

Building an Intelligence-Led Anti-Counterfeit Program

A case study — from reactive to proactive in the age of AI

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AGMA Summer Conference · August 2026

What we'll cover

- 01 **Our reality** *the situation*

- 02 **Why detection couldn't keep pace** *the problem*

- 03 **Rebuilding the program, AI-first** *the solution*

- 04 **From reactive to proactive** *the results*

- 05 **Benchmark your own program** *takeaways*

01

SITUATION

Our reality

The threat isn't fakes — it's used drives, reintroduced as new

Seagate drives are hard to replicate, so the fraud shows up as genuine drives, misrepresented — not crude counterfeits.

Used, sold as new

Returned or pulled drives are re-boxed and passed off as factory-fresh product.

Unauthorized recertified

Refurbished units resold outside approved, clearly-labeled recertification channels.

Why it hides

With few crude fakes, the product looks legitimate at a glance and slips past manual checks.



How we got here



01 Scaled back

Anti-counterfeit work paused under resource constraints.



02 The wake-up

A wave of used-as-new reports exposed the gap.



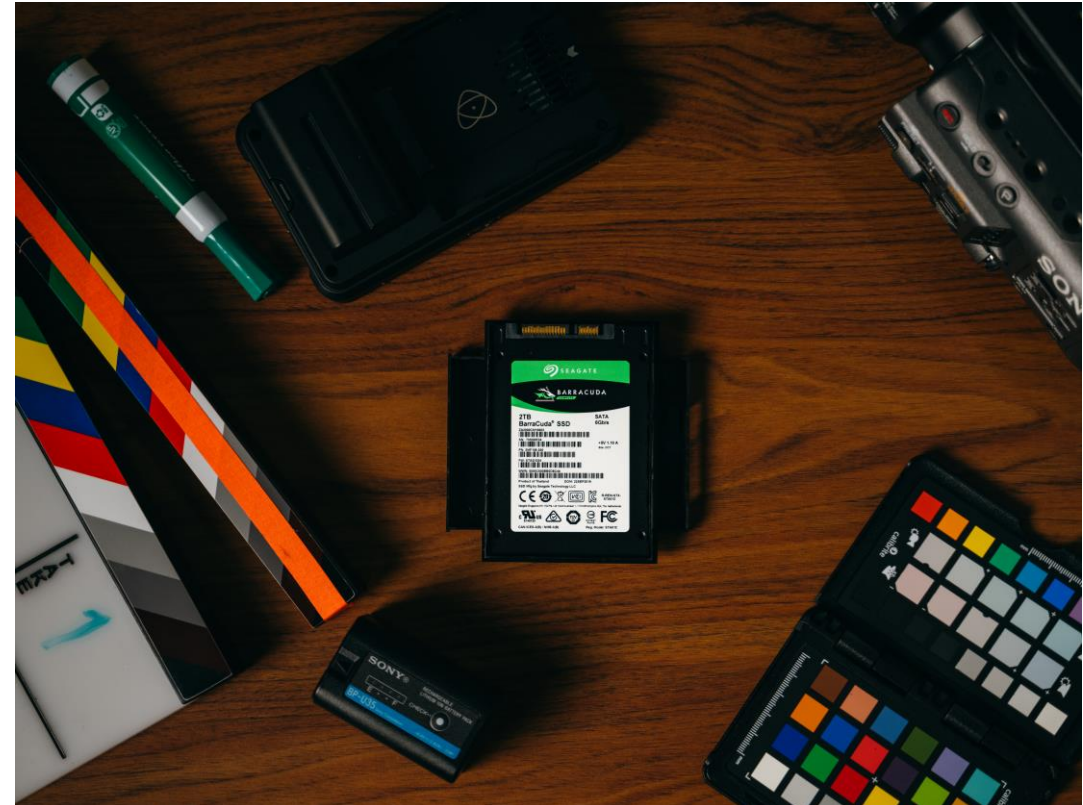
03 Reinvestment

Program rebuilt with marketplace monitoring and customs partnerships.



04 AI-first · FY26

Intelligence-led detection at scale.



02

PROBLEM

Detection couldn't keep pace

Manual, reactive enforcement couldn't keep pace

How it worked before

Issues surfaced through the sales team — after the drives were already in customers' hands or through manual searches by our GSIC team

Why it broke down

Grey-market listings multiply across dozens of marketplaces faster than a small team can find them by hand.

~17.5% of issues were surfaced historically using reactive methods

03

SOLUTION

Rebuilding an AI-enabled program

One integrated, AI-augmented program

AI is the force multiplier across all four pillars.



Marketplace monitoring

Corsearch and its connected AI detect and rank infringing listings across marketplaces.



Trade-data analysis

Volza import/export data surfaces anomalous Seagate-branded shipments and importer links.



Label authentication

An in-house tool validates a drive's identity from a single photo of its top label.



Customs Partnership

Partnership with Customs and Border Protection globally increases our visibility and scope.

MARKETPLACE MONITORING

Seeing the whole market

Corsearch and its connected AI let a small team monitor far more marketplaces than manual review ever could — detecting, ranking, and removing infringing listings, and triangulating those signals with our own investigation results so the strongest leads rise to the top.

Lead generation

+40%

manual → augmented

MARKETPLACE CONCENTRATION

Where the activity is concentrated

Country and platform concentration — June 2026

77.8%

June actions in Asia

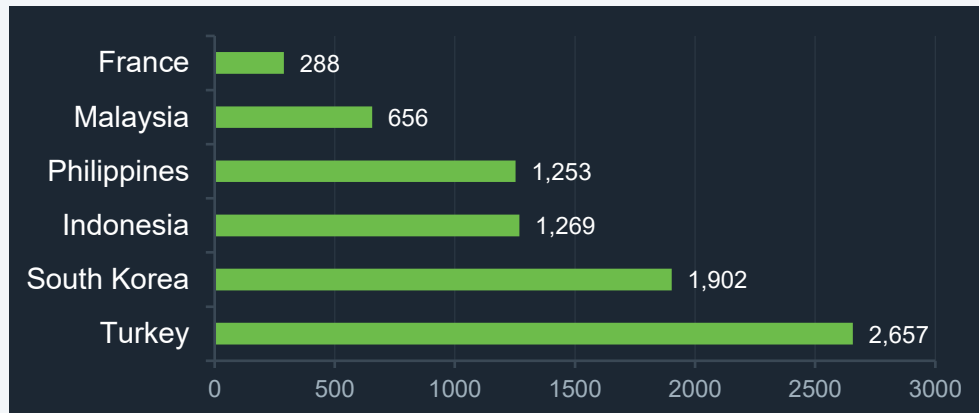
55.4%

Turkey · South Korea · Indonesia

48.5%

on the top 3 platforms

Top enforced countries (June)



Top platforms (June) · enforced · value

hepsiburada.com	2,657	\$605K
auction.co.kr	1,295	\$106K
shopee.ph	1,147	\$270M
tokopedia.com	1,107	\$217M
11st.co.kr	606	\$1.82B
shopee.com.my	513	\$276M

Source: Corsearch Monthly Enforcement Report — June 2026

TRADE-DATA ANALYSIS

Trade data analysis

Volza import / export data surfaces anomalous Seagate-branded shipments

Signals we look for

-  Price anomalies
-  HS-code mismatches
-  Source / route shifts
-  Importer linkages

What the analysis produces

-  Target lists
-  Investigation enrichment
-  Trend signals
-  Evidence packages

Working with Trade Compliance and external counsel to tighten HS-code reporting and importer due-diligence.

LABEL AUTHENTICATION

Authenticating a drive from one photo

Our in-house quality team built a label-authentication tool on the image analysis already used in our factories. Photograph a drive's top label and it validates the key identifiers against our internal records — in seconds.

Validated against internal records

- QR Code + number
- Serial number
- Worldwide name (WWN)
- Date & place of manufacture
- Seagate Secure™ mark
- Model & capacity

LABEL AUTHENTICATION

The tells that give a counterfeit away

No single detail proves a drive is fake. What we look for is a pattern of small inconsistencies in how the label was printed or affixed, as well as mismatches between the labels and/or the drive.

Counterfeit tells

-  Repeated serial numbers
-  Mismatched front/side labels
-  Invalid QR / GTIN
-  Loose (unaffixed) labels
-  Empty external cases
-  Poor print quality

CUSTOMS PARTNERSHIP

Expanding our reach

How GTS supports Customs and Border Protection authorities worldwide

01



Inspect

Officer flags a suspect shipment.

02



Request

Details are sent to validate@seagate.com.

03



Authenticate

GTS confirms whether the drives are genuine or fake.

04



Seize

Customs detains the goods; GTS supports the case.

Send validation requests to validate@seagate.com — triaged and returned same-day where possible.

LABEL AUTHENTICATION

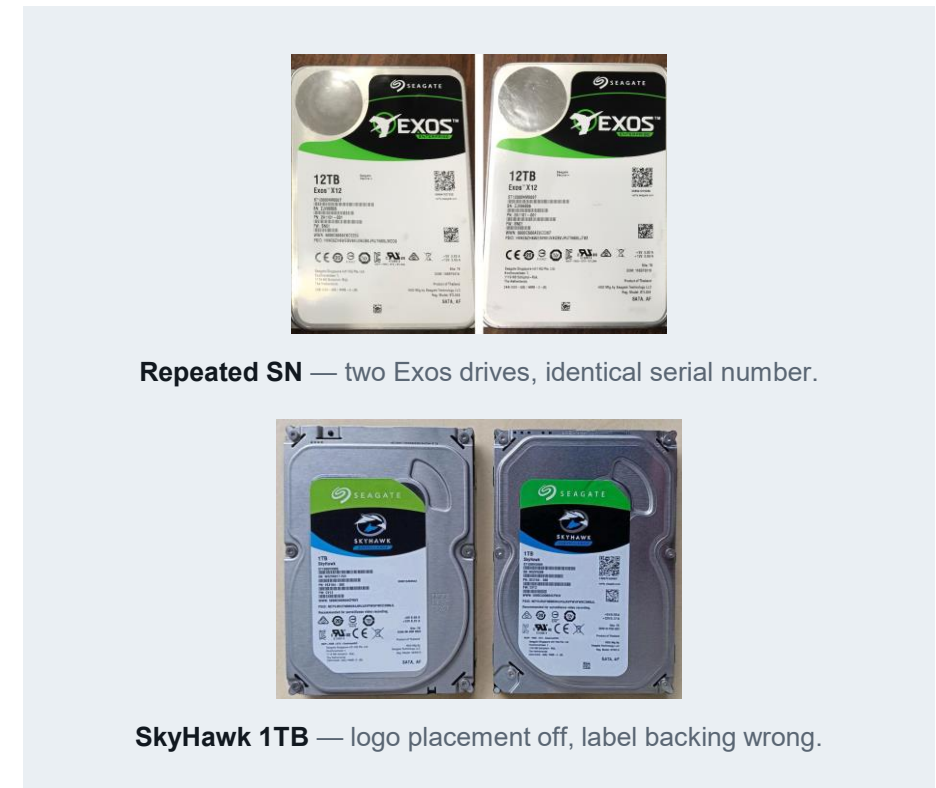
Spotting the difference — real drive comparisons

Side-by-side examples from the Seagate / Eligon IP customs training



Exos 12TB — the "TM" after "Secure" is missing on the counterfeit; spacing widens, print quality drops.

If any one of these tells appears then the drive is likely counterfeit.



From signal to seizure

01



Detect

AI-ranked marketplace signals.

02



Triangulate

Trade data + seller-network linking.

03



Authenticate

Label tool confirms genuine vs. grey-market.

04



Enforce

Customs seizures and law-enforcement action with counsel.

04

RESULTS

From reactive to proactive

The results so far

FY26

8,063

Sellers enforced

20,335

listings removed

4,322

counterfeit drives seized

FROM REACTIVE TO PROACTIVE

The shift that matters: we find it first

Detection moved from inbound reports to continuous, AI-augmented monitoring — and the enforcement volume followed.

Before — reactive

- Issues surfaced through the sales team, often after drives were already in customers' hands.
- Everything else depended on manual searching by a small GSIC team.
- Grey-market listings multiply across dozens of marketplaces faster than any team can find them by hand.

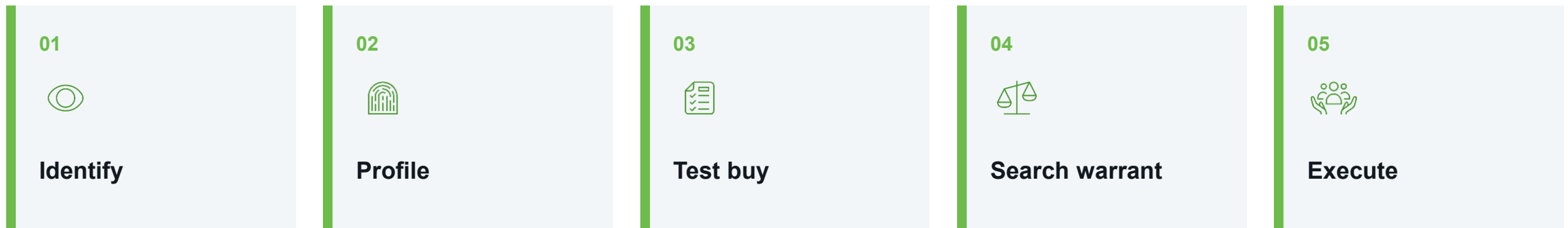
After — AI-augmented

- Corsearch detects and ranks infringing listings across Tier-1 marketplaces continuously.
- Volza trade data flags anomalous shipments, with importer surveillance across 209+ countries.
- Label authentication validates a drive from one photo; customs partners feed results back in.

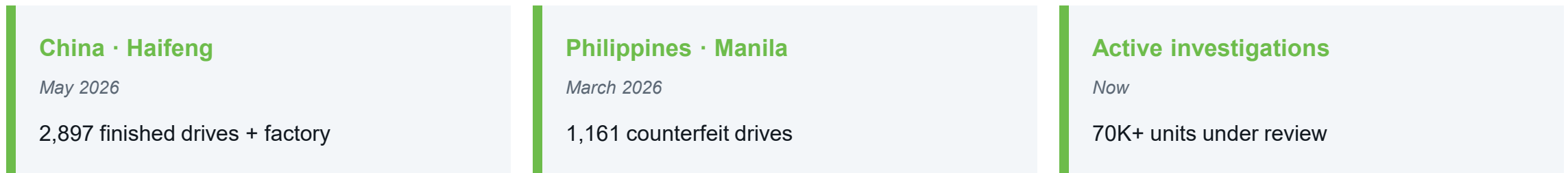
RAID ENFORCEMENT OPERATIONS

Turning intelligence into physical seizures

GTS turns marketplace intelligence into on-the-ground enforcement.



Recent outcomes from this process



CASE STUDY · VIETNAM

Bac Ninh customs seizure

23 May 2026 · 264 counterfeit Seagate hard drives seized at the port of entry



Vietnam Customs (Bac Ninh) inspecting opened "20 PACK" boxes of counterfeit Seagate HDDs.

264

drives seized

\$140K

declared value

Jia Xin

importer of record

Prime Minister Directive No. 38

Seizure carried out under Vietnam's high-level IP-protection initiative — placing Seagate alongside the major global brands actively protected under this program.

Press coverage was favorable to Seagate.

Source: GTS APAC field report (28 May 2026)

CASE STUDY · PHILIPPINES

Manila — RKH Trading & Evergreen

NBI-NCR raids · 6 and 16 March 2026



RKH Trading warehouse · NBI-NCR search and seizure · 16 March 2026

Source: GTS APAC + LBI/NBI field report (March 2026)

1,161

counterfeit Seagate-branded devices seized

792

4 TB externals

332

2 TB externals

37

500 GB externals

Significance

A same-day seizure at a parallel SanDisk / WD warehouse points to a coordinated, multi-brand counterfeit network.

CASE STUDY · CHINA

Haifeng — AMR & PSB joint action

22 May 2026 · end-to-end counterfeit factory disrupted

2,897

finished drives

~8,100

semi-finished

1,550

label rolls

A full counterfeit factory

China AMR and the Public Security Bureau disrupted an end-to-end counterfeit Seagate HDD assembly and labeling facility — components, tooling, labels, and finished goods all co-located.



Assembly line — 7-step counterfeit production process
Bulk inventory · counterfeit Seagate Exos label rolls

First confirmed factory-level disruption of 2026.

Source: GTS APAC + Roy IP field report (May 2026)

Benchmark your own program

- 01 Reframe the threat**
For hard-to-fake products, grey-market — used-as-new and unauthorized recertified — is the real problem.
- 02 Go proactive**
AI-augmented monitoring finds issues before they're reported to you.
- 03 Integrate the stack**
Connect marketplace monitoring, trade data, authentication, and counsel.
- 04 Multiply your team**
Use generative AI for network mapping and evidence packages to bring stronger cases, faster.



Thank you

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Report a suspected counterfeit: fraud@seagate.com