Verify BRAND™

A POWERFUL SERIALIZATION AND TRACEABILITY SOLUTION FOR L4-L5

Experience best-in-class performance with our single-tenant software, featuring a fixed-cost model, robust security measures, and fast query response.

OPTEL™

Traceability technologies for a better world

VERIFYBRAND™

Downstream traceability solution focused on product integrity, driven by compliance, performance, from manufacturing site to end user.

For more than two decades, OPTEL's L4-L5 serialization software, a patented, enterprise-level serialization and traceability solution, has been helping the world's best-known brands protect their assets. VerifyBrand™ is an essential tool to comply with most international pharmaceutical regulations.
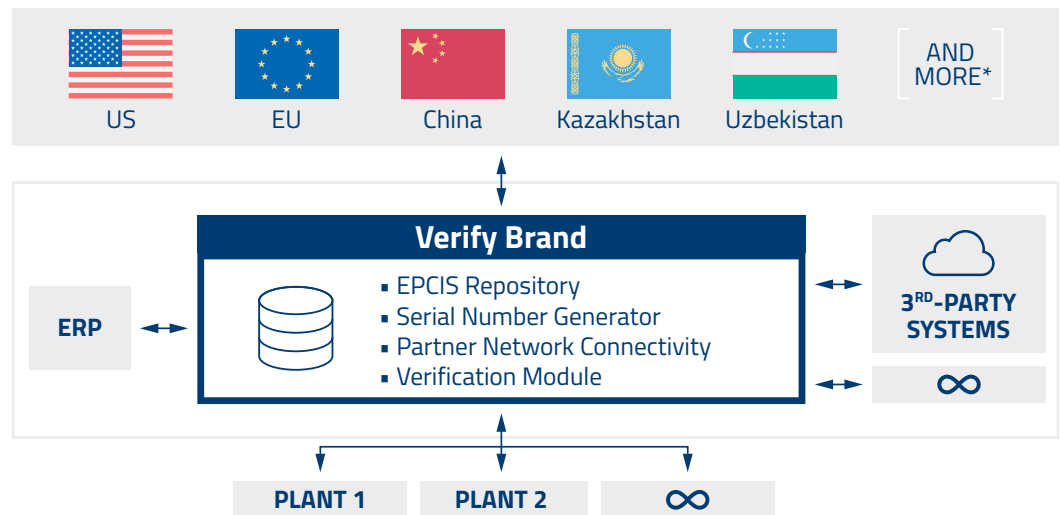
WHY YOU NEED VERIFYBRAND™

Regulatory compliance: VerifyBrand™ is a one-stop shop to connect to all regulators, coordinating compliance between plants (MAH, CMO, CPO, 3PL) and sending relevant data directly to government authorities.

Supply chain visibility: We help brands make their supply chains more secure by increasing visibility over every detail of a product's life cycle. From materials and suppliers to manufacturing and distribution all the way up to the end user, our solution generates rich data insights to create track-and-trace data points, alerts and customized reports.

Ease of use: VerifyBrand™'s user experience is enhanced thanks to its intuitive interface. Less IT involvement, lower costs and very little maintenance required.

Brand protection: VerifyBrand™ is a game changer for brand owners and manufacturers that need to trace and authenticate their products with minimal disruption to their manufacturing and packaging lines, thereby protecting their brand.

LEVEL 5
Government Regulators and Authorities

US EU China Kazakhstan Uzbekistan AND MORE*

LEVEL 4
Corporate

Verify Brand
- EPCIS Repository
- Serial Number Generator
- Partner Network Connectivity
- Verification Module

ERP

3RD-PARTY SYSTEMS

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PLANT 1 PLANT 2 ∞

* VerifyBrand™ helps to comply with the regulations: United-States, Europe, China, Uzbekistan, Kazakhstan, United Arab Emirates, Russia, Bahrain and India.

VERIFYBRAND™

WHY CHOOSE OPTEL'S L4-L5 SOFTWARE?

OPTEL's customizable and scalable approach means that you can pick and choose the modules and add-ons that are right for your organization. We focus on solving your specific business challenges.

CORE MODULES	OPTIONAL MODULES
• UID procurement • Track-and-trace • Master data management • EPCIS management/repository	• Partner integration • Regulation • Authentification • Consumer engagement

FIXED-COST INVESTMENT: The VerifyBrand™ pricing structure is among the most competitive on the market and completely transparent, with no hidden fees or costs. OPTEL adds no additional charges for serial numbers. Our offering also includes:

- Full platform validation (I/Q, O/Q, Production I/Q) for the duration of our engagement with you

- Easy document authoring of URS—IT, CMO integration and 3PL integration

- Managed services: master data upload and management if needed, alert monitoring support if needed/requested, ongoing platform administrative support, ongoing validation support of the platform and existing trading partner connections

Extendable, modular solution: VerifyBrand™ is highly configurable quickly integrating into your operations without disruption. This flexibility ensures compatibility with your existing systems and enables data set expansion at any time.

Our solution reduces validation resources, upgrade schedule is agreed with customers schedule and timing. By contractual agreement, we produce upgrades as required to keep you up-to-date with your country-specific regulation. Our extendable solution offers a full set of APIs to meet your specific integration needs.

Analytics reporting: The software is designed to help improve business operations and comes with built-in, advanced reporting tools. They allow you to quickly identify and report on regulatory compliance requirements as well as to report on the "health" of your supply chain. We provide the most relevant, contextual data and easy-to-use dashboards, providing real-time insights designed to support your specific business needs.

BENEFITS OF CHOOSING ONE PROVIDER FOR ALL YOUR COMPLIANCE NEEDS

VerifyBrand™ is an end-to-end track-and-trace solution for all compliance requirements, including serialization, VRS, Russian crypto code, aggregation and more. Building a long-term partnership is beneficial for both parties.

Our serialization software solution is the starting point for building a secure and transparent supply chain. Integrating compliance requirements into greater strategic planning for the digitization of your supply chain is a great challenge that starts with choosing the right partner. VerifyBrand™ can help your business comply with all worldwide regulations and get you on board for the next step toward the Supply Chain.

OPTEL's end-to-end track-and-trace solution for compliance and efficiency:

- Cost-efficient turnkey solutions
- Long-term partnership built on **trust**
- Added value at every step of your supply chain and increased operational efficiency
- Supply chain **visibility** and **transparency**
- **Scalable** solutions toward the Supply Chain
- **Data optimization** of multiple manufacturing and distribution sites
- **Data intelligence** with context
- Reporting and analytics

80% of our customers have been using it for more than 5 years.

REASONS TO CHOOSE VERIFYBRAND™

AN INNOVATIVE SOLUTION…

- Reporting and analytics, with analytical dashboards contributing to return on investment
- Connectivity to the verification router system (VRS) network — Compliant with DSCSA and other current and future regulations
- Compliant with country-specific regulations using a single interface and integrated automation
- VerifyBrand™ is 'future-oriented'
- Unlimited serial numbers

… THAT IS COST-EFFECTIVE

- Single-tenant architecture — Choose when you want to upgrade
- Support and platform training included in the package
- Validation package with no extra costs, consisting of the installation qualification (IQ), operational qualification (OQ) and Production IQ
- Transparent pricing
- Assistance with the set-up of master data
- Providing 'value beyond compliance' (VBC)
- Quicker root-cause analysis (RCA-L1 to L4) when system downtime occurs (knowledge of line level)
- Proven migration strategy

VERIFYBRAND™

Certified **B** Corporation

OPTEL is the ONLY company with the ability to provide complete end-to-end traceability solutions from raw materials to the end user.