

Customer – Global Dental Products Company



Requirements – Product Authentication for Anti-Counterfeit and Anti-Diversion

Solution – Secure Data Management, Serialized Security Labels and Global Fulfillment, Web-based Authentication, Track and Trace, Customer Support

Future – ERP Integration, Automated Security Label Replenishment, Customer Loyalty Program

Overview

A global supplier of over 2,000 products and services designed to help dental professionals improve their patients' oral health care experienced serious patient impact from professional and wide-spread counterfeiting and product diversion. After reviewing multiple physical security packaging approaches, they sought out Verify Brand to deploy a comprehensive solution for secure serialization, Web-based authentication, tracking and product promotion.

Needs Analysis/Project Planning

The Verify Brand sales process includes a thorough Needs Analysis including meetings with all company or third-party stakeholders and entities responsible for the scoping deployment and support of a solution. The Needs Analysis typically includes brand security, IT, production, distribution/logistics, marketing and often end-customer site visits. Throughout this process Verify Brand project managers and technical support personnel complete Customer Requirements Documents, which support defining, documenting and confirming customer requirements and objectives. The outcome of the Needs Analysis is a complete proposal and project plan to support customer approval and then to guide a successful deployment process.

Secure Data Management

Verify Brand provides complete and secure data management through an infinitely scalable, fully-redundant hardware and software platform with disaster recovery hosted by an IBM Premier, Microsoft Gold Certified and Cisco Gold Certified Partner. The data management platform configuration is a cluster SQL 2008 database server environment connected to a virtual infinitely scalable SAN with remote disaster recovery. Virtual Web servers provide a fully scalable architecture as bandwidth requirements grow. Customer data can be stored in shared or segregated databases, or a customized hardware/software platform can be designed and deployed per customer requirements.

Secure Label Serialization

Verify Brand technical support provided label and secure code design, deployment and integration of its VB Enterprise UID Procurement and Management Web and client software application, an integrated label fulfillment process, secure label printing, inspection and data association hardware and software platform.

ERP Integration

Part of the comprehensive Verify Brand solution enables seamless integration between the VB Enterprise database and the customers' existing ERP system. ERP integration also perpetuates Verify Brand's ability to automatically replenish authentication labels.

Product Authentication

VB Enterprise Authentication via the Web, enables dentists to confirm that the material prescribed for the patient is what has been received. Serialized security labels are used to differentiate premium-branded product from counterfeits and product destination information in the database identifies diversion. VB Enterprise Authentication has been deployed in thirteen countries, and scheduled for over thirty countries, on all continents. Twenty country-specific authentication Websites, utilizing eleven different languages, are currently being supported.

Track and Trace

VB Enterprise Track and Trace product tracking via the Web identifies the individual restoration and its associations to the milling centers, labs and dentists, traces the restoration directly to the patient case number and provides real time text and geographic mapping of all authentication activity.

Alerts and Reporting

VB Enterprise Alerts and Reporting provides real-time alerts and customized reports to inform the customer of duplicate code detections, invalid authentication activity, chain of custody and additional authentication system feedback. In addition, inventory status reports and system usage reports are generated monthly.

Professional Services

Verify Brand provides a wide variety of professional services, including project management; procurement and integration of third-party software and hardware; software configuration, customization and integration; label supply and coordination with third-party label suppliers; system installation; on-site and Web-based training; regulatory reporting and documentation; 24x7 global and system support; and on-site repair and maintenance.