



COMPLETE SERIALIZATION SOLUTION FOR CLINICAL MANUFACTURERS



The Pivotal Chaos You're Managing Right Now

The journey from the lab to the market is complex. You're orchestrating one of the most intricate phases in pharmaceutical development. You're not just managing serialization — you're coordinating:

- **CMO contracting** (stay with your clinical partner or RFP/contract a new one) aligned to the first test run
- **Artwork & labeling decisions** with tight regulatory deadlines
- **Packaging validations** that can't be rushed or compromised
- **State licensing requirements** with new portals, notarizations, and shifting fees
- **Serialization compliance** with product IDs setup and data exchange testing
- And many more...



The Hidden Complexity: Compliance requirements mean you can't simply fast-track or work around bottlenecks. You're left managing interdependencies, firefighting urgent issues, and trying to maintain visibility across a web of moving parts. All while the clock ticks toward your launch deadline.

Why teams feel the pressure earlier than expected

Serialization readiness typically begins 4–6 months before the first test run.

It's not just software — it's partner coordination, validation, testing, and data exchange across your supply chain.

What Phase 3 Teams Need to Stay Focused on Their Launch

You already have a lot to manage. Here's what you need for minimal distractions from your launch priorities.

Strategy & Setup

- Start with one market, easily scale later
- Predictable economics (no surprise volume costs)

Readiness & Compliance

- Partner readiness
- Serialization essentials
- Validation ready

Execution & Support

- Test-run timeline (backward plan + cutover checklist)
- Smooth go-live with clear ownership
- Exception handling



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—so you can stay focused on your commercial launch and getting treatments to patients.

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

Complete Validation Package
Full IOQ with URS, functional, design, and configuration spec documentation included (not just “core” validation).

Complete DSCSA & FMD Compliance
Product identifiers, tracing, verification, secure repository, aggregation, and exception handling—all in one platform.

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

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

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.**

Milestone
6 years with VerifyBrand

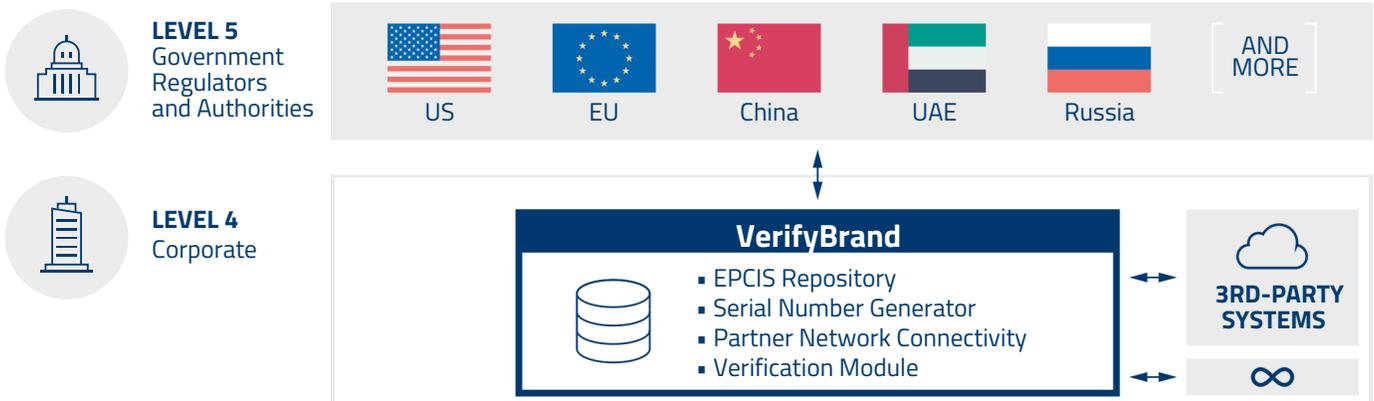
Helen - Your CSM
Sent you a new message

Customer Success Dashboard

Tickets this year 2	Application Uptime 100%
Open tickets 0	2-hour SLA compliance 100%

VerifyBRAND™

The VerifyBrand™ Ecosystem



If you bring manufacturing in-house down the road 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

8,000

systems installed
worldwide

"We chose VerifyBrand because, out of the box, it covered what we needed (IOQ for the core system, the regulatory pieces, the integrations, plus the documentation and authoring.)"

"VerifyBrand hasn't forced us into upgrades. We can plan those when it makes sense for us."

"We can focus on getting product to patients without worrying about what it'll cost to add a new market or how complicated the compliance reporting will be. VerifyBrand already has solid modules for the countries we're expanding into."

Ready to Secure Your Launch Timeline?

Book a Call

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