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IPM RH Online Platform

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Dear Rights Holders

The World Customs Organization (WCO) and the Interface Public-Member (IPM) Private Sector Team thank you for joining us in the fight against counterfeiting.

The WCO is an independent intergovernmental body whose mission is to enhance the effectiveness and efficiency of Customs Authorities. Today, the WCO represents 180 Customs administrations that collectively process approximately 98% of world trade. Besides the vital role played by the WCO in stimulating the growth of legitimate international trade, its efforts to combat fraudulent activities are also recognized internationally. More than 50% of these countries support IPM and make it available to their local Customs officers in the field.

The WCO IPM tool is the only global anti-counterfeiting platform. IPM consists of a web-based platform and mobile APP allowing rights holders to share relevant product information and a security solution gateway enabling Customs officers to verify the authenticity of products online. IPM is also a real-time communication hub between the private sector and Customs officers on the ground. Connecting IPM to existing authentication and traceability solutions offered by Security Solution Providers (SSP) is a major leap forward, which will help Customs officers to assess more effectively whether or not a product is genuine.

These Track&Trace security solutions include alpha numeric, data matrix, Near Field Communication (NFC) as well as image based solutions.

The WCO IPM team invites all rights holders to become a member and welcomes SSPs to join the WCO in the fight against counterfeit goods.

This manual provides essential information on:
1. how to gain access to the online platform,
2. how to use the IPM web-based tool,
3. how to use the IPM Mobile APP.

We truly appreciate your support and commitment in this fight against counterfeitters.

Sincerely,
The WCO IPM Team.
Prelude

How does IPM help Customs officers intercept merchandise?
The IPM tool is designed by the WCO to provide a uniform platform where actionable information is made available by the rights holder to the Customs officers to help raise or confirm a suspicion and possibly verify a product thanks to various security features which may be available.

It is up to the rights holder to make actionable information available to the Customs officer, who will consult the IPM database to help him in his decision-process.

Hence, the more information the rights holder enters into IPM, the more likely a Customs officer can verify the authenticity of the inspected product, either via the IPM Online Web Platform or via the IPM Mobile APP. When uploading information into IPM, as a good practice, keep in mind what you as a rights holder would tell Customs officers during a training on how to best identify counterfeit products, for example what specific color your logo should have, font type, specific packaging characteristics ... i.e. anything which will help Customs identify and intercept counterfeit products.

For field Customs officers, the IPM Mobile APP is an essential tool.

How does IPM empower rights holders?
By enabling Customs officers to review specific product data, the rights holder is already proactively fighting counterfeiters.

Customs officers in the field rely on information available in IPM to make an informed decision and possibly intercept the goods. The more qualitative and actionable the information is in IPM, the better informed the Customs officers.
Recurring references
Throughout the manual, several icons will be repeated. Below is a quick overview of their meaning:

- This icon marks important items to note about IPM
- This icon announces a best practice in IPM
- This icon indicates an example of use in IPM

User roles and responsibilities
The rights holder will be referred to as RH and can have different types of login: RH Administrator, RH User and RH Agent. The RH Administrator can create users, brands, import files, etc., the RH User can create, edit and view contacts, import files, categories and products. RH Agents can only view information of the RH product portfolio.

Customs officers will be referred to as CO and have one type of login, which is the same as the RH Agent, with only one exception: the CO can obviously see all products within IPM from different RHs.

Below is a brief overview of the available roles and responsibilities per IPM user type.

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As soon as a field has been changed, it will be marked with a “*” in the IPM screen, enabling the RH to track the changes that were made in the specific screen.
IPM at a glance

Access
To access the IPM platform, you need to ensure that you’ve enrolled into the appropriate IPM membership. You can request a membership by contacting the WCO IPM Private Sector Team by email: info@wcoipm.org.

Enrolling
Once the membership details are set, a local administrator will need to be defined within the rights holder and his/her email address and contact details need to be shared with the WCO IPM Private Sector Team. The IPM Private Sector Team will then create an administrator account for the rights holder.

Rights holder’s administrator
With the account created, the administrator will receive an email with his/her login credentials.

The login of a user is his/her email address.

The password that is shared in the initial email from IPM is a temporary password that we recommend to change upon your first login into the IPM web-based tool.

The link to the IPM platform will also be part of the initial email and will point to the following address: https://app.wcoipm.org/login.

Getting started
Upon logging into IPM, the administrator will see the login screen, displaying the Navigation pane on the left and the Dashboard on the right.

From the navigation pane, the administrator can select the different options that are available and which will be explained in more detail later on in this document.
How to gain access to the online IPM web platform

Receiving credentials

The RH admin will receive an email from the IPM platform indicating the following information:

- **Login**: the administrator login is the same as the administrator email address.
- **Password**: the password that is provided as part of the initial email is a temporary password. We recommend that the administrator change this password upon logging in the IPM platform.
- **https://app.wcoipm.org** is the hyperlink to the website of the web-based IPM platform. To gain access to the platform, the administrator can click this link or copy the link into any web browser. The page will automatically reflect the login page.

For next steps, please refer to the login section.

Password reset

In case you no longer remember your password or you have lost the initial invitation to the IPM platform, you can request a new password. To do so, please follow these steps:

1. Enter this link into your internet browser or click on it: https://app.wcoipm.org/password-reset.
   You will then access the password reset page of IPM.
2. Enter your email address in the field marked “Enter E-mail”.
3. Click the “Submit” button.
4. Click on “Back to Login”, this will bring you back to the IPM login page.

You will receive the following email:

![Password reset email](image)

Figure 3 – Password reset email to RH administrator

This email will contain both the link and the new temporary password for the administrator to log in the IPM platform.

Please make sure you change the password upon logging in the IPM platform.
Logging in IPM

At the first login, please make sure to enter the correct login and password information from the initial IPM email into the IPM login screen.

You can select different languages for the IPM interface, via the drop-down selection list.

Click on the language you would like to use.

Figure 4 – IPM Login screen

Next click “Sign In” and you will be directed by default to the IPM administrator Dashboard page.

In case you entered the wrong login or password, the system will notify you.
Changing your password

Upon first logging in the IPM platform, it is best practice to change your password. To do so, please follow the steps as described in this section.

Below is an example of what your IPM Dashboard may look like. The screen layout may differ a bit, but you will notice two main sections.

On the left you see the navigation pane with on top your Brand logo. Below the image, is your name, which is the link to your profile settings page. Just underneath your name, is the “Logout” button.

On the right you will notice the IPM Dashboard high level overview. We will provide additional details on this screen in the IPM Dashboard section of this manual.

From the Dashboard screen, click on your name (marked with orange arrow in figure 5) in the navigation pane on the left of the screen, to access your profile settings page.

![Default Dashboard page](image-url)
Changing your password

The administrator user profile settings page will enable the RH administrator to edit his/her user settings. We will provide additional details on adding new users in the IPM User Management section of this manual.

To change your password, please follow the next steps (marked with orange arrow in figure 6):

1. enter your old password first in the “OLD PASSWORD” field,
2. enter your new password in the “NEW PASSWORD” field,
3. confirm your new password by re-entering it in the field “NEW PASSWORD CONFIRMATION”.

Press the “Change” button for the changes to take effect (marked with green arrow in figure 6).

Note that you can also change your first and last name as well as your language settings for the IPM platform interface in this screen. The RH administrator can also change the RH logo image by dragging and dropping a new image in the image box or by clicking on the image box and selecting an image file from the explorer window that will automatically appear.

Figure 6 - User Settings page

Remember to click on “Submit” in order for your changes to be stored and take effect.
How to use the IPM web-based tool

Finding your way around

Overview
The IPM Dashboard is the home of the IPM web-based platform.

Please note that all pictures in the manual are based on a Demo account with products that have been entered for demonstration purpose. Therefore, the information displayed on your screen may differ from the figures in this manual.

The IPM platform displays two sections. On the left of the screen the user has access to the Navigation pane, which hosts a number of selection buttons, such as Stats, Products, Categories, Brands, etc.

On the right of the screen, the large pane will display the corresponding screen to the button selected in the navigation pane. Figure 7 displays the default screen upon logging in the IPM platform.

Figure 7 - IPM Dashboard – Default view upon login
Navigation
The navigation pane on the left provides quick access to several different pages:

1. the IPM Dashboard itself;
2. the Statistics page that allows for different views of the statistics, including charts as well as on a map;
3. the Brands page allows the administrator to create, edit, modify and delete brands;
4. the Users page allows the administrator to manage the users of the IPM platform for his RH account;
5. the Contacts page allows the RH to enter local, regional as well as global contacts for his brand(s);
6. the Categories pages allows the administrator to create the different categories the products can be divided into;
7. the News Stories page allows the RH to publish news stories about his/her products to be shared with Customs officers locally, regionally or globally;
8. the (product) Alerts allow the RH to send product specific alerts to COs, locally, regionally or globally.

Dashboard
The right hand pane displays the following information as shown in figure 7:

41 Searches: this means that COs have conducted 47 product searches on products that are defined within the RH product portfolio. The product appeared in the product search list.

6 Cases: this reflects the number of counterfeit cases that COs have reported on RH products.

28 Verifications: this is the number of times that a product fitted with an SSP security solution has been verified.

8 SSP Reports: this reflects the number of times COs have made a suggestion to the RH to start using a certain security solution on its packaging or labels.

124 Views: this signifies that COs have viewed the detailed information on different products within the RH portfolio for a total amount of 124 times.

These statistics provide a high level overview. The information on when and where products have been searched, viewed or even verified, is also captured by IPM and made available in the “Stats” section.
**Statistical information**

The IPM Statistics provide a concise overview of the number of product views, searches and other interactions with products within the RH’s portfolio.

IPM Statistics can be accessed from anywhere within IPM by clicking on the “Stats” button in the navigation pane, as shown in Figure 9 below.

Clicking the button will display a dropdown selection. IPM Statistics can be displayed in two forms. Either as a chart or on a map.

**Charts**

IPM Statistics can be displayed based on a timeline, whereby each interaction with the products within the portfolio is carefully logged and this information is gathered and made available to the RH. Only the information pertaining to the RH product portfolio is made available to the RH.

The RH is able to export the information into a .CSV file. Figure 10 below depicts an example of how the information might appear on your screen. Please note that the information on your screen may look different as this is subject to change.
The previous screen shows the unfiltered statistics. The RH can filter the information based on one selected or all RH brands, by entering the brand selection information into the Brand filter field.

The RH can also filter the information based on a specific product, by entering the product name into the Product filtering field.

Given that these are time-based statistics, the RH can also filter the information based on a specific time period, for example if the RH would like to see how many times a specific product was verified by Customs in December 2015, then the RH needs to fill in the product name in the filter and enter the starting date (2015-12-1) and end date (2015-12-31). Note that when entering a date, clicking on the From or To field will display a calendar under the field, from where the RH can select the exact date.

IPM will automatically provide the correct timeline. The RH can click on Views, Searches, Reports, SSP Reports and Others, to hide these statistics. Now the RH has only one timeline with one line of statistics on the selected products, indicating the number of Verifications for the month of December 2015.

With this selection in place, note that the detailed timeline data below the graph has also been adjusted to reflect the graph, hence the RH can now export this specific data into a .CSV file, by clicking on the “Export As CSV File” button.

By clicking on the colored buttons such as Views, Searches, Reports, etc. you can toggle the display of the graph either on or off. For example, in Figure 11 below, the Reports and Others have been switched off. When switching off a selection, the button will be slightly darkened.

![Figure 11 - IPM Statistics - Charts view (2)](image-url)
Map
IPM Statistics can be displayed on a map, whereby interactions with the products within the portfolio are grouped per country and this information is graphically made available.

You are also able to export the information into a .CSV file. Figure 12 below depicts an example of how the information might appear on your screen.

Please note that the information on your screen may look different as this is subject to change.

As indicated in Figure 12, the information can be filtered based on Brands and even Product level.

In addition to Brand and Product filtering, you can also set a time period filter.
Figure 13 – IPM Statistics – Geographical map view (2)

Please note that the information on your screen may look different as this is subject to change.
**Users Management**

The IPM Users management provides an overview of people in your team who have been granted access to the information in your portfolio.

It enables the administrator to create new users, modify existing user information and access level as well as delete users from the portfolio.

IPM Users management can be accessed from anywhere within IPM by clicking on the “Users” button in the navigation pane, as shown in Figure 14 on the right.

Figure 15 displays the User management screen which by default displays 10 rows of users. This can be modified to display 10, 25, 50 or even 100 rows.

The administrator can look up users via the Search function.

Multiple users can be selected by checking the checkbox.

The administrator can delete multiple users by clicking on the “Delete Selected” button, after selecting multiple users.

When more users are defined, several pages with users can be accessed by scrolling through the pages using the buttons on the bottom right of the page.
Users Management

Clicking the “New User” button brings you to the next screen as displayed in Figure 16 below. To create a new user, enter the first name, last name and email address into the corresponding fields and click on submit.

Clicking on the “Submit” button is required for the entered data to be stored and the account to be activated. Once done, the system will automatically notify the new user of the creation of the account.

There are different types of users that can be created. By default a user will have editing rights for creating, modifying and removing information from the product portfolio.

The administrator can opt to click on “yes” for the question “Is Agent?”. When doing so, the user that is created will only have viewing rights for the information in the portfolio.

![New User Form](image)

Figure 16 – IPM User settings - New user screen
**Creating a brand prerequisite**

Make sure you are logged in as RH administrator or RH user.

**How to create a new brand**

In the navigation pane, click on “Brands”.

You will be directed to the screen below. In case you already have a brand setup, then this will show on the screen. If your membership allows, you can click on “New Brand” to add another brand to your account.

![Figure 17 - IPM Navigation pane - Brands button](image)

![Figure 18 - IPM Brands - Overview page](image)

From here, you can select to create a new brand, delete a (or multiple) brand(s) and merge brands together. Please refer to the detailed descriptions below on how to accomplish any of these actions.

Note that instead of deleting a brand, the RH Administrator can also opt to Unpublish a brand, making it and all related products hidden from the RH Users, RH Agents and COs.
Also a “Duplicate” has been made available to enable the RH Administrator to duplicate a brand, allowing the RH Administrator to quickly create another brand and change only those attributes that need modification.

![New Brand](image)

**Figure 19 – IPM Brands – Details page (1)**

Enter a name, description and insert a picture that best represents your brand.

Please note that the picture size should be 250 x 250 pixels for best fit with the profile picture of your brand. Larger pictures will be modified (scaled) to fit the designated area in IPM while maintaining the aspect ratio.
Please note that once the image is loaded, it can be changed by the RH administrator by dragging and dropping a new image in place or clicking the image and selecting one via the explorer window that will automatically open.

The “Import from file” button is used for the Mass Upload of information. For more details on this, please refer to the Mass Upload section in this manual.

Once all the information on the brand has been inserted, including information on Clues and even overall Packaging and generic Characteristics, click “Submit” to create the brand and store information in IPM.

Figure 20 – IPM Brands – Submit and Save and Publish buttons

Clicking on the “Submit” button is required for the changes that were entered into IPM to take effect. When surfing away from the page prior to submitting your changes, IPM will alert you that you are about to leave the page and offer you the choice to either discard the changes you’ve just made or continue to the next page after saving the modifications. This is true for nearly all pages within IPM.
Submitting the changes will store them in the database. When clicking on the “Save and Publish” button, the changes that were made for the Brand or Category or Product that was created will not only be stored in the IPM tool, it will also be made available to the RH Users, RH Agents and COs.

All the information entered under Brand will be linked as an attribute to the products within the Brand portfolio, hence when updating the brand information, this update is automatically linked to all products within the brand.

When creating a new Brand, no products will be available yet. When reviewing an existing brand, the related products will be displayed toward the bottom of the screen, as well as Synonym Brands (or related brands).
Figure 21 and 22 indicate that next to the essential brand information, the Brand details screen also contains additional information on the products that are part of the brand as well as Synonym Brands information.

Please note that all information entered under the brand will be aggregated and displayed to the CO when he/she is reviewing the product information. Hence entering clues on “always/never” for a brand will automatically be displayed under all underlying products in the product portfolio of this brand. Entering the same information under brand, category and product will result in displaying the same information three times when the CO reviews the product information in IPM.

The “Import from file” button, on the top right of the brands screen, enables the user to use the Mass Upload feature. For more details on the Mass Upload feature, please consult the Mass Upload section of this manual.
Creating a category prerequisite

Make sure you are logged in as RH administrator or RH user.

How to create a new category

In the navigation pane, click on “Categories”.

In the following screen, the RH Administrator can create new categories by clicking on the “New Category” button on the top right of the screen.

In case there are already existing categories associated or created within the RH portfolio, then those categories will be displayed on the screen, such as the example in Figure 24.

The RH can select multiple categories and delete them with one click on the “Delete Selected” button on the bottom left of the screen, or one-by-one via the associated “Delete” button on the same line as the category that needs to be deleted.

There is also an “Unpublish” button for each category in the list, which will hide the category from the RH agents and COs, including all underlying products within the category.
All the information entered under a category will be linked as an attribute to the products within the category. Hence when updating the category information, this update is automatically linked to all products within the category. Please make sure to only enter generic category information that covers all products within the category.

The RH can enter the Name of the category, select the Industry to which it belongs and provide a more detailed description of the category. The information entered should enable the COs to better understand what type of product is under investigation. It also enables the different RH Users to better categorize the different products within the RH product portfolio in IPM.

Please note that all information entered under the category will be aggregated and displayed to the CO when he/she is reviewing your product information. Hence entering clues on “always/never” under a category will automatically be displayed under all products in the product portfolio that belong to this category. Entering the same information under brand, category and product will result in displaying the same information three times when the CO reviews the product information in IPM.
Figure 26 – IPM Categories – Details page (2)

The Characteristics field is a field that is used to store information from the previous IPM version, however it has yet to be put into the correct and relevant field in this IPM version. It is up to the RH to update the information in IPM and keep it current, hence this field can only be deleted once information has been put in the right place. There is no option to add information under the Characteristics field.

**List of pre-defined industries**

- Demo Products
- Clothing
- Tobacco
- Pharmaceutical products
- Accessories
- Alcoholic beverages
- Soft drinks
- Computers and accessories
- Electronic Appliances
- Foodstuff
- Footwear
- Games and toys
- Mobile phones and accessories
- Phonographic products
- Textiles other than clothing
- Toiletries/cosmetics
- Watches
- Other
- Other - Labels/tags/stickers
- Other - Packaging
- Other - Stationery
- Other - Furniture
- Other - Hand tools
- Other - Batteries
- Other - Contact lenses
- Other - Printed matter
- Other - Golf
- Other - Mixed goods
- Other - Zip fasteners
- Other - Sports/exercise goods
- Other - Chemical Products
- Other - Lighters
- Transportation and spare parts
- Other - Art
- Other - Construct
Creating a product

Finding your way around

Creating a product prerequisite

Make sure you are logged in as RH administrator or RH user.

How to create a new product

In the navigation pane, click on “Products”.

Doing so will bring up the screen as illustrated in Figure 28, whereby the RH can create a new product by clicking on the “New Product” button on the top right of the screen. This method will be explained in detail in this section of the manual. Please note that there are several other ways to enter product information into IPM, whereby multiple products can be entered in bulk, these methods include: Mass Upload, GDSN sync and EUIPO EDB export/import. For more details concerning these methods, please consult the respective section of this manual.

Figure 28 – IPM Products

In this screen, the RH can manage the products in its portfolio, including deleting, duplicating, multi-updating, merging and unpublishing products. These features will be described in more detail later in this section.

Upon clicking the “New Product” button, the screen as shown in Figure 29 will be displayed to the RH. The RH can now enter information into IPM on the product.
It is always good for the RH to enter as much information on the product as the RH can share, similarly to a training on how to best identify counterfeit products, such as what specific color the logo should have, angle, font type, specific packaging characteristics...anything to help the CO identify a counterfeit product and initiate an interception.

The RH starts by entering the product Name and Brand. Entering the brand information is based on a drop-down list that appears when the first characters of the brand name are entered. This avoids misspelling of the brand name and enables the RH to select the correct brand to be associated with the product. The same goes for the Category as well as the Security Solution Providers.

Note that when entering an SSP, the WCO IPM team needs to be aware of the implementation and integration of the SSP with your products, in order to display the correct type of SSP information that corresponds to your product.

In the description field the RH can enter several lines about the product, so that the CO understands what the genuine product is used for, what specific characteristics it should have, etc. This description should only cover specifications of the product that are not entered in later fields in IPM, hence it is best to first review all available fields in IPM, prior to entering information into the description. This way, the RH can see how to best fit the product information in IPM and provide logic and clearly structured product information based on the IPM structure.

In the following screens, (Figures 29 through 39), the different information fields are explained in detail, starting with Clues (always/never type of information), SKU’s (barcode information), Traders (importer/exporter type of information), Security Features, Packaging, Routes and finally Characteristics.
Mass editing of products

It is important to enter as much information on all of these attributes, however the RH can make use of the Mass Edit function via the Multi-update button in the IPM Product screen. Therefore, when entering product information into IPM, including Name, Brand, Category, Security Solution Providers and Description, the RH can opt to skip entering other information as it might be the same for several products. Hence after creating products that have the same SKU, Traders, etc. the user can select several products from the Products screen and then click the Multi-update button. From there, the information entered in the attribute fields will automatically be associated with all the selected products.

![New Product](image)

Figure 29 – IPM Products – Details page (1)

Please note that all information entered under the product will be aggregated and displayed to the CO when he/she is reviewing your product information. Hence, entering clues on “always/never” under a product that has already been entered under the Category or Brand, will result in IPM displaying the same information three times when the CO reviews the product information.
Figure 30 – IPM Products – Details page (2)

By clicking on the “+ Add SKU” button or any other “+ …” button, the RH can start adding specific information for the product. Each of these attributes is described in the next section of the manual.
Entering additional attributes

Clues

First off, the RH should select whether the information that is about to be entered into the text field will be an “Always” or “Never” type of clue. By default the field will mark “Always”; to modify this to “Never”, the RH can click on the “Always” field and select the “Never” option.

The RH can enter multiple clues per product and select which countries the clue applies to. Therefore the same product might have different clues that pertain to the packaging or weight or other features in different markets. This type of information is essential and should be added to IPM, whereby the associated countries of the intended market are specified per clue.

In case the product already exists and the RH might want to update/edit the clue, the RH can modify the text by clicking on the Text field.

To delete a clue, simply click on the red “X” button on the right of the associated clue.

The RH can select to exclude countries from being able to see the Clue. By clicking on the “Hide From Countries ()” button, the RH can define in which country/countries the CO will not see the Clue. Whereas adding countries to the “Empty means all countries.” field will specifically make the Clue available in those countries.

When entering product information, remember to click the “Submit” or “Save and Publish” button for the changes to take effect.
SKU’s

A product can have multiple SKUs or barcodes assigned to it: users of the tool will be able to see the correct product for the country in which it is scanned. It is important to indicate which country the SKU information is applicable to.

Next to information on the barcode and country to which the barcode applies, the RH can also enter information on the price of the product. This is useful as it allows the CO to verify that correct import taxation is applied and corresponds to the value listed on the shipping manifest and or import/export documents.

As a product can have multiple SKU’s associated with it, the RH – when removing SKU information – can opt to only remove the specific SKU number by pressing the red “X” button next to the SKU field or remove the entire SKU entry in IPM by pressing the red “Remove SKU” button.

When entering product information, remember to click the “Submit” or “Save and Publish” button for the changes to take effect.
When entering product information, remember to click the “Submit” or “Save and Publish” button for the changes to take effect.

The RH can add trader information into IPM. As indicated in Figure 34 below, the RH can select between Exporter, Importer, Transporter and Invoicee.

Once the Trader type has been selected, the RH can enter specific information such as Name, Country, Contact information, Port(s) and Address. This information can be made available to different countries.
Security features

The RH can enter information on specific security features that are applied to product packaging. For this, the RH can select different types: Covert, Semi-Covert or Overt; as illustrated in Figure 36 below.

Next to the Image feature, helping the CO to locate where to look for the security feature on the packaging, the RH can also provide a description as well as select which countries this specific security feature applies to.

When ready with entering product information, remember to click the “Submit” or “Save and Publish” button for the changes to take effect.
Packaging information

The RH can enter specific information on product packaging, ranging for example from bulk packaging on a pallet down to individual packaging, with images from different angles. Additional details on the type of packaging, the wrapping or bulk container details can be added to the description field. Once again, several different packaging types can be associated to the same product and this information can also be associated to the respective markets that the product is shipped to.

When ready with entering product information, remember to click the “Submit” or “Save and Publish” button for the changes to take effect.
Routes

IPM enables the RH to enter specific information on the routes that genuine products follow. Doing so, the RH helps the CO to detect products that deviate from routes indicated in IPM and hence. The WCO encourages RH to enter as many normal shipping routes into IPM as possible, as well as updating the information regularly.

IPM enables the RH to enter detailed shipping route information and specify which countries have access to this information on a per route basis. The IPM user in Africa for example, does not need to see the US shipping routes as this is something the RH can specify in the “Visible to Countries” field.

The information on the country where the product is being scanned is provided back to the RH as real time information, enabling the RH to address grey market issues and or supply chain disruption.

![Routes](image)

**Figure 38 – IPM Products – Details page (8) – Routes**

The RH can indicate a route by entering the city of origin of the product and then by selecting the type of transportation. Here the RH can select between the following options from the drop-down box:

- Air
- Mail
- Other
- Pedestrian
- Rail
- Vehicle
- Vessel

Finally, the destination city is entered and then the countries that should be aware of the route can be defined.
Routes

Sometimes it might make sense to define a few extra countries in the “Visible to Countries” field, in case smuggling routes or grey markets have been identified by the RH, hence making the “normal” shipping route information available for those CO outside of the normal shipping route, in order to take appropriate actions.

When ready with entering product information, remember to click the “Submit” or “Save and Publish” button for the changes to take effect.

Characteristics

This field does not allow any entry of information in IPM as this field will typically reflect information that stems from the previous IPM version and has to be put into the correct place in the current IPM platform.

Figure 39 – IPM Products – Details page (8) – Characteristics
Creating a contact

Finding your way around

Creating a contact prerequisite

Make sure you are logged in as RH administrator or RH user.

How to create a new Contact

In the navigation pane, click on “Contacts”.

The Contacts screen will appear (Figure 41). Here the RH can manage the contacts for the brand(s): creating, editing and deleting contacts.

![Figure 40 - IPM Navigation pane - Contacts button](image)

![Figure 41 - IPM Contacts - Overview page](image)

The RH can create a new contact by clicking on the “New Contact” button. This will bring up the screen as illustrated by Figure 42 and allow the RH to enter the following information:

- Name
- Phone number (please ensure to enter the full number, including country code)
- Email Address
- City (where the contact person is located)
- Countries (countries the contact is responsible for and active in)
- Is Contact Global?

Contacts can be allocated to a specific country or set of countries limiting CO’s access.

Given that RHs do not always have contacts for all countries, IPM created the Global RH Contact feature. The RH can identify a person or email address as a global contact for the CO to be able to reach out to. It is recommended that each RH assign at least one global contact within the RH contacts.
Figure 42 – IPM Contacts – Overview page
Creating a news story

Finding your way around

Creating a news story prerequisite

Make sure you are logged in as RH administrator or RH user.

How to create a new News Story

In the navigation pane, click on “News Stories”.

Clicking the “News Stories” button in the navigation pane will display the screen as illustrated in Figure 44. Here the RH can enter news stories about its products and industry-related news that is of interest to the CO. This is a first way for the RH to reach out to the CO.

Figure 43 – IPM Navigation pane – News Stories button

Figure 44 – IPM News Stories – Overview page
To publish a news story, the RH enters the Name (or Title) of the news story, the content in the Body field and can add related products in the field below so that COs can identify products in relation to the news story. An image can also be added by dragging and dropping it into the field on the top right. These stories can be published towards a specific country or set of countries by adding the countries into the Country field.
Creating an alert

Finding your way around

Creating an alert prerequisite

Make sure you are logged in as RH administrator or RH user.

How to create a new Alerts

In the navigation pane, click on “Alerts”.

Clicking the “Alerts” button in the navigation pane will display the following screen (Figure 47). Here the RH can enter product specific alerts, helping COs look out for suspicious shipments. This is a second way for the RH to reach out to the CO in a specific country with actionable data.

To publish an alert, the RH enters the Name (or Title) of the alert, the content in the Body field and can then add any related products the alert pertains to in the field below, so that the CO can immediately identify products that are being targeted in the alert. An image can also be added by dragging and dropping it into the field on the top right. These alerts can be published for a specific country or set of countries by adding the countries into the Country field. Furthermore, the RH can also send a notification to the CO in the country that has been entered in the above field. This can be done by checking the box “Send Notification”.

Figure 46 – IPM Navigation pane - Alerts button

Figure 47 – IPM Alerts – Overview page

Figure 48 – IPM Alerts – Details page
Additional features and functions

Mass upload tool

Feature description
The mass upload tool allows the user to upload a large quantity of products, clues and SKU’s in IPM by using an .xlsx file. To do so, three types of files are available:

- IPM Products.xlsx – This file contains all the products and associated attributes
- IPM SKUs.xlsx – This file contains the different SKUs associated with the products
- IPM Clues.xlsx – This file contains the Always/Never information

This section will provide detailed information on how to structure the information in each of these files as well as how to upload the information into IPM.

Prerequisites
Make sure you are logged in as RH administrator or RH user and you have an existing brand setup. For details on how to create a brand, please refer to the administrator guide, section: creating a brand.

Make sure you have the necessary categories defined in IPM. For details on how to create your own categories, please refer to the administrator guide, section: creating a category.

In the navigation pane, click on “Brands” to navigate to the Brands screen.

Select the brand under which you would like to upload the product data or click on the “New brand” button. In the latter case, you will be directed to the screen below to create a new brand first.

Once the brand and associated categories are created, you are able to import a list of products by clicking on the “Import from file” button at the top right of the screen.
Mass upload tool

Select the .xlsx file from your source that includes the products you would like to upload into IPM and click on “OK” to upload the file.

The .xlsx file is now uploaded into IPM.

Please only load the file once. Loading the file several times will result in several instances or copies of the same products being created as there is no overwrite function for this feature. Should you have imported the same list more than once, you can merge the same products together manually by means of the merge button.

After successful upload of the products and returning to the products screen, you will now see all the products that have been imported into IPM.

Please note that each product can be “unpublished” by pressing the “Unpublish” button on the right of the screen.

Figure 52 - Product overview screen
Mass upload tool

Details on the format and syntax of the .xlsx file

Several items in one cell that belong together in the same type of field in IPM are separated by a semi-colon. For example, the Always items in the table below will show up as individual Always items for the same product.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Category</th>
<th>Product</th>
<th>Description</th>
<th>Always</th>
<th>Never</th>
<th>Barcode</th>
<th>Intended Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessories</td>
<td></td>
<td></td>
<td></td>
<td>Made in China;</td>
<td>Made in India;</td>
<td>4399901726611#999#</td>
<td>FR;UK;BE;CH#</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>In a blue box;</td>
<td>Shipped by blister;</td>
<td></td>
<td>AE;DE#</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Shipped by pallet</td>
<td>In a green box</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Different SKU’s can be associated to different sets of countries where they are applicable. These SKU’s are separated by a hash-tag (#). For example, the intended markets France, UK, Belgium and Switzerland are associated with the SKU 4399901726611; whereas the United Emirates and Germany are associated with the SKU 999. This can also be used for phrases in the description or clues text fields.

Frequently asked questions

Why do I get an error when uploading my file?

Please ensure the correct abbreviations for countries have been used.

Please ensure the correct amount of numbers have been used for barcodes.

Please ensure the correct use of “,” and “;” and “#” in the .xlsx file.

Please ensure the correct abbreviation for countries is used according to ISO 2 norm, i.e. Belgium = BE; Switzerland = CH; United Arab Emirates = AE; United States of America = US, ...

Please ensure the correct product category is selected, using the dropdown in IPM list to select from.

Excluded functions

- Upload packaging and/or other nested attributes
  - Workaround: adding bulk attributes via the mass edit functionality is available
- Uploading images
  - Workaround: adding images via the mass edit functionality is available
- In case no image is added, the brand image will be used by default.

For more questions, please contact the IPM Support Team via support@wcoipm.org.
Mass edit tool

Prerequisites
Make sure you are logged in as RH administrator or RH user.

How to use the mass edit function
From the product page in IPM (Figure 28), the user can click the “Multi-update” button.

As it is important to enter as much information on all product attributes as possible, the RH can make use of the Mass Edit function via the “Multi-update” button in the IPM Product screen. When entering product information into IPM, including Name, Brand, Category, Security Solution Providers and Description, the RH can then skip entering other information as it might be the same for several products. After creating products that have the same SKU, Traders, or other similar attributes, the user can select several products from the Products overview screen and then click the “Multi-update” button. From there, the information entered in the attribute fields will automatically be associated with all selected products.

When ready with entering product information, remember to click the “Submit” or “Save and Publish” button for the changes to take effect.
GDSN Link
The Global Data Synchronization Network holds information on products via the GS1 barcode.

Prerequisites
Make sure you are logged in as RH administrator or RH user.

Synchronized data
The following items are synchronized:

1. Brand Name 6. Manufacturer 10. Image (if present)
2. Category 7. Target Market(s) 11. Logistics information
(weight, size)
4. Barcode 9. Date released to
Market

How to use the GDSN Link
To facilitate the automated upload of product information as well as simplify maintaining product information up-to-date in several places, IPM can be connected to the RH’s electronic catalog available in the Global Data Synchronization Network (GDSN).

The RH can automatically have its data in GDSN uploaded to IPM. For this, the RH must grant permission for IPM to subscribe to the RH GLN. Once done, the RH is to provide proof of such authorization to the WCO IPM team and provide its Global Location Number(s) (GLN).

IPM will then be able to subscribe its GLN (5488888005488) to the RH GLN for the Target Market as indicated by the RH.

It is best to provide the Global Market GLN to IPM, as global data will be uploaded for Customs officers around the world.

The IPM team will internally subscribe to the RH GLN for the Target Market as indicated by the RH.

Please note that once the data is in IPM, it remains unpublished until the data quality is reviewed by the RH and approved for publishing. This quality review is required to merge two of the same products, categories or brands together and keep data consistent in IPM. Merging two products can be easily done by selecting the products to merge and clicking on the “Merge” button on the top right of the product screen.

From here on, the data in IPM is maintained up-to-date as new products that are uploaded to the RH GLN in GDSN will be automatically pushed into IPM.
GDSN Link

For example: if the “demo-brand” already exists in IPM and the “demo brand” is added via GDSN, then these can be merged together. The RH is to select which one to set as the base brand. When merging products, there is no need to set a base.

Further editing of information is possible by means of the mass editing tool or via individual product modifications and mergers in the IPM platform. Please refer to the Product and Mass Editing sections respectively in the IPM manual for further detailed instructions.

Figures 54 and 55 below are examples of how the GDSN information is made available in the IPM Mobile APP.

When more information is available, IPM can display it on one screen on the smartphone; the user can swipe up to see the rest of the information.

Figure 54 – IPM Mobile APP – GDSN information screen (1)

Figure 55 – IPM Mobile APP – GDSN information screen (2)

Should there be any further questions on this subject, please contact the IPM Support Team via support@wcoipm.org.
**WCO (IPM) - OHIM (EDB) link**
The link between the WCO IPM platform and the Office for Harmonization in the Internal Market (EUIPO) Enforcement Data Base (EDB) platform enables RHs to manage information more efficiently on both platforms. It also ensures that COs have access to the RH information from either platform. The link is established via an export/import functionality.

**Prerequisites**
Make sure you are logged in as RH administrator or RH user.

**What data is exported/imported**
The following items are exported/imported via this tool:

**How to use the IPM-EDB Link**
Currently RHs using both IPM and EDB platform are required to enter information into both systems, a redundant and resource consuming task which is prone to errors and inconsistencies due to manual manipulation of the data. This export/import function between IPM and EDB will save the RH time and resources. Benefits include:

- Provide a platform to share product information with enforcement officials.
- Enforcement officials can quickly find the relevant product information in a standardized format in one place, including details such as RH contact information.
- The platform enables RHs to create and communicate product alerts to enforcement officials.
- Enforcement officials can inform RHs about suspicious cases for the Target Market as indicated by the RH.

![Figure 56 – Example architecture diagram](image-url)
How to gain access to the IPM mobile APP

**Downloading the APP**

The IPM mobile APP is available for both iOS and Android. Please visit the Apple App Store or Google Play on your smartphone and enter “WCO IPM MOBILE” in the search field.

![Figure 57 - IPM Mobile - App Store download](image)

Download the WCO IPM Mobile APP to your smartphone. Pending on your internet/WIFI connection, this may take a while as the APP is about 9MB in size.

![Figure 58 - IPM Mobile APP - Application icon](image)

Once installed, the user can tap on the IPM icon on the screen.
**Login credentials**
To log into the IPM mobile APP, please use the same login (email address) and password as for the IPM online platform.

**Password reset**
In case you have forgotten your password, tap the “Forgot your password?” link. You will be automatically directed to the following screen:

![Password reset screen](image)

You will receive an email with the link to the IPM Password Reset page.

For more details on how to reset your password, please refer to the “Password reset” section in the “How to gain access to the online IPM web platform” chapter at the start of this manual.
How to use the IPM mobile APP

Finding your way around

Overview
The IPM Home screen is the default page of the IPM Mobile APP for all types of users logging into the APP. RHs administrators, users, agents as well as COs will all have the same IPM Mobile APP screens and functionality.

From the IPM Home screen, the user can select several functions:
- Navigation pane
- Search button
- Scan Barcode button
- Tabs:
  - Alerts
  - News

We will review each screen and its functions in the following pages.
Navigation

By tapping on the Navigation pane button on the top left of the screen, the following screen is displayed:

The Navigation pane hosts different functions. These functions will be reviewed one by one starting from the top of the screen.
**Performance overview**
Tapping on the top of the screen in the navigation pane will display the user performance.

![Figure 65 - IPM Mobile APP – User personal performance screen](image)

The user’s personal performance screen provides feedback on usage of the IPM Mobile APP. Ranking is based on the user group the user is part of. A CO’s rank is based on other CO’s usage of IPM in this country.
**Search**
From the Home screen as displayed in Figure 58 – IPM Mobile APP – Default IPM Home screen, the user can tap on the blue “Search” button and enter the product name.

As an example, the word “demo” was entered in the search field. This produces the following result as shown in the figure below.
The platform returns those products in the database that correspond to the search criteria.

Tapping on the product that best matches the description, results in the product details being displayed. Pending on whether the product is fitted with a security solution or not, the product details will be different. The next steps are explained in more detail in the product details chapter.
Scan
From the Home screen as displayed in Figure 58 – IPM Mobile APP – Default IPM Home screen, the user can tap on the green “Scan” button and point the camera to the barcode found on the product packaging.

Figure 69 – IPM Mobile APP – Scan button on Home screen

Figure 70 – IPM Mobile APP – Search by scanning a product barcode
Product information
Once a product is selected from the results of the search or by scanning a product, the detailed product information is displayed. By tapping on the picture it is possible to zoom in on it and see additional details about the product.

![Product information]

The user can also tap on the tabs underneath the product description. By keeping the finger on the tabs and sliding to the left, additional tabs will be displayed, including:

- Traders (importers and exporters)
- Clues (always and never characteristics)
- Routes
- Packaging
- Security Features
- Contact sometimes also Characteristics
- GDSN when that information is available (pending on RH's approval and input)

COs are provided with additional tabs, providing information on the Application For Action and information based on the link with the EUIPO EDB.

In this screen, the IPM Mobile APP offers several features for the user, including reporting a case via the “Report” button as well as sending a Security Solution Provider suggestion via the “Send” button.
**Reporting a case**

The “Report” button allows a user to report information back to the RH. Tapping the “Report” button displays the following screen:

![Figure 72 - IPM Mobile APP - Product information - Report button](image1)

By tapping on the individual text input fields (Location, Quantity, Description), the user can enter detailed information on the product.

Next the user has the option to add pictures, to help the RH identify and confirm the authenticity of the product in more detail.

Once the information is entered and the “Send” button is tapped, the case will automatically be reported to the RH of this product. A confirmation notification of successful communication to the RH is displayed, as demonstrated in the figure below.

![Figure 73 - IPM Mobile APP - Reporting a Case of counterfeit goods](image2)
The user can now go back to the product information screen by tapping the “X” on the top left of the screen, which is the back button or close button for this screen.

The RH can now review the information that has been shared and work with the user to determine next steps.
Verifying a product equipped with a Security Solution

When a product is selected from the search criteria list or once scanned via the barcode, the IPM Mobile APP will automatically alert the user of additional verifications that are available. These Security Solution Provider (SSP) based verification solutions may vary from Overt to Semi-Overt and even Covert solutions and one product may be equipped with several SSP solutions, and IPM will alert the user to this fact.

IPM constantly works with SSPs to add new solutions to IPM. Some of them are integrated and others may require additional tools. If additional tools are required, IPM will indicate this to the user.

There are 4 main categories of SSP solutions that are integrated into IPM:

- XS11L
- Alphanumeric
- Data Matrix
- Image-Based
- NFC Tags

Figure 72 – IPM Mobile APP – SSP Solution categories
In the example here, a product was selected that has been fitted with a range of SSP solutions.

Figure 76 – IPM Mobile APP – Search result for product with security solution
Once the user taps on the green “Verification” button, the detailed information of the SSP solution is displayed, giving the user indications of what additional verification information to look for.

The first option on top – when multiple solutions are present – will be a selection button. This button – when tapped – will display the screen as displayed in the figure below.

IPM will present the user with the different security solutions that are available for this product. Depending on the security solution that is selected, the visual information of the security solution will be different, enabling the user to easily identify the area to focus on for visual verification of the product.
The visual information in IPM will direct the user to the correct location on the packaging and/or provide directions on which tool(s) to use for the verification method that has been selected.

The figure below shows an example of information that is to be located by the user. This information is made available in a carousel type of interface, meaning that the user can swipe through the information by holding his/her finger on the screen and sliding to the left. This will make the next picture and visual identification information available.
The user is to follow the instructions on screen to verify the product. Pending the security solution and online web-based or mobile APP that is used, the user can enter the information into IPM for verification or select to scan the specific product section.

The verification request is sent to the verification server and the server will automatically respond back to the IPM platform with a message.

The diagram in the figure below is purely for information purposes to demonstrate the architecture that is applied. The actual architecture may be different than what is depicted in the diagram below.
The response back from the verification request can be either a “code invalid” or a “code exists” message as shown in the figures below.
In case the code exists, additional verification steps can be presented to the user as shown in the figures below.
Figure 83 – IPM Mobile APP – Verification details (6)

Figure 84 – IPM Mobile APP – Verification details (7)
Information tabs
IPM provides the user with a number of tabs, presenting the information in a consistent and intuitive manner to the user of the platform. These tabs include: Traders, Always/Never, Routes, Packaging, Security Features, Previous Cases and Contacts.

Please note that if no information is available under a specific tab, the tab will be hidden. This allows faster and easier access to the relevant information that is available in the platform. The following figures will display the different tabs one by one.

1. IPM Traders information tab:
Here information on the importer, exporter, transporter, etc. can be displayed.

2. IPM Clues (Always/Never) information tab:
Here information is shared concerning specific features that are always or never associated with the product.

Please note that since the RH can assign certain information to specific countries, information may not always be available to the user in a country that has not been associated with the information.
3. IPM Routes information tab:
Here the detailed route information the RH has entered into IPM is made available. The map is dynamic and allows for zooming in and out.

Each number in the list is associated with a route in the map, zooming in on the map will disclose more details about the route.

4. IPM Packaging information tab:
The packaging details are made available under this tab showing text and pictures. The user can click on the pictures to get an enlarged picture with zooming capabilities.
5. **IPM Security Features information tab:**
When security features (which are different from SSP solutions) are applied to a product, then they will show up here with a picture and some text associated to it. These are typical visual markings, seals, stickers, shifting color inks, etc.

6. **IPM Previous Cases information tab:**
When information is available about COs reporting counterfeit cases on the product, those cases will be displayed in the Previous Cases tab.

![Figure 89 – IPM Mobile APP – Information tabs - Security features](image1)

![Figure 90 – IPM Mobile APP – Information tabs – Cases](image2)
7. IPM Contacts information tab:
RHs can enter contacts in IPM for COs to reach out to. These contacts are often associated with a country (or set of countries) for which they are responsible. Hence it is possible that for some countries, there are multiple contacts and for others there are none. Given that the Global RH Contact feature is made available to the RH, at least one contact should be visible in all countries.

Please note that while local contacts may have both an email address and phone number associated with the contact information, the Global RH Contact may only have an email address, as there might be a considerable time zone difference between the country where the product is investigated and the RH location. Some RHs may choose to associate an email address with the Global RH Contact that reaches out to a pool of people in different locations.

Figure 91 – IPM Mobile APP – Information tabs – Contacts (1)
The information for contact will look like the illustration in the figure below.

Tapping the blue “Write a message” button will launch a screen that allows the user to write an email and attach pictures to the email. The green “Call” button will automatically dial the number of the contact person.

Please note that all charges associated with the call are at the expense of the user/owner of the smartphone.
Alerts

The “Alerts” button will open the Alerts page as shown below. Please note that only RHs can publicize alerts concerning the products within their product portfolio. The information in such alerts can be directed to all users of the IPM Mobile APP around the globe or to targeted countries, as some alerts may only be intended for a specific market or territory.

Figure 93 – IPM Mobile APP – Alerts screen

Figure 94 – IPM Mobile APP – Example alert details

When tapping on any of the Alerts, the screen will display the details of the alert, including images, text and any other information (like i.e. a link to the official website) that has been inserted by the RH.

In the figure above, an example of what an alert may look like.
**News**
The "News" button will bring up the screen that displays the latest news from the IPM Team and Rights Holders, reporting on interesting news stories around the globe on counterfeiting, grey market, illicit trade and many other topics related to IPM.

![Figure 95 – IPM Mobile APP – News screen](image)
**Address Book**

Tapping the “Address Book” button will provide the list of contacts that have been created in IPM by the Rights Holders. These contacts can be reached either by email or phone.

To find a contact, the user can opt to scroll through the contacts by swiping up or down on the screen.

To quickly go through the contacts, the user can also tap on the alphabetical shortcuts on the right of the screen.

The user can also opt to tap the search field and type in the information on the contact; this may be part of the brand name.

When tapping on the contact the user is presented with the following details:

- Brand associated with the contact
- Brand owner
- Address of the RH
- Country where the RH is located
- Two buttons for following actions:
  - “Write a message” to send an email to the contact person
  - “Call” to initiate a phone call to the contact.
Address Book

Please note that if there is no email or telephone number entered by the RH, the two buttons will be darker in color.

Upon tapping the “Write a message” button, the next screen will open and allow entry of an email message as well as attaching images to the message.

Upon tapping the “Call” button, the contact will be called.

Please note that all charges associated with the call are at the expense of the user/owner of the smartphone.
**Contacting the WCO**

Tapping the “Contact WCO” button will display the screen as shown in the figure below. This screen allows the user to reach out to the WCO and provide feedback or ask questions.

The user can also add pictures to the message by tapping on the attachment button.

![Figure 98 - IPM Mobile APP - Sending email to WCO](image1)

![Figure 99 - IPM Mobile App - Option for adding a picture to a message](image2)

- Navigation
- Send button
- Description field
- Attachment button
- Attachment field

Please note that until the message has content added to the “Write a message …” field, the send button is inactive, indicated by a light blue color. Once information is entered, the send button will be active and indicated by a bright white color.

This message is sent to the WCO IPM Team who will respond to the email at their earliest convenience.
**Help function**

The IPM Mobile APP comes with a number of help screens as part of the APP. These help screens can be accessed via the IPM Navigation screen.

![Figure 97 – IPM Mobile APP – Help Function screens](image-url)
**Personal profile**
From within the navigation pane, by tapping on the configuration icon on the bottom left, the settings menu is accessible.

Here the registered user can modify his/her profile settings, including name, password, location, language preference and whether or not the user would like to receive push notifications.

By tapping on the three horizontal bars icon on the top left of the screen, as displayed in Figure 59 – IPM Mobile APP – Navigation button, the user is redirected to the home screen.

Above is an example of how a user can change his/her name.
Logging out
In the IPM Navigation screen, the user can opt to close the APP using the “Logout” button on the bottom right. Tapping the “Logout” button will present the user with a pop-up screen asking the user to confirm log out or cancel the action.

![Logout options screen](image)

Figure 103 – IPM Mobile APP – Logout options screen
Thank you for taking the time to read the IPM manual.

Should you have any further questions about IPM, please reach out to our support team via support@wcoipm.org.
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>APP</td>
<td>Application</td>
</tr>
<tr>
<td>CSV</td>
<td>Comma Separated Value</td>
</tr>
<tr>
<td>CO</td>
<td>Customs Officer</td>
</tr>
<tr>
<td>DG TAXUD</td>
<td>Directorate-General for Taxation and Customs Union</td>
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<td>Enforcement Database</td>
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<td>Stock Keeping Unit</td>
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<td>World Customs Organization</td>
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