

interu Your Traceability Pathfinder

Built by the team at iov42, Interu is a leading traceability platform that prioritises integrity, authenticity and accountability.

Since 2020, iov42 has partnered with organisations handling complex commodity supply chains to create solutions that make due diligence frictionless.

Our journey began developing a **wood products** traceability solution in collaboration with **Preferred by Nature (PBN)** to support Operators reach **EUTR** compliance. Interu, is an evolution of that work, providing automation and data integrity along the supply chain, ensuring that there is visibility to legal, sustainable sources at each step.

Identity lies at the heart of our technology. Each individual and organisation involved in a supply chain is given a private **identity**. Any **claim** made about products can be **endorsed** by reputable third parties, creating greater trust in the quality of the data.

Importantly, we use a **permissioned** approach. This means that organisations maintain ownership of their documentation, giving them control over who sees what of their commercially sensitive data.

Interu is used by NGOs, SMEs and some of the world's largest companies. It links directly to multiple UN SDGs and global efforts to limit the impact of deforestation. It is ideally suited to enhance business operations and **make compliance with regulations such as the EUDR a positive business differentiator**.

Features include

- ✓ Visual, dynamic supply chain mapping
- ✓ Organisational, product, item level end to end traceability
- ✓ Privacy preserving data sharing and collection
- ✓ Expert 3rd party verification (inc. geolocation)
- ✓ Volume tracking and conversion
- ✓ Customisable fields and checklists
- ✓ API first, integrated with TRACES NT and ERPs
- ✓ Focus on links and connections between different organisations within a supply chain

At the heart of due diligence and risk assessment is the need for trusted data. Interu aims to help users decide whether they can trust data or not by elevating:

- **Data gathering** - Interu allows you to seamlessly specify and collect information from numerous sources in an easy to use web app, where information is organised, verified, stored and securely shared.
- **Data organisation** - This saves you, your suppliers and your customers, time, helps you with market access and gives you a competitive edge.
- **Secure sharing** - You can securely share information with interested parties without compromising privacy. iov42's unique technology means only the people who have permission can gain access to the data stored on Interu, and only the information that is required is visible.
- **Validation** - Users can validate and prove the authenticity of data as well as verifying it with third parties. This helps you build stronger bonds of trust across supply networks and enhances confidence in your due diligence.
- **Actionable insights** - With a clear view of supply networks and associated data, you can now identify the steps needed for compliance, such as tracking down missing data, completing risk assessments and mitigating risks.

Best in class partnerships

We know how challenging full end to end traceability and risk assessment is, therefore we pride ourselves on partnering with industry expertise to allow our users to seamlessly access additional services.



Earth Observation analysis to assess risk of deforestation and land degradation at point of harvest.



Timber supply chain due diligence expertise, especially with upstream suppliers. Deep working knowledge of EUTR, EUDR and CoC certification.

What you can expect



Enhanced efficiency



Regulatory & ESG reporting



Better market access



Meet customer demand



Time and cost saving



Data quality & risk management