VB Enterprise Platform for Greater Supply Chain Security

Verify Brand has enhanced its market-leading serialization, traceability and digital authentication platform VB Enterprise to broaden its ability to meet expanding supply-chain security and management requirements for manufacturers across several industries, including pharmaceutical, medical device, high-tech electronics, consumer goods and more.

Among the enhancements is full support for any secure Unique Identification (sUID) structure, including standards-based sUIDs, such as the life science industry's GS1 SGTIN/SSCC, randomized and proprietary structures. Reverse logistics is also now supported through the VB Enterprise recall management, returns management and warranty/depot management services. The platform has additional applications for phone and tablet use across all major mobile-device operating systems, including Apple iOS, Android, Windows Mobile 8 and BlackBerry.

Additional platform enhancements include:

- A common event capture interface based off GS1's EPCIS messaging standard
- Message Management Service integration layer simplifying inbound data capture and providing a flexible tool for external messaging and reporting
- Enhanced batch/lot-level traceability for upstream components and raw materials
- Advanced visual reporting and analytics

Verify Brand is a recognized leader in developing, deploying, and supporting supply chain security solutions for manufacturers across industries, including high-tech

electronics, life sciences, high-value consumer goods, food, chemicals, industrial components and others. Verify Brand's Software as a Service (SaaS) offering provides optimized supply chain visibility through product sUID and the associate object data. This results in the ability to securely manage products while providing valuable information and analytics about the sUID throughout its life-cycle to improve business processes within industry and government operations.

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