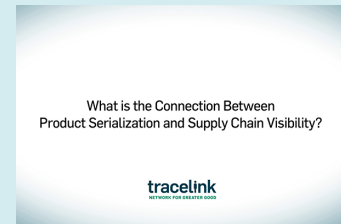




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What is the Connection Between Product Serialization and Supply Chain Visibility?



Key Takeaways

- Product serialization is a key enabler that can help you achieve end-to-end supply chain visibility.
- Serialization compliance and supply chain teams should work closely together on supply chain visibility initiatives.



Get Roddy Martin's take on the powerful connection between serialization and supply chain visibility—and why serialization and supply chain teams need to be closely aligned.

Transcript:

There's been a lot of debate around the differences in organizations between the approach to serialization and the approach to **supply chain visibility**. In reality, they're one and the same issue.

Serialization and the ability to track and trace a product across the network for patient safety was driven by the regulatory bodies.

But the supply chain is looking for where a product was, where it originated, and

where it is in its journey toward the patient.

Well, this just means that the serialization team and the supply chain team driving for inventory and visibility need to be sitting around the same table.

This is nirvana for the supply chain. The fact that any company that's serialized has access to inventory levels if they simply bring all these teams together, and digitize this serialized data, and make it visible to the end-to-end supply chain.

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Video Serialized Product Intelligence Supply Chain Digitalization Serialization

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