

COMPETITIVE COMPARISON · INDIA

# Verixa vs AmpleLogic

Governed, AI-native GxP eQMS vs the broad deployed incumbent suite

INTERNAL / REACTIVE — NOT FOR FIRST SEND

# A reference asset — not a slide in the buyer deck

## When to use it

Pull up reactively when a prospect asks "why not AmpleLogic?", or when working a Lane B account already on an incumbent. Never lead with it.

## Why it stays separate

Naming a validated, 120-customer incumbent unprompted invites a head-to-head we don't win pre-validation and reads defensive for an early-stage company.

## Claim discipline

Verixa = implemented · internally tested · validation-ready · in customer-validation phase. Never "validated / compliant / audit-ready / full-suite replacement."

*AmpleLogic column throughout = their public marketing claims, quoted, not independently verified.*

# Where each player sits in the India market

## AmpleLogic

Broad low-code “aPaaS for Life Sciences.” Mature India incumbent — 14+ deployed modules, 120+ customers, 500+ implementations, 15+ yrs.

## Global enterprise suites

Veeva, MasterControl, TrackWise — deep, expensive, long deployments. Rare in emerging / clinical-stage India biotech. (Not researched here — add on request.)

## Budget point tools

DigiQual and similar — cheap, shallow, weak governance. Too low to benchmark price against.

## Verixa

AI-native, governance-first GxP eQMS. ~70 modules built, in customer-validation phase. Wedge: governed AI evidence workflow for no-mature-eQMS accounts.

KNOW THE INCUMBENT

# What AmpleLogic is — honestly

A mature, broad deployed suite. Their real strengths (don't pretend otherwise):

## 14+ deployed modules

LIMS · ELN · MES/eBMR · eQMS · DMS · LMS · APQR · CPV · RIMS — one shared data layer.

## Proven at scale

120+ pharma customers (Cipla, Bharat Serum, P&G) · 500+ implementations · 15+ yrs.

## Validation track record

Dedicated validation team · "pre-validated" modules · "GAMP 5 Validated / Part 11 Ready."

## Certifications held

ISO 9001 · ISO 27001 · SOC 2 · G2 4.8/5 · analyst placements.

## Low-code aPaaS

Drag-and-drop builder, configurable workflows, 50+ connectors, runs on Linux/PostgreSQL.

## AI added on

Recommendation engines, agentic report builder, OCR — bolted onto a pre-AI core.

## OUR POSITION

# What Verixa is

Not a cheaper clone of the suite — a different architecture for the AI-governance era.

### AI-native, not AI-bolt-on

Evidence/exception engines, predictive scoring, MIRA copilot built as primitives — not features on a pre-AI core.

### Governance-first

Architected to EU Annex 22 (draft) & EU AI Act high-risk: intended-use, model registry, HITL gates, advisory↔system-of-record split.

### Tamper-evident integrity

SHA-256 hash-chained, append-only audit trail (verifyHashChain) — stronger than a standard configurable log.

### Broad, built footprint

~70 GxP modules built (QMS core + APQR, batch, stability, OOS/OOT, inspection-readiness). In customer-validation phase.

### Honest on validation

Validation-ready; IQ/OQ/PQ authored; customer owns approval. Precision as a trust signal, not overclaim.

### Focused wedge to land

One bounded deviation→CAPA evidence workflow proves value in 90 days — then expand.

# Side-by-side comparison

DIMENSION	AmpleLogic	Verixa
What it is	Broad deployed low-code suite	AI-native GxP eQMS, governance-first
Best fit	Enterprises consolidating legacy systems	No-mature-eQMS accounts wanting governed AI evidence
Module breadth	14+ deployed modules	~70 modules built (QMS core + quality)
Lab / Mfg execution	Dedicated LIMS · ELN · MES/eBMR	No dedicated LIMS/ELN/MES — QMS + governance focus
AI approach	Bolt-on to a pre-AI core	AI-native primitives, governed

# Side-by-side comparison

DIMENSION	AmpleLogic	Verixa
AI governance	"AI-powered"; no published Annex 22 / EU AI Act framework	Architected to Annex 22 (draft) / EU AI Act high-risk
Audit-trail integrity	Configurable audit trail (standard)	SHA-256 hash-chained, append-only, tamper-evident
Validation status	Markets 'validated / audit-ready' as bare claims	Validation-ready; customer owns validation — stated honestly
Proof	120+ customers · 500+ impl · ISO/SOC 2 · G2 4.8	Pre-reference · founding-partner cohort forming
Deployment	"Weeks," consultant-led, full suite	90-day bounded sprint · 1 facility · 1 workflow

# Breadth is real — the Phase-1 sale is bounded, the product is not

## VERIXA · ~70 MODULES BUILT

### QMS core

deviation · CAPA · change control · complaints · RCA · risk · audit-log · supplier · training · document control

### Quality / mfg-adjacent

APQR · batch records · stability · environmental · OOS/OOT · inspection-readiness · GMP/GCP/GDP/GLP/GVP

### AI-native (unique)

ai-evidence · agentic-panel · scoring-ai (predictive) · MIRA copilot · investigations-hub · HITL gates

## AMPLELOGIC · 14+ DEPLOYED

### QMS + lab + mfg

eQMS · LIMS · ELN · MES/eBMR · DMS · LMS · eLogbook · CAPS · RIMS · APQR · CPV · UAM · CVS

### Their edge — 8 modules we lack

LIMS · ELN · QC Planning · eBMR/MES · eLogbook · CVS · full CPV · RIMS submissions.

### Maturity

Deployed across 500+ projects (they market it “validated”; customer still validates) — the real gap is references, not the QMS core.



# Where we match — where they're broader

VERIXA MATCHES · built · AI-native

QMS core (head-to-head)

deviation · CAPA · change control · complaint · audit · OOS/OOT · risk · RCA · supplier

Quality modules

DMS · training (LMS) · APQR · stability · access (UAM) · calibration

Plus AI-native + governance

ai-evidence · agentic-panel · predictive scoring · HITL · tamper-evident trail

AMPLELOGIC-ONLY · 8 modules we lack

Lab + manufacturing execution + specialised validation:

- LIMS
- QC Planning
- eLogbook
- full CPV
- ELN
- eBMR / MES
- CVS (cleaning val.)
- RIMS submissions

**Deviation→CAPA is parity — their eQMS owns it too.** The real gap is lab + MES + specialised validation, and it's by design: Verixa is QMS + AI-governance, not a lab/MES suite.

# Module catalog vs bounded outcome

## AMPLELOGIC

### Module / application catalog.

- 14 products — each its own landing page, ROI stats, G2 rating, demo CTA
- aPaaS + "deepest native integration" is the upsell
- You buy applications and consolidate vendors

## VERIXA

### Bounded workflow / measured outcome.

- One governed deviation→CAPA evidence workflow
- One facility · 90 days · measured ROI · then expand
- You buy an outcome, not a module list

A no-mature-eQMS account has nothing to consolidate — their "replace 14 vendors" story doesn't land there. That's our wedge.

# Their validation language vs ours

## AMPLELOGIC SAYS (verbatim)

- "GAMP 5 Validated Stability Software"
- "validated for pharma" (LMS)
- "100% FDA Compliant · always audit-ready" (eQMS)
- "passes every regulatory inspection"
- "100% Audit-Ready" (RIMS)

## VERIXA SAYS

- "validation-ready"
- "in customer-validation phase"
- "you own validation"
- "subject to customer validation before production use"
- — never "validated / compliant / audit-ready"

Every one of their modules still requires the customer to validate for intended use — the absolutes are marketing, not regulatory reality. **With an inspection-aware QA buyer, our precision reads as competence; their absolutes read as risk.**

# Where AmpleLogic wins today

<b>Proof &amp; references</b>	120+ named customers, G2 reviews, analyst placements. We are pre-reference. The biggest gap.
<b>Deployed breadth + 8 extra modules</b>	Live, consultant-delivered across 500+ projects, plus LIMS/ELN/QC/MES/eLogbook/CVS/CPV/RIMS we don't have. (They market it 'validated'; customer still validates.)
<b>Validation track record</b>	Dedicated validation team, executed delivery. Our IQ/OQ/PQ are authored; customer-led execution is the active phase.
<b>Certifications already held</b>	ISO 9001, ISO 27001, SOC 2 in hand. We are pre-certification.

# Where Verixa credibly differentiates — no overclaim

## **Governed AI, not “AI-powered”**

Annex 22 / EU AI Act architecture incumbents will have to retrofit — intended-use, HITL, advisory↔SoR split.

## **Tamper-evident audit trail**

SHA-256 hash-chained, append-only integrity as a design primitive.

## **Honesty as positioning**

“Validation-ready, you own validation” beats “validated” with sophisticated QA buyers wary of vendor overclaim.

## **Focus = fast, provable value**

One bounded workflow in 90 days vs a 14-module consolidation a greenfield account doesn’t need.

## OBJECTION HANDLING

# Say it this way

### **"AmpleLogic has 120+ customers — why you?"**

They're the broad, proven incumbent — correct. We're a focused, governed AI evidence workflow for one bounded GMP process, built to the AI rules every QMS will have to meet. Phase 1 proves it on your data in 90 days, and you own validation.

### **"They're already validated / Part 11."**

We're validation-ready and hand you the IQ/OQ/PQ package to execute with your QA — you approve validation before production use. We'd rather be precise than overclaim. (Never echo "validated.")

### **"They do AI too."**

They added recommendation engines on a pre-AI core. We built the governance layer first — intended-use, human-in-the-loop gates, advisory-vs-system-of-record boundary, tamper-evident audit trail.

### **"Is Verixa just a point tool?"**

No — ~70 modules built across the full QMS plus APQR, batch, stability, OOS/OOT, inspection-readiness. We start you on one workflow on purpose, then expand.

# Credible undercut, not a race to the bottom

AmpleLogic

~₹10L

Y1 entry anchor (prior intel — verify; not published)

Verixa Phase 1

₹9L

90-day GMP design-partner sprint — ₹1L+ under the incumbent

Verixa Phase 0

₹3L

Evidence-mapping sprint, credited to Phase 1

**Founding-partner cohort:** first 2 paid partners · 31 Dec 2026 cutoff · cohort 2+ reverts to list.

Don't pitch price on T1/T2 — fit-call discovery first. ₹9L sits credibly below ~₹10L without the non-credibility of a near-zero price.

# Where we don't fight

**Don't claim equal/greater deployed, validated breadth**

They win there today. Frame our breadth as "built & in customer-validation," expansion-ready.

**Don't enter a LIMS / ELN / MES bake-off**

Out of scope. We are QMS + AI-governance, not lab or manufacturing execution.

**Don't pitch rip-and-replace to an entrenched account**

Lane B = overlay; incumbent stays system of record, read-only/controlled-sync.

**Don't echo "validated / compliant / audit-ready"**

Banned lexicon. Precision is our trust signal — use validation-ready / in customer-validation phase.



## THE ONE-LINE POSITIONING

**Governed, AI-native, tamper-evident  
— and honest about validation.**

Make the incumbent irrelevant on the wedge. Don't fight it head-on.