

## WHAT SETS OUR SERIALISATION SOFTWARE APART FOR MARKETING AUTHORISATION HOLDERS IN THE EU

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 OPTEL's serialization software solution, Verify Brand® Software, for EU FMD 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 more than a decade ago 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.

### 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. Need to integrate with hundreds of contract manufacturers? We support any data communication protocol, and can easily manage and validate connections to all your trading partners to exchange serialisation data. In fact, our L4-L5 solution is the only solution that can map to any other provider's platforms, even to those that use a proprietary data communication protocol.

### FLEXIBLE PLATFORM

The Verify Brand Software 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, we created our platform to reduce your 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.)

### DIRECT CONNECTION TO EU HUB

Unlike our competitors who use a third-party service to connect to the EU Hub, the our platform can connect and pass all customer data directly from the marketing authorization holder to the EU Hub, resulting in fewer failure points and greater data security for our clients.

### FIXED-COST INVESTMENT

Our pricing structure is completely transparent, with no hidden fees or costs.

- Our in-house quality team provides full platform validation (I/Q, O/Q, Production I/Q) for the life of our engagement with you.
- We author User Requirements Specification (URS), Functional Specification (FS), Configuration Specification/Design Specification (CSDS).
- Our authorizing of URS documents includes:
  - 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.

### USER-FRIENDLY REPORTING AND ANALYTICS

Our platform comes with built-in advanced reporting tools designed to help improve your business operations. You 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 serialisation 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.



### 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. Drop us a line at [sales@verifybrand.com](mailto:sales@verifybrand.com).