



THE MOST RELIABLE SERIALIZATION SOFTWARE IN PHARMACEUTICAL TRACEABILITY

While others leave you managing multiple vendors, unpredictable expenses and unresolved compliance tickets, we deliver the most user-friendly solution for pharmaceutical serialization and traceability.

No hidden costs.

No third-party complications.

Just comprehensive track-and-trace reliability
that ensures item-level visibility and recall readiness,
backed by dedicated support.



Your Complete Serialization Solution: VerifyBrand™

The most reliable serialization software in pharmaceutical traceability. While others leave you managing multiple vendors and unpredictable expenses, we deliver everything you need for compliance in a single, turnkey solution. And many say we have the most user-friendly solution.



True One-Stop Shop

Everything handled in-house by our experts. No third-party consultants, no coordination headaches, no gaps in coverage.



No Hidden Costs

Fixed pricing, no serial number fees, and no surprise add-ons or upgrades.



Complete Validation Package

Full IOQ with URS, functional, design, and config spec templates included (not just “core” validation like other vendors).



Global Ready

DSCSA, EU FMD, plus 15+ other regulations covered. One system for worldwide expansion.



Complete DSCSA & FMD Compliance

Product identifiers, tracing, verification, secure repository, aggregation, and exception handling—all in one platform.



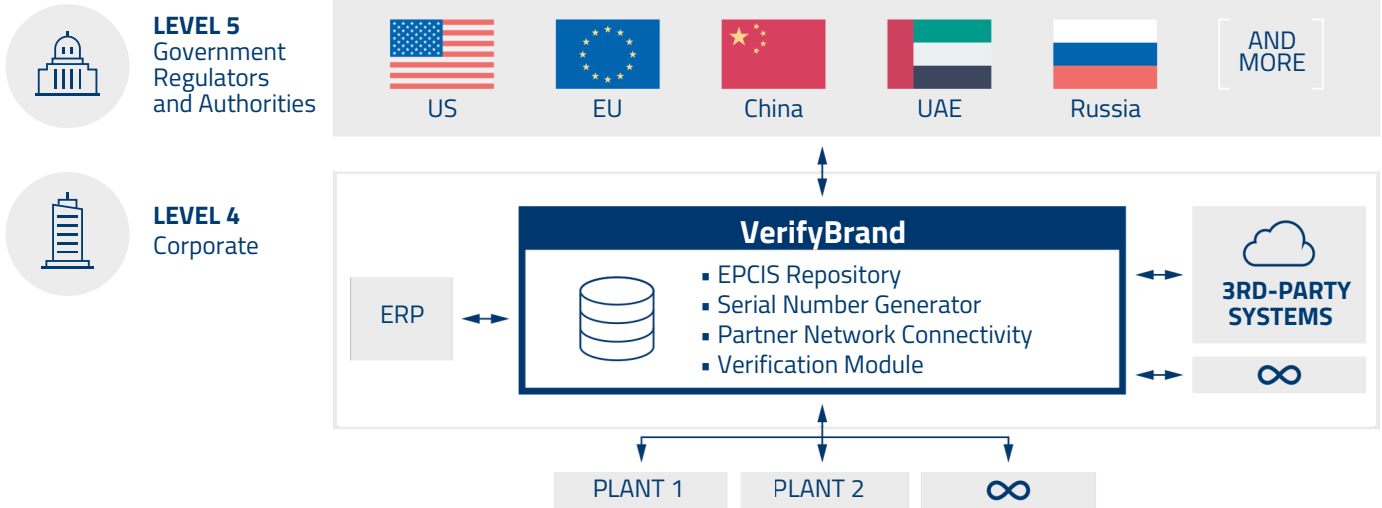
Streamlined Implementation

Turnkey solution with everything handled in-house. No third-party consultants or coordination headaches.

**They come for the software.
They stay for the service.**



The VerifyBrand™ Ecosystem



If you later bring manufacturing in-house and require L1-L3 capabilities, we have the solution. OPTEL provides comprehensive L1-L3 hardware, giving you **complete end-to-end L1-L5 serialization** coverage.

VerifyBrand™ vs. Other Vendors

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	✓	✗

OPTEL, a Team You Can Trust

96%

satisfaction
level of service

24/7

international support
(2-hour response SLA)

35

years serving the
pharma industry

25B

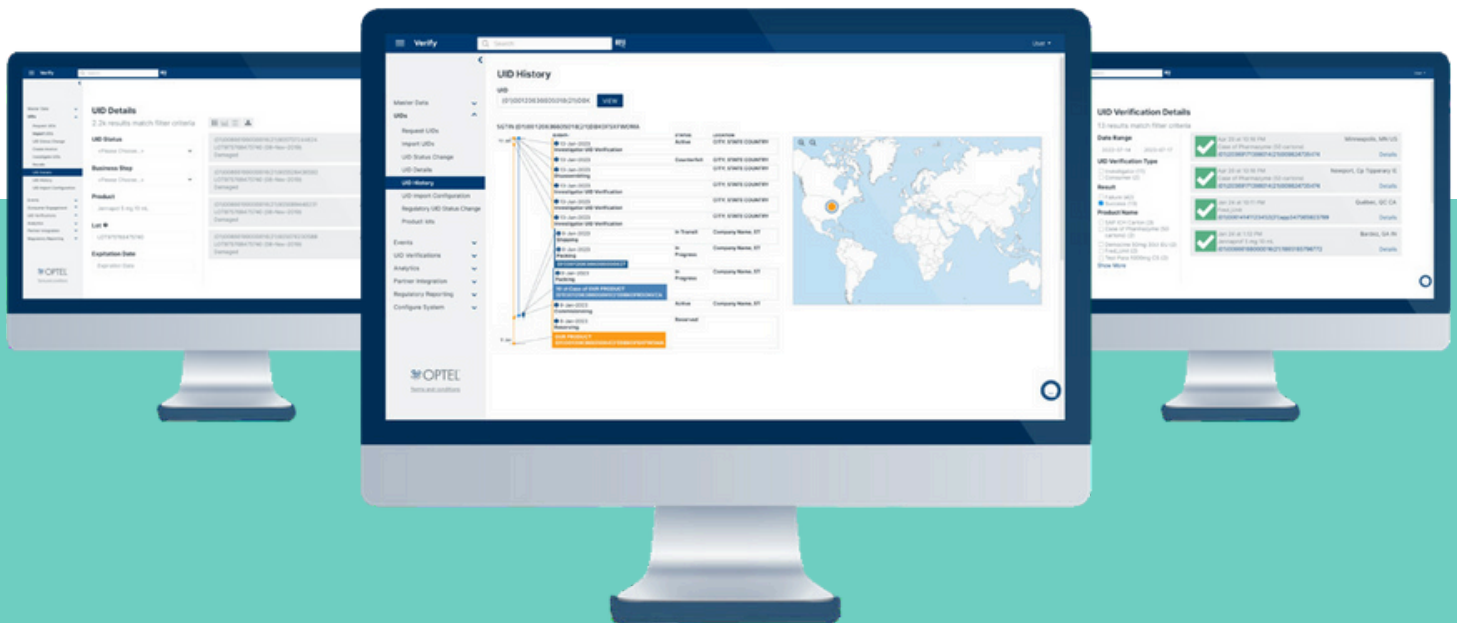
products tracked
per year

6,000

systems installed
worldwide

Ready to simplify your traceability ops?

GET A DEMO



Certified



Our Vision Goes Beyond Compliance

At OPTEL, our goal is to develop and use traceability technologies to build a better world, but as individuals sharing a fragile planet with our fellow human beings, we strive to do so much more.

From our purchasing policies to our choice of partners, and from encouraging our employees to volunteer in the community to the cultivation of our rooftop garden, everything we do reflects who we are as Certified B Corporation, part of a global movement of companies that use the power of business to do good in the world.

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