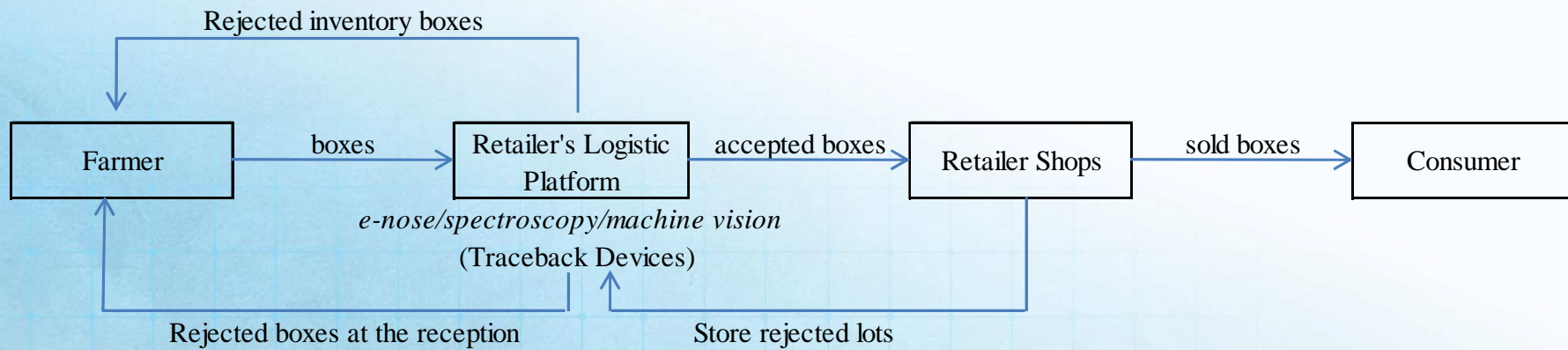
Key variable: Profits (euros)

Data: Company level  
Device developer

Device location: Entrance point



# We place TBK solutions in the Supply Chain



# TBK solutions measure different properties

**Machine Vision:** A picture is analyzed  
Colour, shape and size

**NIR:** Near Infrared  
Interaction with an infrared light

**E-nose:** Electronic Nose  
It detects organic components

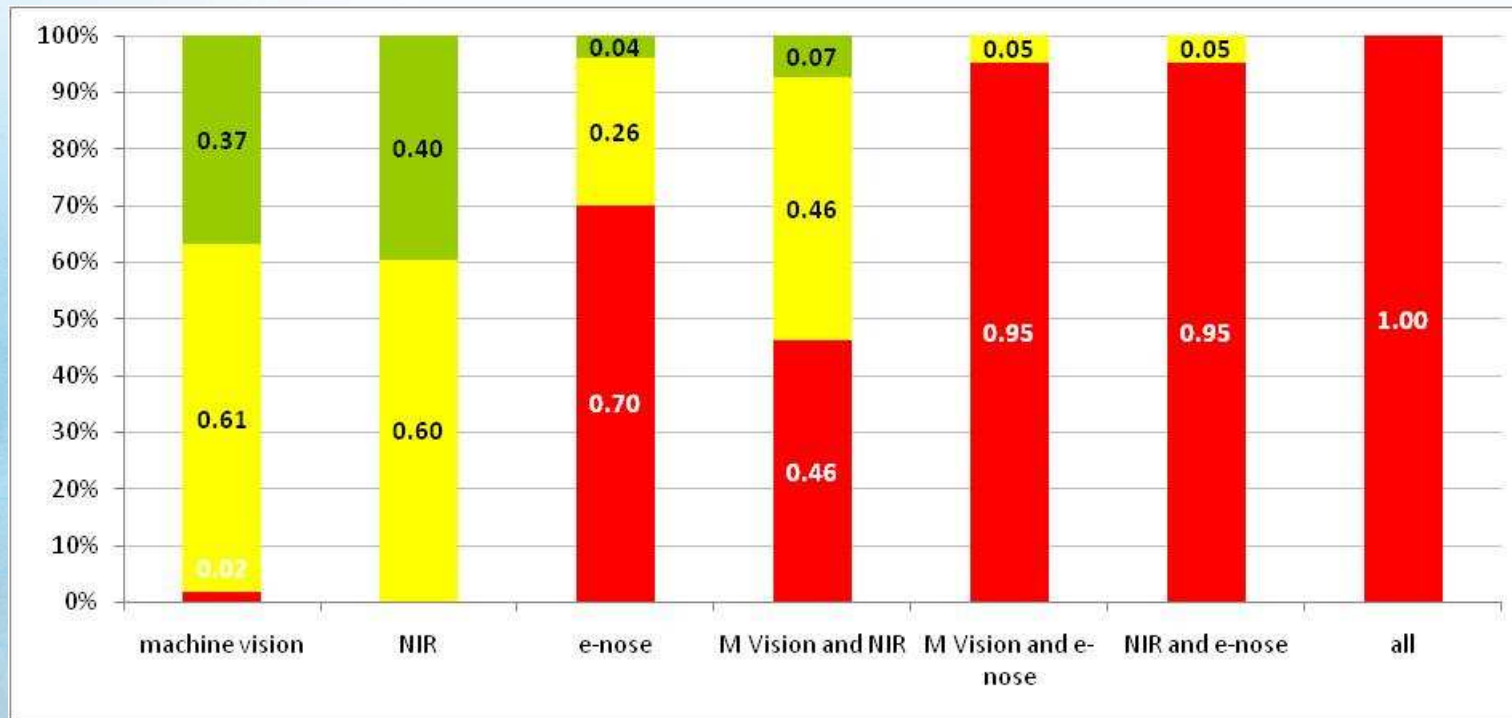


# Individual TBK solutions generate profits

Machine Vision	NIR	e-nose	
€ 87.9	€ 93.3	-€ 16.1	
M Vision and NIR	M Vision and e-nose	NIR and e-nose	all
€ 9.8	-€ 114.0	-€ 112.6	-€ 192.0



# Profit Simulation includes Risk



More than 100 euros  
 Between 0 and 100 euros  
 Less than 100 euros



## Final Considerations

We quantify TBK impacts including risk.

In a single picture, we can summarize number of impacts.

We serve internal and external costumers.

**Profitability would depend on the specific company situation (market, product, TBK solution, location in the supply chain).**





Thanks



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