

Schneider Electric battles product counterfeiting with customized online training

Overview

Schneider Electric is a leader in digital transformation, developing connected technologies and solutions to manage energy and process in ways that are safe, reliable, efficient and sustainable. Headquartered in France with offices worldwide, Schneider has 114,000 employees in 100 countries. Schneider is the parent company of Square D, Pelco, APC and other leading brands.

The challenge

Stopping the distribution of counterfeit products is a global concern and a top priority for Schneider Electric. The company needed to alert law enforcement and customs officials to be on the lookout for counterfeit uninterruptible power supply (UPS) products and circuit breakers, as well as train its investigators and attorneys, but lacked effective ways to reach this audience globally with a consistent message. Schneider's training methods consisted of occasional in-person workshops with some limited educational content available on its websites.

The company required an efficient, scalable method of educating officers from different regions, along with the ability to update training materials and develop useful leave-behind content for use after on-site training courses.

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*– Tracy Garner,
Anti-counterfeiting and
unauthorized distribution
manager, Schneider Electric*



CASE STUDY

The solution

Counterfeit products have a negative impact on the economy, mislead consumers and, in the case of electrical products, can cause serious harm to users or damage to property. Aware of the threat that fake products posed to its brand, customer satisfaction and trust, Schneider Electric partnered with UL to develop and launch customized anti-counterfeiting e-learning modules for international customs officials.

UL's Global Security and Brand Protection team works with law enforcement around the world to remove products bearing counterfeit UL Marks from the marketplace and identify those responsible for their manufacture and distribution. In addition, through its involvement in the International IP Crime Investigators College (IIPCIC), a joint initiative between UL and Interpol, UL plays a critical role in IP crime education for global law enforcement. This expertise made UL a logical choice to partner with Schneider Electric on its training program.

Taking advantage of UL's course development resources, UL and Schneider Electric created the course "APC Counterfeit Product Identification," which teaches participants to identify counterfeit versions of UPSs and report suspected incidents of fake goods. Hosted on the IIPCIC website, it was the first course

developed by a brand owner as part of the college's private sector anti-counterfeiting curriculum. Building on the success and popularity of the APC module, Schneider worked with UL to develop two additional anti-counterfeiting courses also offered through the IIPCIC: "Circuit Breakers: Identifying Counterfeits" and "Square C Circuit Breakers: Identifying Counterfeits." Since the inception of the courses, more than 2,000 customs and other officials have been trained on counterfeit Schneider Electric products throughout North America, Europe, Africa, Latin America, Asia-Pacific and the Middle East.

Law enforcement, customs and government officials can take the training at no cost. The APC module is offered in English, Spanish, French, Arabic, Portuguese and Mandarin, and the Schneider Electric and Square D circuit breaker modules are offered in English, Spanish and French. Accessible to the IIPCIC's 15,000 registered law enforcement officers and customs officers 24 hours a day, seven days a week, the courses deliver on-demand education wherever and whenever it is needed. Upon finishing a course, learners receive an IIPCIC Certificate of Completion.

Outcome

Working with UL and delivering global training through IIPCIC, Schneider Electric found an efficient, scalable solution to the costly, widespread

problem of product counterfeiting. So far, the e-learning modules have reached law enforcement officials in nearly 90 countries, significantly reducing the company's training costs. Participant satisfaction has been consistently high, with the courses earning an average 4.5 rating on a five-point scale.

"Working with UL and using IIPCIC to deliver online training courses has been a wonderful experience," Tracy Garner, Schneider Electric's anti-counterfeiting and unauthorized distribution manager, said. "No other company offers a platform to reach customs, law enforcement and other officials globally with this type of training. The advantage to Schneider Electric has been tremendous, and we continue to grow our courses on IIPCIC."



For more information on UL anti-counterfeiting solutions, including customized workshops and training modules, visit [UL.com/anti-counterfeiting-solutions](https://www.ul.com/anti-counterfeiting-solutions).



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