

Verify Brand Differentiators

For more than a decade, our patented, enterprise-level serialisation and traceability software has been helping the world's best-known brands protect their assets. Now, pharma companies around the world are adopting the Verify Brand Cloud Platform at record rates for compliance. Our proven software, automated implementation tools and time-tested project management framework rapidly and efficiently ensure that you check the compliance box. Plus, our software delivers so much more – a deep dive into the analytics and insights that provide a smarter supply chain to drive your business forward.

PROVEN, GLOBAL SERIALISATION

Our mature, flexible platform – proven across industries and time – is continuously improved and refined, and you benefit from our expertise and efficiencies. Since our first project in 2001 serialising Johnson & Johnson's Ethicon surgical mesh product, our solution has been used by Fortune 500 companies in multiple markets to generate, manage, authenticate and track and trace unique identifiers worldwide in 120 countries and 18 languages. Last year, our platform processed nearly 600 million EPCIS serialisation events around the world, and we can confidently meet all of your country-specific serialisation requirements.

REAL-TIME PRODUCT VERIFICATION AND AUTHENTICATION

Verify Brand's Investigator App (designed for use on Android and OS devices) allows you to quickly and easily authenticate a product at dispensation anywhere in the world with a mobile device, a personal computer or a barcode scanner. Authentication responses (i.e., messages and alerts) can be customized, and role-based access allows different users to receive only the information they need.

STANDARDS-BASED PARTNER INTEGRATION CAPABILITIES

Our platform is built on GS1's universal standards (e.g., EPCIS 1.0, 1.1, 1.2) to enable greater connectivity to the largest network in the world without the hassle of custom integrations. We can easily connect, manage and validate connections to all your trading partners to exchange serialisation data requirements. Need to integrate with hundreds of contract manufacturers? We can manage and support any connections or data communication protocol. Verify Brand is the only provider that can map to any other provider's platforms, even to those that use a proprietary data communication protocol.

USER-FRIENDLY REPORTING AND ANALYTICS

Verify Brand's serialisation platform comes with built-in advanced reporting tools designed to help improve business operations. Brands have the ability to examine capacity at a line or trading partner; determine the persistence of a product in your supply chain from commissioning to order; and evaluate returns by customer, location, and market. Already have a serialization provider? No problem. Our suite of analytics and customizable reports can be used as an add-on to your current provider's software so you can quickly identify and report on regulatory compliance requirements as well as report on the "health" of



your supply chain. We provide the most relevant data right at your fingertips in a simple, easy-to-use dashboard, providing real-time insights designed to support your compliance and business needs.

FLEXIBLE SINGLE-TENANT PLATFORM

The Verify Platform is highly configurable, which lets us quickly integrate into our clients' business operations without disruption. This flexibility means we configure our platform to work with your existing systems, and it also allows our customers to expand their datasets at any time. In addition, our platform is a single-tenant hosted application (private, not public cloud), which reduces validation resources and efforts – you only take an upgrade to the software when you need or want to. (By contractual agreement, we keep our customers current with required country-specific regulations.)

FIXED-COST INVESTMENT

Verify Brand's pricing structure is completely transparent, with no hidden fees or costs.

- Full platform validation (I/Q, O/Q, Production I/Q) by our in-house quality team for the life of our engagement with you
- Authoring of URS documents – IT, CMO integration and 3PL integration
- Managed services –
 - master data upload and management if needed,
 - alert monitoring support if needed/requested,
 - ongoing platform administrative support,
 - ongoing validation support of platform and existing trading partner connections

SERIALISATION TEST TOOL

Verify Brand's Serialisation Test Tool acts as a virtual CMO/3PL by simulating common serialisation activities (e.g., serialize a batch, aggregate, shipping, receiving, pick/pack/ship) and generating all corresponding test data. The tool is leveraged by pharmaceutical companies to help automate the serialisation testing process. It is capable of simulating packaging site/CMO and distribution site/3PL integrations for serialisation, thus making integration and validation more efficient. Test data can be loaded into the Verify Platform to support technical integration, performance or user-functional testing. This includes but is not limited to: simulating common serialisation use cases, such as batch packaging, aggregation, and shipping; generating EPCIS 1.0, 1.1 and 1.2 or other common serialisation data formats such as PML; and generating barcodes that correspond to test data.

SCHEDULE A DEMO OF OUR SERIALISATION SOFTWARE

Let us show you how we can help you meet a host of ever-changing global regulatory requirements, as well as combat counterfeiting and supply chain diversion challenges. [For more information about our serialisation software for a smarter supply chain, contact \[sales@verifybrand.com\]\(mailto:sales@verifybrand.com\).](#)