SORGA .technology

[MAP | EMULSION]

SORGA,
a low-power blockchain technology available to every brand

MAP EMULSION launches SORGA, a new technology that makes it simpler for brands to use blockchain to prove their commitment to traceability and transparency.

This new tech tool certainly offers the major players of the luxury goods industry the opportunity to push back effectively against counterfeiting, but blockchain also has many other virtues that are now available to brands committed to a genuine strategy of CSR transparency and to building trust-based relationships with their customers.

SORGA is the new blockchain solution developed by [MAP | EMULSION], a recognised force in marketing solutions for the luxury goods industry, with 35 successful years of experience in Cosmetics and Wines & Spirits.

So what are the challenges here? Stamping down on counterfeiting, of course, but also:
● Optimum individual product traceability
● Full transparency for consumers with the introduction of simpler access to tamper-proof evidence
● Total freedom of use for brands, requiring no governance approval to specify its solution
● A reliable and secure universal technology compatible with other existing systems
● Seamless and very easy to use for consumers

Simplicity – Transparency – Traceability – Environment-friendly

SORGA (which means 'The Source' in Provençal) delivers an innovative response to any brand committed to implementing a genuine CSR policy and providing its market with a single, secure digital passport that's easy to create and share for every individual product.

A few clicks are all it takes for SORGA to create a digital product passport for optimum traceability using data freely provided by the brand:
● The origin of components and ingredients
● All the stakeholders involved in product manufacture
● Proof of its authenticity and ownership
● Every event in the life of the product since its creation
● Access to brand advice and recommendations updated in real time and in all languages
● Access to all the services offered by the brand

SORGA data and services can be accessed free of charge from any smartphone with no app to download... even before product purchase.

SORGA protects and guarantees product value and authenticity regardless of circumstances, strengthening the bonds of trust between brands and their customers.

But most importantly, SORGA controls energy consumption, at the same time as effectively addressing climate issues. Unlike energy-intensive blockchain solutions, SORGA uses less energy than sending a single e-mail.

A UNIVERSAL TECHNOLOGY

SORGA is about:
● Interoperability with inventory management (WMS), order management (ERP) and customer relationship management (CRM) systems
● The secure transfer of documents between product-related stakeholders (raw material suppliers, manufacturers, logistics partners, distributors, repairers, aftermarket platforms, etc.)
● Using a single marker to access packing information and trace the grouping and ungrouping of batches that impact each product
● The flexibility and auditability of Layer 2 Bitcoin from partner KeeeX
● Making industrial-scale counterfeiting of marked products impossible
● The ability to monitor the second-hand market and transfers of ownership
● Ongoing contact with owner(s) for the full life of the product
● Using a climate-friendly low-power technology built around a Layer 2 Distributed Ledger solution that pools access to auditable evidence from a public blockchain

SORGA is not about:
● A solution that uses a cryptocurrency payment to create its digital passports
● Limiting governance to a few members
● Creating a private or semi-private blockchain
● A smart contracts model that limits future developments

SORGA also addresses another critical cyber espionage issue: our technology guarantees brands against any association with a digital actor subject to the Cloud Act or US Patriot Act.

"The teams at [MAP | EMULSION] have decades of experience in developing marketing expertise, and have built an enormous capability to drive innovation and creativity for the benefit of premium brands. We're excited to be offering them SORGA, an innovative technology that showcases our experience with brand issues and our ability to respond effectively on issues where our clients need to show strong commitment," says Philippe Guguen, CEO of [MAP | EMULSION].

SORGA gives brands a universal solution that combines the auditable documents and processes needed to deliver on their CSR commitments with digital property transfer and total supply chain visibility.

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ABOUT [MAP | EMULSION]

SORGA is a technology developed by [MAP | EMULSION], a marketing consultancy with 35 years of specialist experience in the luxury goods industry based alongside its partner KeeeX at the heart of the French Tech Aix Marseille cluster.

Philippe Guguen
Philippe Guguen is a graduate of Paris-Dauphine University, and studied at the EM Lyon business school before joining the Luxury Products division of L'Oréal, followed by LVMH. Philippe has been a luxury marketing specialist for 25 years.
He co-founded a startup that grew to become a European market leader before its acquisition by Orange, and subsequently founded [MAP], which merged with Emulsion in 2018.
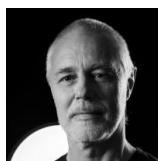
Laurent Hénocque
Laurent Hénocque is a graduate of the Ecole Polytechnique, holds a PhD in Mathematics and Artificial Intelligence and has spent a large part of his career at CNRS (The French National Centre for Scientific Research). He is the founder of KeeeX, one of the pioneers of blockchain technology.