

**Customer** – Agribusiness Corporation



**Requirements** – Identity Preservation, Production Tracking and Reporting

**Solution** – Secure Data Management, Serialized Label Supply, Workflow Management, Lineage Tracking, Event Alerts, Inventory and Event Reporting

**Future** – ERP Integration, Commercial Production Support

## Overview

A multi-billion dollar, privately held, food and agribusiness corporation based in the United States, sought out Verify Brand to deploy a comprehensive solution for identity preservation and inventory management of genetically modified organisms. The challenge was to create an electronic repository for internal users and third-party entities to track plant records, genetic lineage, and transfers from lab to field. The opportunity is to provide chain of custody records in compliance with pending FDA regulations.

## Needs Analysis/Project Planning

The Verify Brand sales process includes a comprehensive needs analysis process. For this customer, the process involved meetings with all corporate and contract third-party stakeholders responsible for defining the project scope, deployment, and ongoing support of the solution. The needs analysis included both customer and third-party site visits. Throughout the process, Verify Brand project managers and technical support personnel completed various customer requirement documents, which supported the definition, documentation and confirmation of the customer's objectives. The outcome of the needs analysis was a detailed proposal which was used to obtain customer approval and a project plan which was used to facilitate a successful deployment of the solution.

## 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 a shared or in segregated databases or a customized hardware/software platform can be designed and deployed per customer requirements.

## Secure Serialization

As a part of a comprehensive and turnkey solution, Verify Brand scoped, designed and deployed a complete secure serialization solution. Verify Brand technical support provided label and secure code design, an integrated label fulfillment process, label printing, inspection and deployment. The integration of VB Enterprise UID Management software at the production locations enables the product association and lineage tracking workflows.

## Workflow Management and Lineage Tracking

Verify Brand provided the customer with a scalable solution which allows the customer to identify seeds and plants at both corporate and third-party contract locations and to track each seed/plant back to a unique lineage. Seed and plant containers were bar coded with secure codes and scanned using hand-held devices, which ensured that the customer was able to manage the plants and seeds in accordance with both internal policies and regulatory requirements of the United States Food and Drug Administration (FDA).

## Inventory and Event Reporting

Real-time alerts and customized reports were provided which facilitated inventory tracking (by unique line), event management, and regulatory compliance. Future phases will include the creation of a data warehouse, which will allow the customer the ability to create real-time ad hoc reports.

## Professional Services

Verify Brand provides the customer with a wide variety of professional services, including the following: project management; procurement and integration of third-party software and equipment; software and application configuration, customization and integration; system installation; on-site and Web-based training; regulatory reporting and documentation; 24x7 customer and system support; and on-site repair and maintenance.