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# Smarter CMO Onboarding: Speed Up Serialization with Network Efficiency



Pharma companies face many challenges with being able to exchange serialized information in multiple, complex data formats. Learn how a network approach is the best way for brand owners and CMOs to boost the efficiencies of the onboarding process.

### **Video**Supply Relationship ManagementBrazil, China, European Union, Russia, United States

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## The CMO Serialization Perspective Utilizing a Standardized Approach for Efficient Partner Onboarding



Author: Daryl Chin, Manager – Global Track & Trace, Contract Pharmaceuticals Limited (CPL)



### Company Identity

#### Who We Are

For more than 25 years, Contract Pharmaceuticals Limited (CPL) has been providing the world's leading pharmaceutical companies with full-service liquid and semi-solid product development and manufacturing, singularly focused on innovation and efficiency.



#### Project Manager



Daryl Chin

Manager – Global Track & Trace

### Key Activities

#### Master Data Sharing

- Standardized semi-automated master data questionnaire ensures all required master data is completed by BO for L1 – L4 systems (Right First Time principle)

#### Informal Request / Response

- Test the receipt of serial numbers in the iTest environment, especially if partnering with a BO using a non-Traceli L4 provider
- Commission serial numbers on the UI and send test deliveries to ensure connectivity

#### Formal End-to-End Testing (PQ)

- Pull serial numbers through L4 – L1
- Commission serial numbers using L1
- Push commissioned serial numbers through L1 – L4
- Create delivery to Brand Owner



### Business Challenge

#### Business Challenge

As a Contract Manufacturing Organization (CMO) with an international customer base spanning both the US & EU markets, how can CPL onboard Brand Owners (BOs) efficiently – completing all the required onboarding steps in a timely manner, yet still capturing all the necessary testing to ensure robust connectivity?

### Solution

#### Solution

For CMOs & BOs in the partner onboarding process, utilizing a standard approach results in an overall shorter onboarding duration and ensures that all the required tests are captured, tested, and documented the same way, every time.

CPL has found the following 3-step approach to consistently work the best for us:

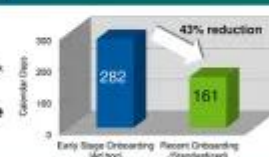


### Outcomes & Recommendations

#### Outcomes

- Early stage onboarding process took > 9 months with steps taken ad hoc
- Recent standardized onboarding process took < 6 months from kick-off to successful PQ

Reduction in errors = Less time spent troubleshooting



#### Recommendations

- Craft a standard approach for CMO / BO onboarding – be vigilant and stick to it!
- Figure out what master data all your systems require and ensure it is captured each time
- CMO L4 – BO L4 represents highest risk; test communication thoroughly prior to PQ
- PQ through all levels of your systems and simulate commercial production as close as possible

### Top 3 Common Pitfalls Encountered During the Onboarding Process

#### Serial Number Requests

- Set BO Maximum Request Quantities so that CMOs can request up to the CMO's maximum threshold, if needed

#### Creating Deliveries

- Agree on To Business and Ship To locations
- Use of GLNs versus sGLNs

#### SOM Sales Shipments

- Configure Transaction Delivery Rules
- Info Exchange is your friend

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## Case Study: CPL | The CMO Serialization Perspective—Utilizing a Standardized Approach for Efficient Partner Onboarding

See how contract manufacturer Contract Pharmaceuticals Limited implemented a 3-step process for smooth pharmaceutical partner onboarding.

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Serialized Product Intelligence, a commercial analytics application from TraceLink.

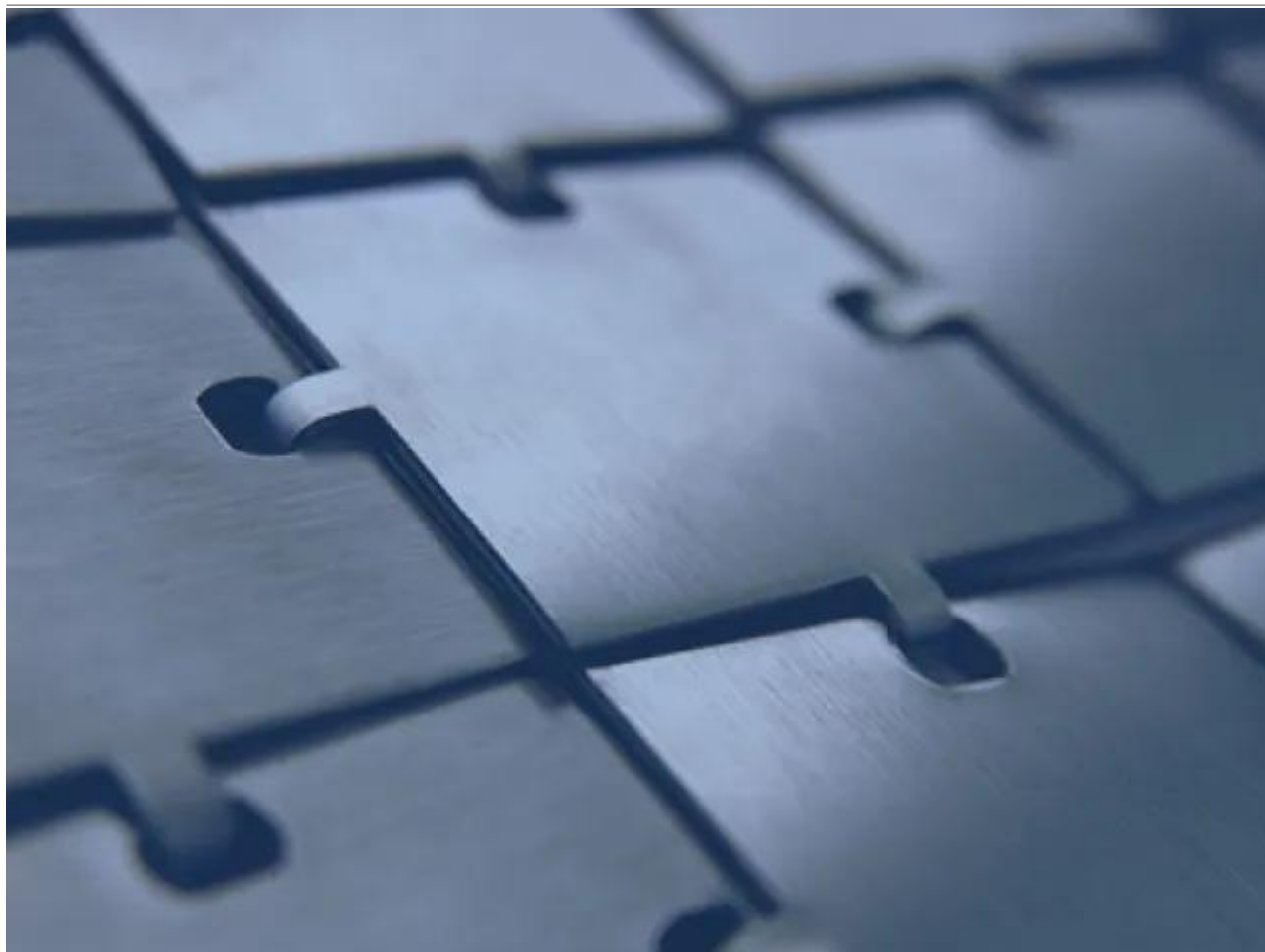
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### **What is a "Proven" Serialization Solution?**

With deadlines looming, hear how to determine if a serialization system has truly been tested, and what the consequences of an unproven solution might be.

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