Verify Brand Differentiators

For more than a decade, our patented, enterprise-level serialization 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 SERIALIZATION

Our mature, stable 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 serializing Johnson & Johnson's Ethicon surgical mesh product, our solution has been proven globally in a variety of markets. Last year, our flexible, mature platform processed nearly 600 million EPCIS serialization events, and we can seamlessly connect, manage and validate connections to all your trading partners to exchange serialization data.

STANDARDS-BASED SOFTWARE

We're 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. Synthesize data from trading partners to enable end-to-end traceability reporting. We will manage and support any connections or data communication protocol that a trading partner has. Verify Brand is the only provider that can map to any other provider's platforms that may be using other formats, even to those that use a proprietary data communication protocols.

FIXED-COST INVESTMENT

Verify Brand's pricing structure is completely transparent, with no hidden fees or costs. Some providers charge from $.01-.003 per serial number generated, but Verify Brand adds no additional charges for serial numbers. Our offering also includes:

- full platform validation (I/Q, O/Q, Production I/Q) 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.

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, which reduces validation resources and efforts – you only upgrade the software when you need or want to whenever a new upgrade comes out. (By contractual agreement, we keep our customers current with their required country-specific regulations.)

USER-FRIENDLY REPORTING

Verify Brand's serialization platform, designed to help improve business operations, comes with built-in advanced reporting tools. These tools allow you to 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 specific business needs

SERIALIZATION TEST TOOL

Verify Brand's Serialization Test Tool acts as a virtual CMO/3PL by simulating common serialization 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 serialization testing process. It is capable of simulating packaging site/CMO and distribution site/3PL integrations for serialization, 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 serialization use cases, such as batch packaging, aggregation, and shipping; generating EPCIS 1.0, 1.1 and 1.2 or other common serialization data formats such as PML; and generating barcodes that correspond to test data.

SCHEDULE A DEMO OF OUR SERIALIZATION SOFTWARE

Our solution gives you a real-time, detailed road map of every when and where your product has been – all in one easy-to-use, easy-to-integrate, standards-based platform.

Let us show you how we can help you meet a host of ever-changing global regulatory requirements (including DSCSA and FMD compliance), as well as combat counterfeiting and supply chain diversion challenges. For more information, contact sales@verifybrand.com