



Switch to VerifyBrand™ in Just 4 Steps — No Disruption, Just Results



A Quick-Start Guide for Pharmaceutical Manufacturers Rethinking their Serialization Platform

Switching providers can feel overwhelming—but for many pharma companies, it's the smartest move they'll make this year.

If you're tired of disruptive upgrades, costly validations, and vendor lock-in, you're not alone. Industry leaders are leaving outdated platforms behind and choosing **VerifyBrand™**—a modern, reliable solution that streamlines compliance, reduces costs, and gives you back control.

This guide shows how easy it is to make the switch—**no downtime, no risk**, and full support every step of the way.

What You'll Learn

- Why pharma leaders are leaving legacy platforms
- What makes VerifyBrand™ different
- The technical approach behind a zero-downtime migration

Why It's Time to Switch

Many pharmaceutical companies face recurring challenges with their existing L4 serialization platforms:

- Unanswered support tickets that leave teams in the dark for weeks
- Extra consultants needed for tasks the vendor should handle
- Forced reliance on 3rd parties—used as a strategy to lock you into future services
- Over-promised features that under-deliver
- Frequent bugs and costly downtime
- Disruptive upgrades and unpredictable outages
- Complex integrations that limit scalability
- Per-serial fees and hidden support costs
- Complex validation cycles with little support
- Unexpected validation demands
- Proprietary formats that limit flexibility
- Spotty coverage for new compliance mandates or updates (DSCSA, FMD, Russia, Kazakhstan, Uzbekistan)
- Vendor lock-in

Strategic Benefits of Switching to VerifyBrand™

Feature & VerifyBrand Advantage	Business Value	OPTEL	Others
Predictive Analytics and AI-driven Insights Tailor your agent to track the metrics you care about.	Prevent supply chain disruption before they impact production	✓	✗
Predictable Pricing No country-specific modules or hidden compliance costs	Easier budgeting and lower total cost of ownership	✓	✗
Built-in Validation Framework Validation-ready processes and documentation support	Reduces implementation effort and compliance risk	✓	✗
Global Compliance Coverage Supports multiple regulatory markets from a single platform	Faster expansion into new countries	✓	✗
Unlimited Serial Number Scalability Designed to handle growing serialization volumes	No disruption as production scales	✓	✗
Turnkey Implementation Expert-led onboarding and deployment services	Faster time-to-value and reduced project risk	✓	✗
Customer-Controlled Upgrades Flexible upgrade scheduling	Minimizes operational disruption	✓	✗
GS1 EPCIS-Native Architecture Built on global industry standards	Simplifies interoperability across partners	✓	✗
No Vendor Lock-in Open standards and portable data architecture	Greater flexibility and long-term control	✓	✗
Rapid Regulatory Adaptability Faster support for emerging regulations	Keeps businesses compliant as requirements evolve	✓	✗
Cloud-Native Platform Secure, scalable, and highly available infrastructure	Improved performance and lower IT overhead	✓	✗
End-to-End Traceability Track products throughout the supply chain	Better visibility, recall management, and patient safety	✓	✗
Integrated UID Management Centralized UID and serial number lifecycle management	Improved operational efficiency	✓	✗
Dedicated Customer Success Team Direct access to serialization and compliance experts	Faster issue resolution and proactive compliance support	✓	✗
SOC 2 Type II Independently Audited Enterprise-grade security and audited controls	Protects sensitive product and serialization data	✓	✗

Your Transition to VerifyBrand™ — Fully Managed

Phase 1



We Strategize

- Packaging line mapping
- Partner integration overview (CMOs, 3PLs)
- System architecture and validation alignment
- Regulatory risk segmentation

You: Review the strategy and prioritize business-critical regions or partners.

Phase 2



We Extract & Transform

- Export historical EPCIS data and metadata
- Translate to GS1-compliant format
- Map legacy extensions (e.g., inactive GTINs, custom events)

You: Provide access to the data and confirm metadata mapping logic.

Phase 3



We Validate

- Mock data loads with integrity checks
- Endpoint validation with partners and regulators
- Real-time exception handling and dashboards

You: Confirm data integrity and sign off with full confidence.

Phase 4



You Go Live

- Parallel system cutover or direct go-live
- Decommissioning of legacy system

You: Discontinue your legacy system and scale future deployments confidently.

Data Migration: How It Works in Practice

OPTEL has migrated clients from TraceLink, Rfxcel and other platforms using a clear, secure, and collaborative approach.

Migration Workflow

1. **Initial Assessment:** Understand data structure and formats
2. **Planning:** Timeline, milestones, and responsibilities
3. **Execution Steps:**
 - **Data Extraction:** Export company, location, product, and serialized attributes. Provides a reference table to map data to exported files.
 - **Data Transformation:** To GS1-compliant EPCIS via OPTEL tools
 - **Data Loading:** To VerifyBrand™ using standardized API
 - **Verification:** Data Integrity checks, mock load approval

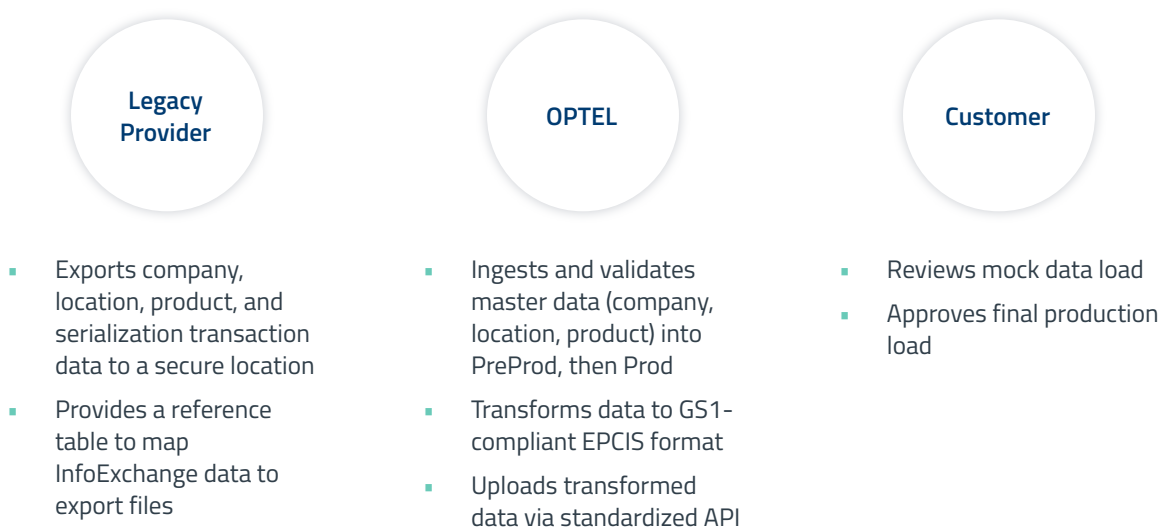
Data Integrity & Security

- Encrypted file transfer & secure endpoints
- Validation and error-handling at each step
- Iterative testing to handle large files and cleanse bad data
- VerifyBrand is SOC 2 type II certified

Timeline & Resources

- Average migration timeline: 4 to 6 weeks
- OPTEL + Client + Legacy Vendor all play coordinated roles
- Dedicated support team assigned for project success

Data Migration Responsibilities Overview



Blocker

How OPTEL Addresses Them

"We don't have time or resources."

OPTEL's team handles migration end-to-end. Minimal lift required from your team.

"We're locked into a vendor contract."

OPTEL helps you build a transition strategy that aligns with contract timelines.

"L4 validation is too painful."

OPTEL includes validation support (IQ/OQ) with every migration—no extra cost.

"We can't afford downtime"

"What if migration disrupts our operations?"

OPTEL ensures a smooth, zero-downtime migration with a parallel rollout approach—so your operations stay uninterrupted and revenue stays protected.

"OPTEL successfully migrated data from TraceLink, solving issues like duplicated records, non-GS1 identifiers, and large-file timeouts—all while keeping business operations uninterrupted."

– Global Serialization Manager

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