Verify BRAND™

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.

OPTEL™

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.
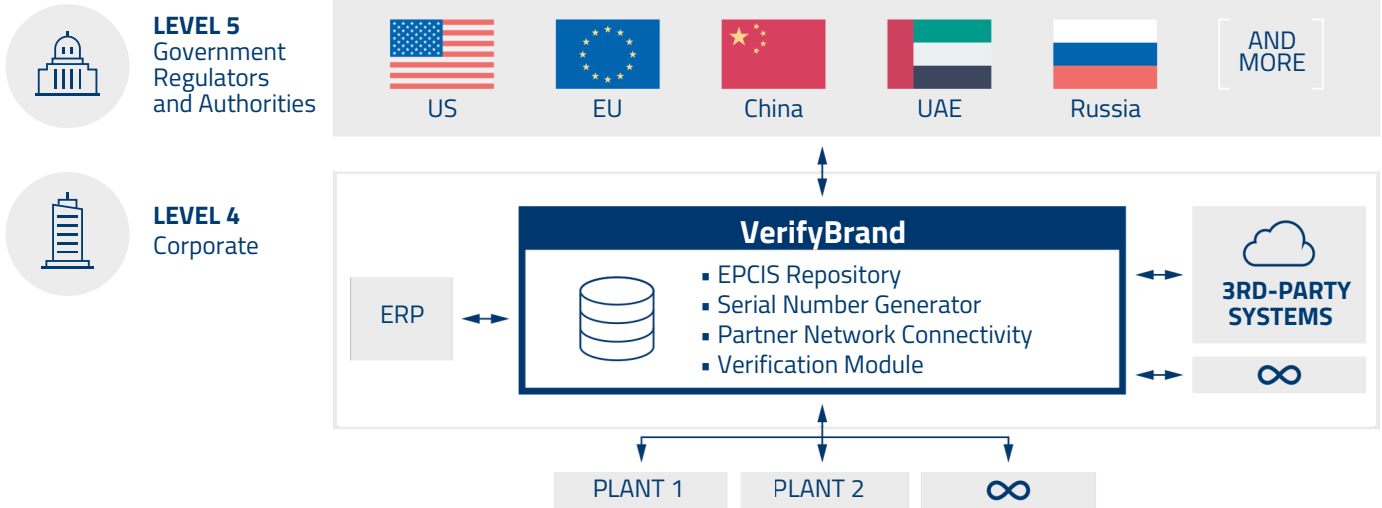
Streamlined Implementation

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

Milestone
6 years with VerifyBrand

Helen - Your CSM
Sent you a new message

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

Customer Success Dashboard

Tickets this year	Application Uptime
2	100%

Open tickets	2-hour SLA compliance
0	100%

VerifyBRAND™

The VerifyBrand™ Ecosystem

LEVEL 5
Government
Regulators
and Authorities

| US | EU | China | UAE | Russia | [AND MORE] |

LEVEL 4
Corporate

ERP ↔

VerifyBrand
- EPCIS Repository
- Serial Number Generator
- Partner Network Connectivity
- Verification Module

↔ **3RD-PARTY SYSTEMS**

∞

PLANT 1 | PLANT 2 | ∞

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)
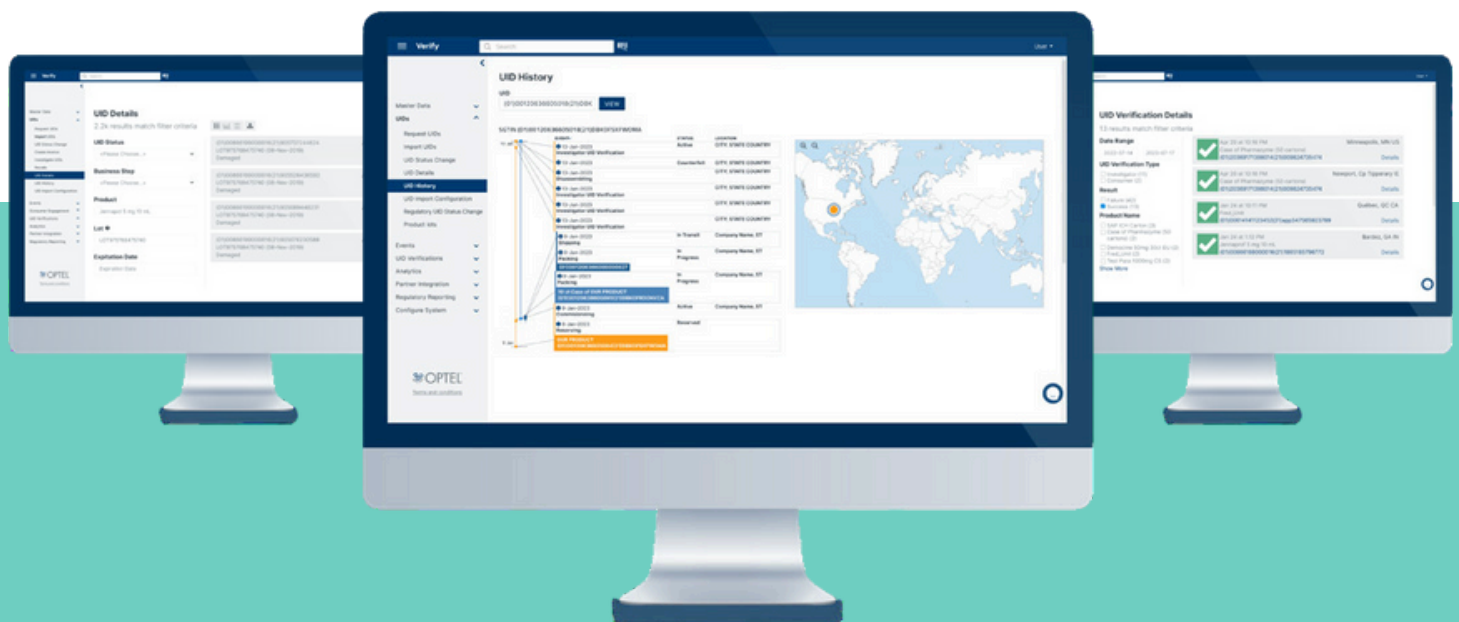
35
years serving the
pharma industry

25B
products tracked
per year

6,000
systems installed
worldwide

Ready to simplify your traceability ops?

GET A DEMO