

Customer Demo Guide

A practical step-by-step walkthrough for showing how TRACRS moves from smart tag creation to field purchase, offline operation, warehouse inventory, back-office traceability and public passport evidence.

Core message

The tag identifies the bag. The local device records the event. TRACRS synchronizes and governs the traceability history. No internet does not mean no traceability.

Demo fact	Use this in the room
Best audience	Buyers, exporters, cooperatives, implementors, assurance teams and investors.
Recommended length	10-15 minutes live. Use the PDF as the operator script and leave-behind.
Demo entry	Open origin.tracrs.com/?demo=swc and use View demo without login if starting from the login screen.
Public layer	Open passport.tracrs.com/?tag=demo-bag-01 to show customer-facing evidence.
Scenario	Synthetic Ghana cocoa pilot: Sefwi Wiawso Responsible Cocoa Pilot.

1. Before You Start

Use the demo as a buyer review, not as a feature tour. Keep returning to four questions: what moved, where is it, what is blocked, and what can be shared externally?

- Open the marketing demo page, then the Origin control room.
- Keep the public passport open in a second tab.
- Explain that all visible records are synthetic and safe for demonstration.
- Use the role cards on the Origin overview to move quickly between organizations, implementors, traders, compliance and warehouse teams.

Demo truth statement

The demo uses synthetic records. It shows the operating model and evidence boundaries. It is not live customer data and it is not a legal certification.

2. Smart Tag And Identity Setup

Start by explaining the asset model before showing transactions. TRACRS treats the bag or lot as the asset. NFC, QR and UHF identifiers are ways to find or observe that same asset.

Step	What happens	Why it matters
Create asset	Back office or field app creates a TRACRS asset ID for a bag, lot or reusable container.	One asset record can carry multiple identifiers.
Assign NFC	A smart tag is commissioned and linked to the asset.	NFC answers: what is this bag?
Assign QR	A QR alias is printed as a low-cost fallback or public pointer.	QR survives non-NFC phones and damaged tag recovery.
Register UHF EPC	For bulk logistics, the EPC is added to the same asset registry.	UHF answers: what bags are here?

Step	What happens	Why it matters
Record actor	Cards or operator accounts identify who programmed, received or confirmed an event.	The phone alone is not authority.

3. Field Purchase Walkthrough

Move from identity to the first commercial event. The field operator records the purchase against a farmer/card and a tagged bag or lot. The buyer and seller confirmation creates the first-mile evidence record.

Order	Demo action	Explain
1	Tap or select operator	The field action is attached to an approved agent, buying clerk or organization user.
2	Identify farmer	Tap farmer card or select the farmer record. Confirm consent and organization/program relationship.
3	Identify bag	Tap NFC smart tag or scan QR fallback. Confirm asset, crop, quantity, form and quality grade.
4	Record purchase	Enter quantity, unit, price, currency, payment state, location and timestamp.
5	Confirm parties	Seller and buyer confirm the same receipt where practical.
6	Queue if offline	If there is no internet, the event stays local as Pending Sync and synchronizes later.

4. Offline Operation

Offline principle	NFC identifies. The phone records offline. Connectivity returns. TRACRS synchronizes. UHF scales the next logistics interaction.
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For producing-country environments, this is not a backup feature. It is the operating model. The device should cache enough organization, farmer, asset and permission data to continue receiving, aggregation, inventory and dispatch workflows.

Offline item	Recorded locally	Sync behavior
Raw RFID observation	EPC/tag ID, timestamp, reader/device, session, operator, location if available.	Stored as observation. It does not create custody until confirmed.
Confirmed business event	Receipt, receiving, aggregation, dispatch or custody action approved by an operator.	Idempotent sync prevents duplicate receipts or duplicate custody events.
Known tag	Resolve immediately from local cache.	Cloud later validates and updates the authoritative history.
Unknown tag	Record as identified tag with details pending sync.	Resolved after synchronization or routed to review.
Conflict	Two offline devices claim the same bag at different locations.	Back office shows exception; newest sync does not silently overwrite prior custody.

5. UHF And Warehouse Inventory

Explain UHF as an inventory accelerator, not a replacement for NFC or confirmed custody. UHF is used at aggregation points, warehouses, mills and loading bays to count many bags quickly.

Screen	User action	Decision
Smart tag inventory	Paste or stream EPC reads from the reader session.	Which expected bags were detected?

Screen	User action	Decision
Expected vs detected	Review matched, missing, unexpected and unknown tags.	Do we have the bags we expected?
Exception review	Investigate missing/unknown reads before confirmation.	Is this a reader issue, routing issue or unregistered tag?
Confirm receiving	Authorized operator confirms receiving or dispatch.	Only then does TRACRS create a custody event.
Export reconciliation	Download CSV for warehouse or partner audit.	Operational inventory and traceability evidence align.

6. Back-Office Traceability

Move to the Origin control room. This is where the buyer, exporter, implementor or cooperative sees whether the network is reportable and what needs attention.

Section	What to show	What the viewer learns
Control room	Traceable lots, custody checkpoints, audit-ready passports and open actions.	The dashboard is a decision surface, not just a table list.
Organizations	Producers, mapped plots, missing tags and readiness.	Is the origin network ready to report?
Implementors	Programs, affiliations, agents and evidence coverage.	Which interventions are evidenced?
Trade & custody	Receipts, quantity, value, confirmation and location.	What moved and who confirmed it?
Risk & compliance	Due diligence cases, GFW signals and evidence gaps.	What blocks audit or buyer assurance?
Traceability map	Farm group to buying point to warehouse/export/buyer flow.	Where product evidence moves across organizations.

7. Public Passport And Privacy Boundary

Close with the public passport. This shows why TRACRS separates operational truth from public disclosure. The same traceability history can support buyer assurance while private details stay governed.

Private back office	Public passport
Farmer names, roles and organization membership.	Approved origin reference or aggregated origin context.
Exact receipt value and payment status.	Product journey status without private commercial terms.
Precise plot coordinates and risk review notes.	Reviewed public claims and high-level evidence status.
Raw RFID observations and exception logs.	Confirmed custody milestones only.
Admin permissions and manual review states.	No internal permissions or operational disputes.
Close line	TRACRS does not ask the market to trust a label. It preserves the event trail behind the label, then exposes only the approved layer.

8. Recommended Live Flow

Minute	Action	Talk track
0-1	Open demo page and Origin control room.	This is synthetic data, designed to show the operating model safely.
1-3	Control room role cards.	Different teams ask different questions; TRACRS routes them to the right evidence.
3-5	Smart tag creation and field purchase.	A physical tag becomes a governed first-mile record.
5-7	Offline and UHF inventory.	No internet does not stop work; UHF scales warehouse counts.
7-10	Trade, trace map and compliance.	Back office sees custody, risk and evidence gaps.
10-12	Public passport.	Customers see the approved evidence layer, not private operational data.

Questions To Invite

Question	Answer
Is the tag the source of truth?	No. The tag identifies the asset. TRACRS is the source of truth.
What if there is no internet?	The device records locally and synchronizes idempotently later.
What if a bag is scanned twice?	Raw observations are reconciled before a custody event is confirmed.
Can UHF replace NFC?	No. NFC is the precise phone-readable identity. UHF is for bulk inventory at aggregation and logistics points.
Do buyers see private farmer data?	Only the approved passport layer is public. Private data remains permissioned.
Does this certify compliance?	No. TRACRS preserves evidence and supports compliance workflows; legal certification remains a separate decision.

9. Operator Checklist

- Confirm the demo URL opens without login: origin.tracrs.com/?demo=swc.
- Confirm the public passport opens: passport.tracrs.com/?tag=demo-bag-01.
- Check that the Control room, Trade & custody, Smart tag inventory, Risk & compliance and Traceability map sections load.
- Keep a one-sentence explanation ready: the tag identifies the bag, the device records the event, TRACRS synchronizes and governs the history.
- Avoid claiming certification, live customer data or personal-data exposure.
- Use the PDF as a leave-behind after the live demo.