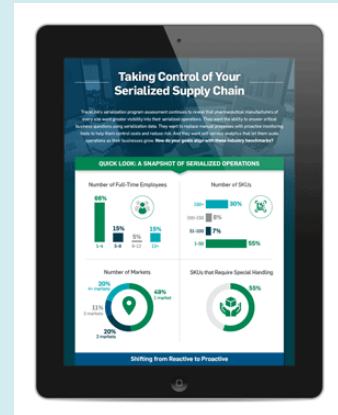tracelink
NETWORK FOR GREATER GOOD

RESOURCES

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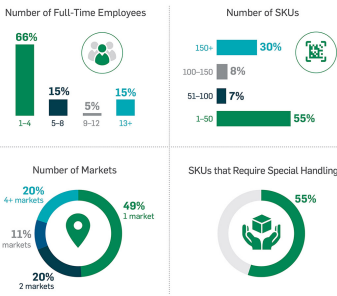**Resources**
Resource Center

Serialized Operations: Challenges and Opportunities

Taking Control of Your Serialized Supply Chain

TraceLink's serialization program assessment continues to reveal that pharmaceutical manufacturers of every size want greater visibility into their serialized operations. They want the ability to answer critical business questions using serialization data. They want to replace manual processes with proactive monitoring tools to help them control costs and reduce risk. And they want self-service analytics that let them scale operations as their businesses grow. **How do your goals align with these industry benchmarks?**
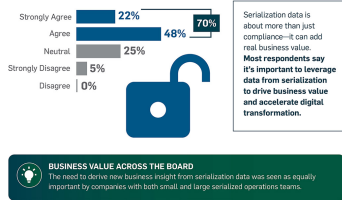
QUICK LOOK: A SNAPSHOT OF SERIALIZED OPERATIONS

Number of Full-Time Employees

- **66%** 1–4
- **15%** 5–8
- **5%** 9–12
- **15%** 13+

Number of SKUs

- 150+ **30%**
- 100–150 **8%**
- 51–100 **7%**
- 1–50 **55%**

Number of Markets

- **20%** 4+ markets
- **49%** 1 market
- **11%** 3 markets
- **20%** 2 markets

SKUs that Require Special Handling

- **55%**

Shifting from Reactive to Proactive

77% agree it's important to monitor every **EXPECTED** event.

83% agree it's important to be alerted quickly when **UNEXPECTED** events occur.

" [Serialization] will create a platform for a better understanding of our operations and where we can improve—or even be proactive—in our supply chain operations. "

Pasi Kemppainen
Director and Head of Global Supply Chain Traceability and Digital Strategy
Santen Pharmaceutical
Source: "Rising to the Challenge of Russian Compliance"

GREATER CONTROL WITH LIMITED RESOURCES
While all companies saw a need for proactive monitoring, companies with smaller teams indicated the greatest need for control.

Early Identification of Exceptions is Key

An overwhelming 86% believe it's important to detect potential serialization process exceptions early in the process, before they reach wholesale distributors or dispensers.

FASTER RESPONSE TO PROTECT AT-RISK PRODUCTS
Early detection of serialization issues is especially important to companies with products that require special handling, such as cold-chain tracking and environmental excursion monitoring.

Unlock the Value of Serialization of Data

- Strongly Agree **22%**
- Agree **48%** (**70%**)
- Neutral **25%**
- Strongly Disagree **5%**
- Disagree **0%**

Serialization data is about more than just compliance—it can add real business value. **Most respondents say it's important to leverage data from serialization to drive business value and accelerate digital transformation.**

BUSINESS VALUE ACROSS THE BOARD
The need to derive new business insight from serialization data was seen as equally important by companies with both small and large serialized operations teams.

Visibility into CMO Activity is Top Priority

CMO activity is critical to business success. **That's why the sweeping majority of pharma companies agree it's important to align closely with CMOs** and work together to ensure compliance mandates are met.

90%

" What we need is integration with our manufacturers, CMOs, and 3PLs. We need to provide them the right data and enable them to provide the right data to us. "

Pasi Kemppainen
Santen Pharmaceutical
Source: "Rising to the Challenge of Russian Compliance"

ENSURING PARTNER COMPLIANCE
While at least 83% of all companies agreed that the ability to monitor CMO compliance with regulatory requirements is critical, more than 90% of small companies cited it as a business priority.

The Impact of Serialization

Serialization is a new source of complexity and potential disruption.

- **47%** Nearly half worry that process exceptions will block products from reaching patients.
- **64%** The majority agree that their approach to resolving exceptions is highly manual.
- **50%** 50% agree it takes too much time and too many resources to resolve exceptions.

ELIMINATING MANUAL PROCESSES
Mid-sized companies with 100+ SKUS but limited resources are especially concerned about the impact of manual processes on their ability to proactively manage exceptions and resolve potential disruptions.

Tap into Your Gold Mine of Serialization Data

Whether you operate in one market with a limited number of products or across multiple markets with diverse serialization requirements, Serialized Product Intelligence empowers your business users with self-service capability so they can answer business-critical questions using underlying serialization data quickly—without needing IT resources. Additionally, Serialized Product Intelligence creates a foundation for game-changing analytics. **With Serialized Product Intelligence, you can take control of serialized operations to achieve operational excellence and get back to focusing on your core business.**

Learn more about Serialized Product Intelligence today

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![tracelink - NETWORK FOR GREATER GOOD]

InfographicSerialized Product IntelligenceSupply ChainUnited States
Subscribe to Agile Supply Chain Insights
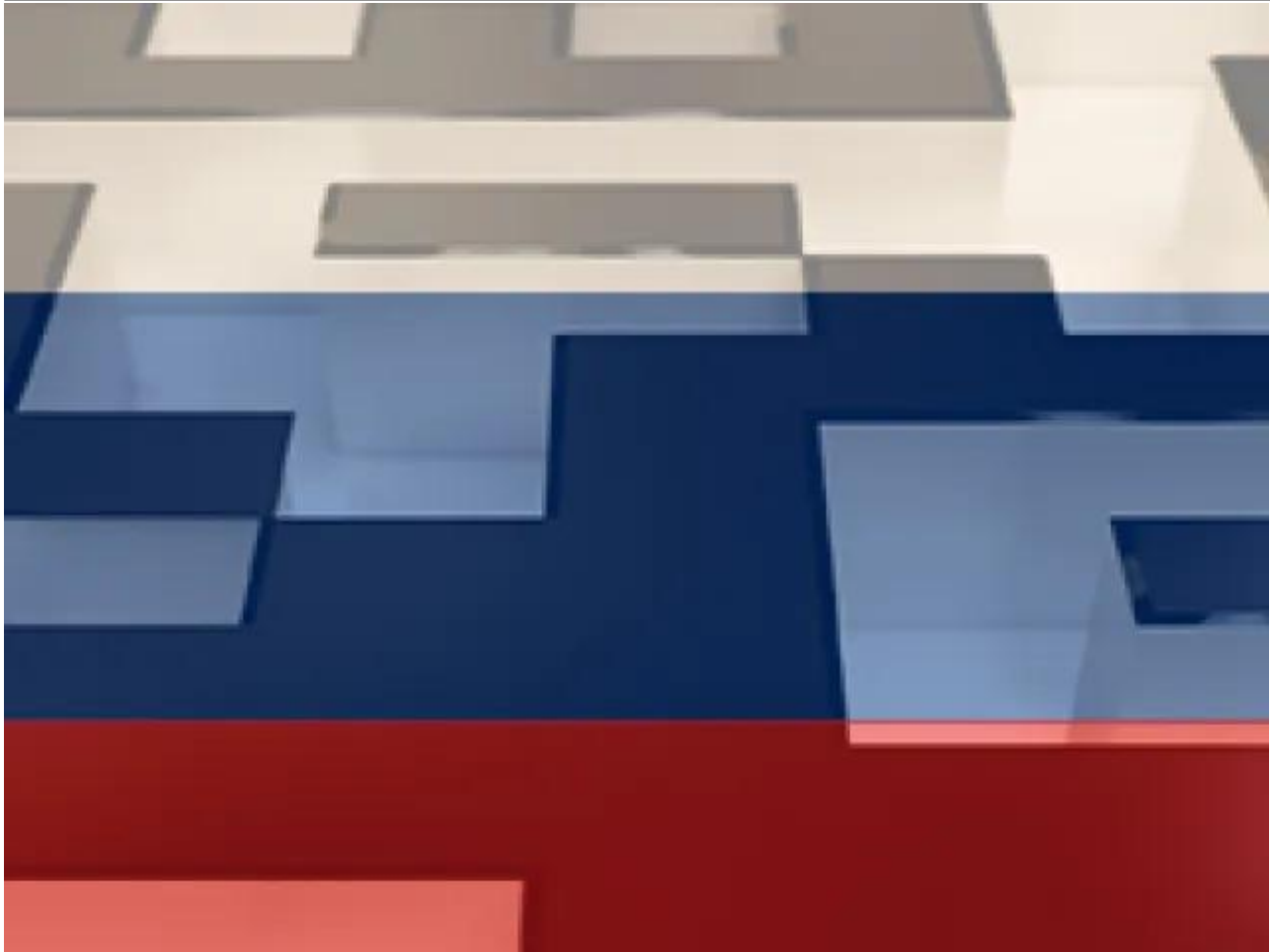Subscribe to stay informed with the latest patient-centric agile supply chain thought leadership content.

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94% Recommend Product Track with End-to-End Administration Services

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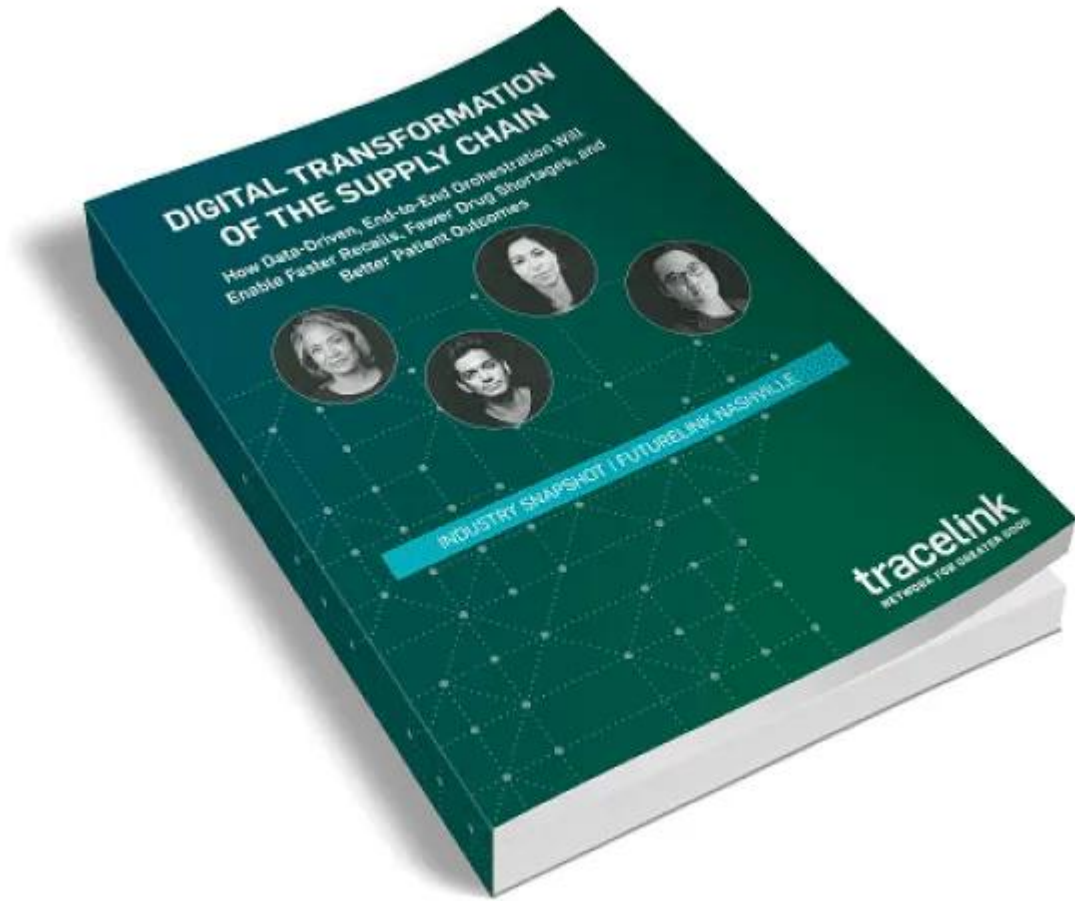
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