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# Case Study: DHL | Creating a Global Serialization Solution



Learn how third-party logistics provider DHL’s global serialization solution leverages TraceLink to build and deploy its compliance strategy across a wide range of customers and locations. DHL’s poster, “Global Serialization Solution,” was one of 11 featured during FutureLink Barcelona’s interactive Poster Sessions.





## Global Serialization Solution



Product Serialization Online

### Business Challenge & Solution

Falsified medicines endanger millions of lives per year, the Challenge for DHL was to provide a **Global Compliant** solution suitable for deployment across a wide **range of customers and locations** , to verify and report active status of prescription medicines.

DHL Supply Chain Global Serialization Solution is based on **tracelink** Life Sciences Cloud products.



### Contacts



**Robert Hughes**  
Global Program Manager  
Responsible for overall coordination, risk, issue & stakeholder management



**Cristina Berga**  
DHL Supply Chain Global IT Product Owner responsible for solution validation support via Centre of Excellence

### Objectives

**GET READY!**



DHL Locations



Pharma Customers

Enabling our **customers** to meet the **regulatory compliance** requirements of the FDA 2011/62/EU by developing a **solution to scan and decommission serial numbers** on destruction, return, or export.

### Key activities and Resources

**Per Location (Site)**

- \* NMVS Registration per Country

Registration was required with the relevant country NMVO to allow access to the national repository

**Per Device**

- \* MAC Address
- \* Setup files
- \* APK file

Local IT identified MAC addresses  
Tracelink provided APK & setup files  
Local IT conducted device setup

**Per User**

- \* User account
- \* Training

Tracelink admins set up accounts  
Tracelink provided web based training

### Outcomes



On time



On budget



On Quality



APPLAUSE!

By Feb 9<sup>th</sup>

DHL Global Serialization Solution went live across **8 countries** , in **16** different DHL locations ready to scan serial numbers for **75** customers .

Top 3 Scanning Activities Support DHL Values

Verification	Shipping	Exports & Article 23 Customers
<p>Ensuring Patient Safety</p> <p>Scanning of 2D barcodes and verification against the National Medicines Verification System (NMVS) to ensure the product is in an active and verifiable state.</p>	<p>Right Medicine To Right Patient</p> <p>Products are only shipped when the Serial Number, Batch number, Product name, and expiry date are an exact match within the NMVS.</p>	<p>Regulatory Compliance</p> <p>Special conditions are applicable to exports &amp; shipments to Article 23 Customers, e.g. Prisons, Military hospitals.</p>

### Recommendations

- Involve **everyone** ...and as early as possible
- Adopt a **sprint** methodology
- Establish daily **stand up** calls during final phase
- Track & measure** readiness
- Leverage data** gathered post go-live

### What is next?

- DSCSA **US Serialization 2023**
- DHL participates with TRACELINK on the **FDA Pilot**
- Saudi Arabia and Russia**
- Meet export requirements



futurelink

FUTURELINK  
Cristina Berga



## Case Study Serial Number Manager DSCSA for Manufacturers Logistics/Distribution European Union

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### More Serialization and Compliance Resources



**Turning Point: From Achieving Compliance to Creating Business Value from Serialization**

FutureLink poll results reveal an industry at a turning point. Learn how stakeholders across the supply chain plan to create new business value and make the global drug supply more secure.

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**Orient Pharma and TraceLink: Partnering for Success on Serialization and Quality**

Learn how TraceLink enables Orient Pharma to deliver serialization at a global scale.

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