

**Customer** – Global Medical Products Company



**Requirements** – Product Serialization, Data Management, Supply Chain and Consumer Authentication, Alerts, Reporting

**Solution** – Secure Data Management, Secure Label Serialization, Authentication Call Center and Web Authentication, Alerts, Reporting, Customer Support

**Future** – Track and Trace for Diversion, Logistics Control for Return Management

## Overview

A multi-billion dollar subsidiary of a Fortune 50 company and global supplier of medical products to hospitals experienced serious patient impact from professional and wide-spread counterfeiting. After implementing multiple physical security packaging approaches, they sought out Verify Brand to deploy a comprehensive solution for secure serialization, Web-based and call center authentication, and tracking and tracing of products throughout the supply chain.

## 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. In this case, the customer required a dedicated hardware fully redundant Web and database server platform, which Verify Brand designed, acquired and deployed at its data center as a part of the comprehensive solution.

## Secure Serialization

As a part of a comprehensive solution Verify Brand scoped, designed and deployed a complete secure serialization solution. Due to requirements that the new authentication label include a JIT batch and expiration date, label printing was required to be integrated at, and with production. Verify Brand technical support provided label and secure code design, deployment and integration of its VB Enterprise UID Procurement and

Management software application and an integrated label printing, inspection and data association hardware and software platform.

## Product Authentication

Verify Brand deployed VB Enterprise Authentication for both direct Web authentication and utilization by a third-party call center. Web authentication was enabled on the company's customer call center gateway. Through a single sign on to the gateway, the end user could navigate to a product authentication link that would redirect and pass the user profile and access credentials to the brand concentric configuration of VB Enterprise Authentication. The company's nurse's hotline was enabled as a first response call center to filter emergency health issues from authentication issues. The attendant would forward the authentication calls to the Verify Brand authentication call center where agents trained in response scripts and the use of VB Enterprise Authentication would respond to verbal authentication requests 24x7.

## Alerts and Reporting

VB Enterprise Alerts and Reporting provide real-time alerts and customized reports to inform the customer of duplicate code detections, invalid authentication activity, product tracking and to provide additional authentication system feedback. In addition, authentication status reports and system usage reports, inclusive of technical support calls, Web gateway hits and call center history 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, and call center suppliers; system installation; on-site and Web-based training; regulatory reporting and documentation; 24x7 global and system support; and on-site repair and maintenance. Quality Assurance, electronic records and signatures are stored in the Verify Brand asset management system in compliance with the Food and Drug Administration's (FDA) "guidance" relative to part 11 of Title 21 of the Code of Federal Regulations; Electronic Records; Electronic Signatures (21 CFR Part 11), and follows the current ISO 9000 Good Manufacturing Practices.