

Smooth Transition from **TraceLink** to **VerifyBrand**TM

CASE STUDY

CUSTOMER PROFILE

A mid-sized specialty pharmaceutical company operating globally, this firm has been a VerifyBrand customer since 2017. In 2021, they acquired a business using TraceLink and needed to consolidate serialization and traceability operations onto a single platform.

CONTEXT AND CHALLENGE

The customer faced a decision: maintain two serialization systems post-acquisition or unify operations under one. Given their long-standing satisfaction with VerifyBrand—particularly with its intuitive user interface, competitive pricing, and responsive support—they chose to migrate all TraceLink data into their existing VerifyBrand platform.

MIGRATION PROCESS

The migration involved nearly five years of serialized traceability data. The project team worked collaboratively with both the TraceLink Network Success Manager and internal stakeholders to extract and prepare data for transfer.

File Identification

Custom TraceLink data structures were mapped to industry-standard EPCIS format.

Data Mapping Tool

OPTEL deployed a proprietary tool to handle data conversion, including the integration of non-standard fields like custom locations and transactions.



Validation

After processing, data integrity was verified through spot checks and side-by-side comparisons.

Efficiency

Despite the data volume, the entire processing phase was completed within a week, with no major issues encountered.

OUTCOME

The transition was smooth, supported by established trust and a well-oiled implementation framework. The customer disconnected TraceLink shortly after validation, having confirmed the data migration was successful.

WHY DID THEY CHOOSE OPTEL'S VERIFYBRAND PLATFORM?

- High-quality, proactive implementation and 24/7 support
- Trusted relationship built over years
- Clear, user-friendly interface
- Competitive pricing

CONTACT US

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



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