MEXICO

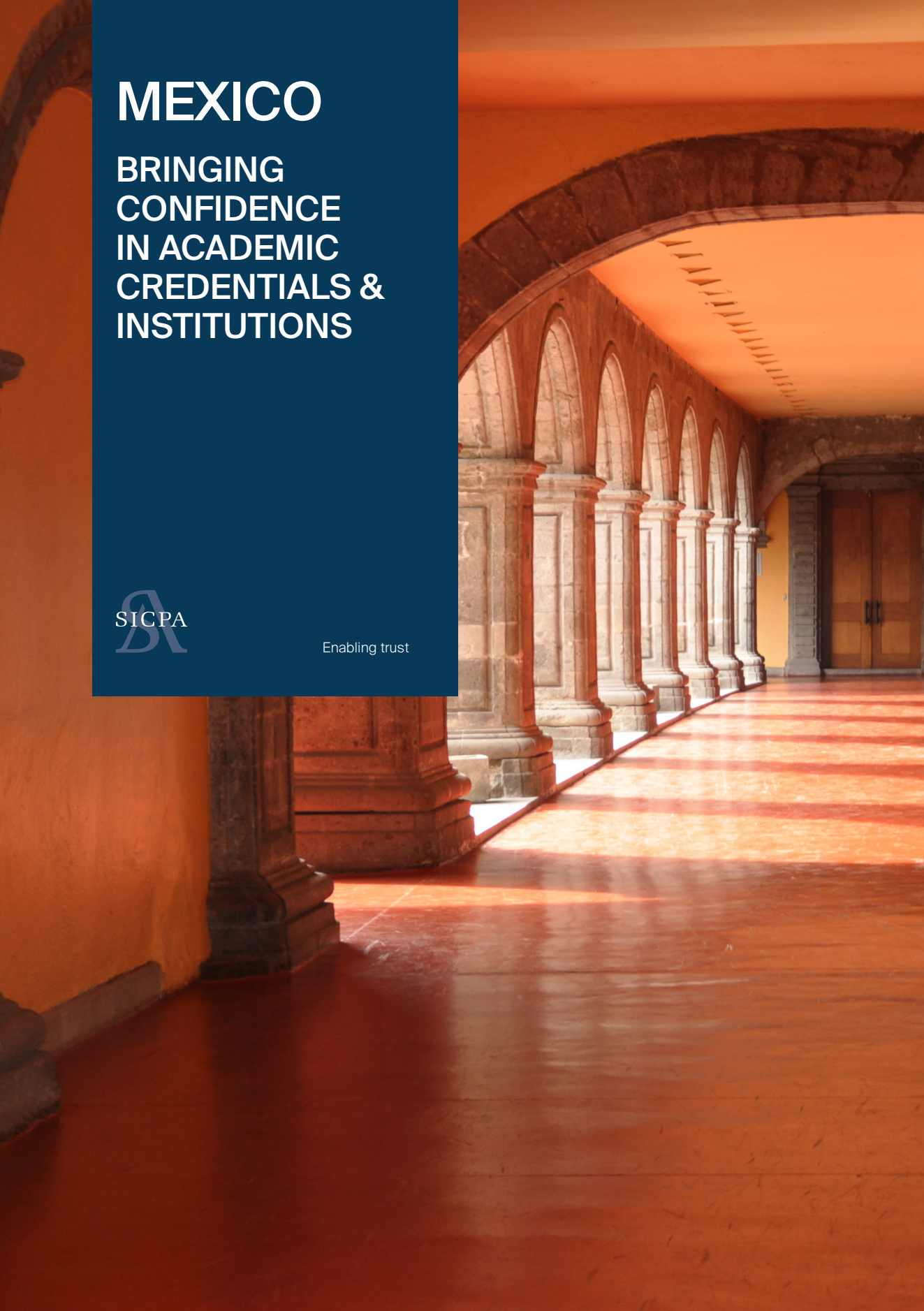## BRINGING CONFIDENCE IN ACADEMIC CREDENTIALS & INSTITUTIONS

SICPA

Enabling trust

CERTUS™
SECURING ALUMNI CREDENTIALS, SAFEGUARDING INSTITUTIONS

BUILDING A CIRCLE OF TRUST

Academic institutions worldwide are under increasing pressure to safeguard their reputations and the authenticity of alumni credentials amid rapid growth in forged certificates and diplomas stemming from bogus educational establishments. Degree fraud remains a risk for all academic institutions unless they implement trusted credential issuance and verification measures, which protect brand value and inspire confidence among the graduate community and employers.

Almost a quarter of Mexicans hold a university degree and nearly four million students are currently enrolled in higher education. Hundreds of thousands of new degree certificates are issued to graduating students each year. Each certificate holds unique value for job-seeking graduates and for issuing institutions whose standing depends on building trusted long-term relationships with their alumni.

Mexican universities are implementing a new digital marking solution CERTUS™ to transform the way degree certificates are issued, secured and shared. Launched in April 2020, CERTUS™ is designed to help universities and institutions strengthen the integrity of issuance and verification of certificates and documents.

The solution is being rolled out in Mexico by printing company GRAFFER, in partnership with SICPA, proposing best-in-class services for both physical and digital worlds.

GRAFFER and SICPA join forces to offer CERTUS™, a blockchain-based security technology that is simple and cost-effective to implement. It helps ensure trust in universities by protecting the certificates they issue to their job-seeking graduates.

José Carlos García Torres, Chief Operating Officer,
Grabados Fernando Fernández S. de R.L. de C.V (GRAFFER)

CERTUS™ assures the circle of trust for academic certificates from issuance to use and verification.

1. ACADEMIC CERTIFICATE ISSUANCE

It's graduation day and Sara, a 23 year economics graduate is excited and proud to receive her degree certificate, secured with the CERTUS™ seal, from one of Mexico's leading universities.

2. ACADEMIC CERTIFICATE USE

Sara attends her first job interview and feels confident to present her printed CERTUS™-secured certificate to her prospective employer, as proof of her academic credentials.

3. ACADEMIC CERTIFICATE VERIFICATION

The employer independently scans Sara's certificate using the online CERTUS™ verifier to confirm its authenticity. The check is performed instantly and Sara's first job offer is rapidly on its way. She'll soon join thousands of her university peers making a difference for Mexico's economy.

A BREAKTHROUGH
DIGITAL SEAL TECHNOLOGY

Key features

→ Enables rapid and universal verification using any smartphone.
→ Secures both physical and digital credentials.
→ Tamper-proof QR code marking.
→ Built with blockchain technology.
→ Fully privacy preserving.
→ Offline and online verification.
→ Possibility to manage credentials (generate, activate, revoke and expire certificates).

Key benefits

→ Saves time and money spent on traditional verification.
→ Easy to use for issuers.
→ Ready-to-use SaaS solution: cost-effective to implement and no extra development required.
→ Protects reputation of certificate issuers and holders.

About

GRAFFER
Engravings Fernando Fernandez (GRAFFER) is a Mexican security printer and pioneer and leader in printing and securing many kinds of value documents, including university degree certificates and notarial acts. For more than 65 years, GRAFFER has made the graphic arts famous in Mexico and internationally, employment the latest cutting-edge technologies.

SICPA
SICPA is a leading provider of secured authentication, identification, traceability and supply chain solutions, integrating material-based covert features and digital technologies. Founded in 1927, headquartered in Switzerland and operating globally, SICPA protects the majority of the world's banknotes, security and value documents from the threats of counterfeiting and fraud. SICPA's mission is to Enable Trust through constant innovation.

TESTIMONIALS

"Finally, a technology that solves the falsification problems for both digital and paper versions of the documents of our institution."

UVM | Universidad del Valle de México
LAUREATE INTERNATIONAL UNIVERSITIES®

"Simple and at the same time it has all the security elements to protect our students when applying for a job."

UNIVERSIDAD PANAMERICANA®

"Thank you for always innovating and thinking about how to protect the image of our university."

UNIVERSIDAD IBEROAMERICANA
CIUDAD DE MÉXICO

SICPA

Want to know more?

→ For more information on GRAFFER, visit www.graffer.mx/graffer-protect/

→ For more information on CERTUS™, visit: www.certusdoc.com

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