

From Friction to **Flexibility**: A **Fixed-Fee Future** with **Proactive Support**

CASE STUDY

CUSTOMER PROFILE

An international biopharmaceutical company expanding its market reach to the United States and Russia. The company had previously used one of the top legacy vendors but acquired products already managed via OPTTEL's VerifyBrand L4 platform, prompting a reevaluation of their serialization ecosystem.

CONTEXT AND CHALLENGE

Encouraged by positive feedback from the acquired business and seeking better support and pricing transparency, the company decided to switch and consolidate under the VerifyBrand platform. This migration project was complex, involving two parallel data migrations:

1. From the acquired product line:

Data already managed in VerifyBrand was seamlessly transferred into a new instance set up for the customer.

2. From the customer's legacy system:

Serialization data from their previous provider was carefully extracted, converted, and migrated into the same new VerifyBrand environment.

MIGRATION PROCESS

Phase 1: Smooth Internal Transfer

Data from the acquired product line—already managed in a VerifyBrand system—was smoothly transferred into a new VerifyBrand instance configured for the customer. This internal migration was straightforward and completed without issues.

Phase 2: Migration from Legacy Vendor

The customer's existing serialization data from a previous provider was extracted and converted using Optel's proven migration framework. This included identifying key data files, reformatting custom fields, and converting everything into the standard EPCIS format.





UNEXPECTED CHALLENGES

During the migration, some of the legacy data was discovered to be incomplete or inaccurate. Specifically, older aggregation files had never been correctly processed in the previous system, and the issue only surfaced after the migration was underway.

ISSUE RESOLUTION

Instead of leaving the problem unresolved, the OPTEL team took a proactive approach. They worked closely with the customer's manufacturing partner to obtain accurate EPCIS files, allowing the team to correct the data and ensure integrity moving forward.

CONTACT US

To learn more about OPTEL's traceability solutions, contact us at optelgroup.com/contact/.

OUTCOME

Despite legacy data issues, the customer experienced minimal disruption. Today, they operate with a unified, reliable serialization platform and benefit from a fixed-fee pricing model that supports ongoing regulatory expansion with greater cost predictability.

WHY DID THEY CHOOSE VERIFYBRAND?

- Fixed-fee model with unlimited serial numbers
- Lower total cost of ownership for multi-region compliance
- Strong technical support, especially compared to hourly charges by the previous provider
- Proactive resolution of legacy data issues

NORTH AMERICA

Canada — HEADQUARTERS
+1 418 688 0334

EUROPE

Ireland, Germany

ASIA

India
+91 832 669 9600

SOUTH AMERICA

Brazil
+55 19 3113 2570



optelgroup.com

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