## RESOURCES

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Case Study: Ferrer | Building a Master Data Strategy for EU FMD



As a large and diverse international pharmaceutical manufacturer, Ferrer recognized that it would need a multidisciplinary approach to prepare its master data for EU FMD compliance. Learn how TraceLink played a role in ensuring their master data was correctly updated to the EU hub, a key component of their successful serialization implementation. Ferrer's poster, "Master Product Data Strategy for EU FMD Implementation," was one of 11 featured during FutureLink Barcelona's interactive Poster Sessions.



## Master Product Data Strategy for EU-FMD implementation: the key of success in serialization

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Align your systems at the same time as Tracelink, do not leave it! Otherwise

Assessment of artworks is needed for multimarket clusters.

Do not leave the signing of NMVS contracts a "secondary" task, In Germany, if the contract is signed, it is not possible to commercialize seriali products (master product data can't be uploaded).

**VIEW POSTER SESSION GALLERY** 

Sign the OBP contract with EMVO and contracts with NMVSs (mandatory), otherwise your data will neither be uploaded nor distributed. Without the master data product uploaded it's not possible to serialize in Europe.

**Case Study** 

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