



## Switch to VerifyBrand™ in Just 4 Steps

— No Disruption, Just Results



# A Quick-Start Guide for Pharmaceutical Manufacturers Rethinking their Serialization Platform

Switching providers can feel overwhelming—but for many pharma companies, it's the smartest move they'll make this year.

If you're tired of disruptive upgrades, costly validations, and vendor lock-in, you're not alone. Industry leaders are leaving outdated platforms behind and choosing **VerifyBrand™**—a modern, reliable solution that streamlines compliance, reduces costs, and gives you back control.

This guide shows how easy it is to make the switch—**no downtime, no risk**, and full support every step of the way.

## What You'll Learn

- Why pharma leaders are leaving legacy platforms
- What makes VerifyBrand™ different
- The technical approach behind a zero-downtime migration

## Why It's Time to Switch

Many pharmaceutical companies face recurring challenges with their existing L4 serialization platforms:

- Unanswered support tickets that leave teams in the dark for weeks
- Extra consultants needed for tasks the vendor should handle
- Forced reliance on 3rd parties—used as a strategy to lock you into future services
- Over-promised features that under-deliver
- Frequent bugs and costly downtime
- Disruptive upgrades and unpredictable outages
- Complex integrations that limit scalability
- Per-serial fees and hidden support costs
- Complex validation cycles with little support
- Unexpected validation demands
- Proprietary formats that limit flexibility
- Spotty coverage for new compliance mandates or updates (DSCSA, FMD, Russia, Kazakhstan, Uzbekistan)
- Vendor lock-in

## Strategic Benefits of Switching to VerifyBrand™

Feature	VerifyBrand™	Other Vendors
SOC 2 Type II Certification	✓	✗
Fixed Pricing	✓	✗ (Hidden Fees)
Full Validation Included	✓	✗ (Consultant Required)
Global Compliance Built-in	✓	✗
Unlimited Serial Numbers	✓	✗
Turnkey solution with Expert-led support	✓	✗
Upgrade Control	✓	✗
GS1 EPCIS-native from the Ground Up	✓	✗
No Vendor Lock-in	✓	✗

## Your Transition to VerifyBrand™ — Fully Managed

Phase  
**1**



### We Strategize

- Packaging line mapping
- Partner integration overview (CMOs, 3PLs)
- System architecture and validation alignment
- Regulatory risk segmentation

**You:** Review the strategy and prioritize business-critical regions or partners.

Phase  
**2**



### We Extract & Transform

- Export historical EPCIS data and metadata
- Translate to GS1-compliant format
- Map legacy extensions (e.g., inactive GTINs, custom events)

**You:** Provide access to the data and confirm metadata mapping logic.

Phase  
**3**



### We Validate

- Mock data loads with integrity checks
- Endpoint validation with partners and regulators
- Real-time exception handling and dashboards

**You:** Confirm data integrity and sign off with full confidence.

Phase  
**4**



### You Go Live

- Parallel system cutover or direct go-live
- Decommissioning of legacy system

**You:** Discontinue your legacy system and scale future deployments confidently.

## Data Migration: How It Works in Practice

OPTEL has migrated clients from TraceLink, Rfxcel and other platforms using a clear, secure, and collaborative approach.

### Migration Workflow

1. **Initial Assessment:** Understand data structure and formats
2. **Planning:** Timeline, milestones, and responsibilities
3. **Execution Steps:**
  - **Data Extraction:** Export company, location, product, and serialized attributes. Provides a reference table to map data to exported files.
  - **Data Transformation:** To GS1-compliant EPCIS via OPTEL tools
  - **Data Loading:** To VerifyBrand™ using standardized API
  - **Verification:** Data Integrity checks, mock load approval

### Data Integrity & Security

- Encrypted file transfer & secure endpoints
- Validation and error-handling at each step
- Iterative testing to handle large files and cleanse bad data
- VerifyBrand is SOC 2 type II certified

### Timeline & Resources

- Average migration timeline: 4 to 6 weeks
- OPTEL + Client + Legacy Vendor all play coordinated roles
- Dedicated support team assigned for project success

## Data Migration Responsibilities Overview



<ul style="list-style-type: none"><li>▪ Exports company, location, product, and serialization transaction data to a secure location</li><li>▪ Provides a reference table to map InfoExchange data to export files</li></ul>	<ul style="list-style-type: none"><li>▪ Ingests and validates master data (company, location, product) into PreProd, then Prod</li><li>▪ Transforms data to GS1-compliant EPCIS format</li><li>▪ Uploads transformed data via standardized API</li></ul>	<ul style="list-style-type: none"><li>▪ Reviews mock data load</li><li>▪ Approves final production load</li></ul>
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## Blocker

## How OPTEL Addresses Them

"We don't have time or resources."

OPTEL's team handles migration end-to-end. Minimal lift required from your team.

"We're locked into a vendor contract."

OPTEL helps you build a transition strategy that aligns with contract timelines.

"L4 validation is too painful."

OPTEL includes validation support (IQ/OQ) with every migration—no extra cost.

"We can't afford downtime"

"What if migration disrupts our operations?"

OPTEL ensures a smooth, zero-downtime migration with a parallel rollout approach—so your operations stay uninterrupted and revenue stays protected.

**"OPTEL successfully migrated data from TraceLink, solving issues like duplicated records, non-GS1 identifiers, and large-file timeouts—all while keeping business operations uninterrupted."**

— Global Serialization Manager



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