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Planning for Serialization: A Top-Down Approach



Serialization will impact all of your IT operations, from your packaging lines up through data exchange with your trading partners. In this 2-minute video, learn why it is critical to start strategizing from the top-down—and not at the device level—to ensure overall success.

Video Transcription

Speakers:

- Dan Walles, VP, Solution Architecture & Global Partnerships
- Rachna Mohanka, Director, Solutions Architecture
- Shabbir Dahod, President and CEO

Dan Walles: Serialization and track and trace is unique in that it impacts all aspects of your IT infrastructure, from the packaging line all the way through to exchanging data across your trade partners, as well as your contract manufacturers.

Rachna Mohanka: As companies move to serialization, they need to think of a lot of things, and it's a very common approach to start thinking of the lines, and the devices, and the vision systems because those are more concrete and physical.

Dan Walles: We encourage our customers to really look at this from a top-down point of view, because decisions that are made today are really going to impact the efficiency by which you can exchange data with your downstream wholesalers, or your contract manufacturers.

Dan Walles: When you start to look at the challenges of delivering thousands of messages on a daily basis, those challenges have not yet been solved in masse. Serialization and track and trace brings a unique requirement that companies haven't faced yet today. A solution like TraceLink has really built their capability, from a network perspective, trying to help companies meet that requirement.

Shabbir Dahod: So at every level, we are interoperable with different governments, with different supply-chain partners, with your internal systems and your internal processes. That's a fundamental, core capability of TraceLink, is to have interconnectivity and interoperability at every level of the stack.

Dan Walles: Rather than operating within an independent serialization and track and trace system, the TraceLink solution was really designed to let them continue to operate how they do today, within their ERP, within their warehouse management system, that then communicates to TraceLink. TraceLink has developed interfaces with a number of the major ERP systems, a number of the major warehouse management systems, as well as line management systems.

Dan Walles: This is all in the spirit of eliminating risk as part of the deployment process, because we have pre-built, out of the box capability with these third party systems.

Video **Serial Number Manager** **Global Track & Trace** **Serialization** **Brazil, China, European Union, Russia, United States**

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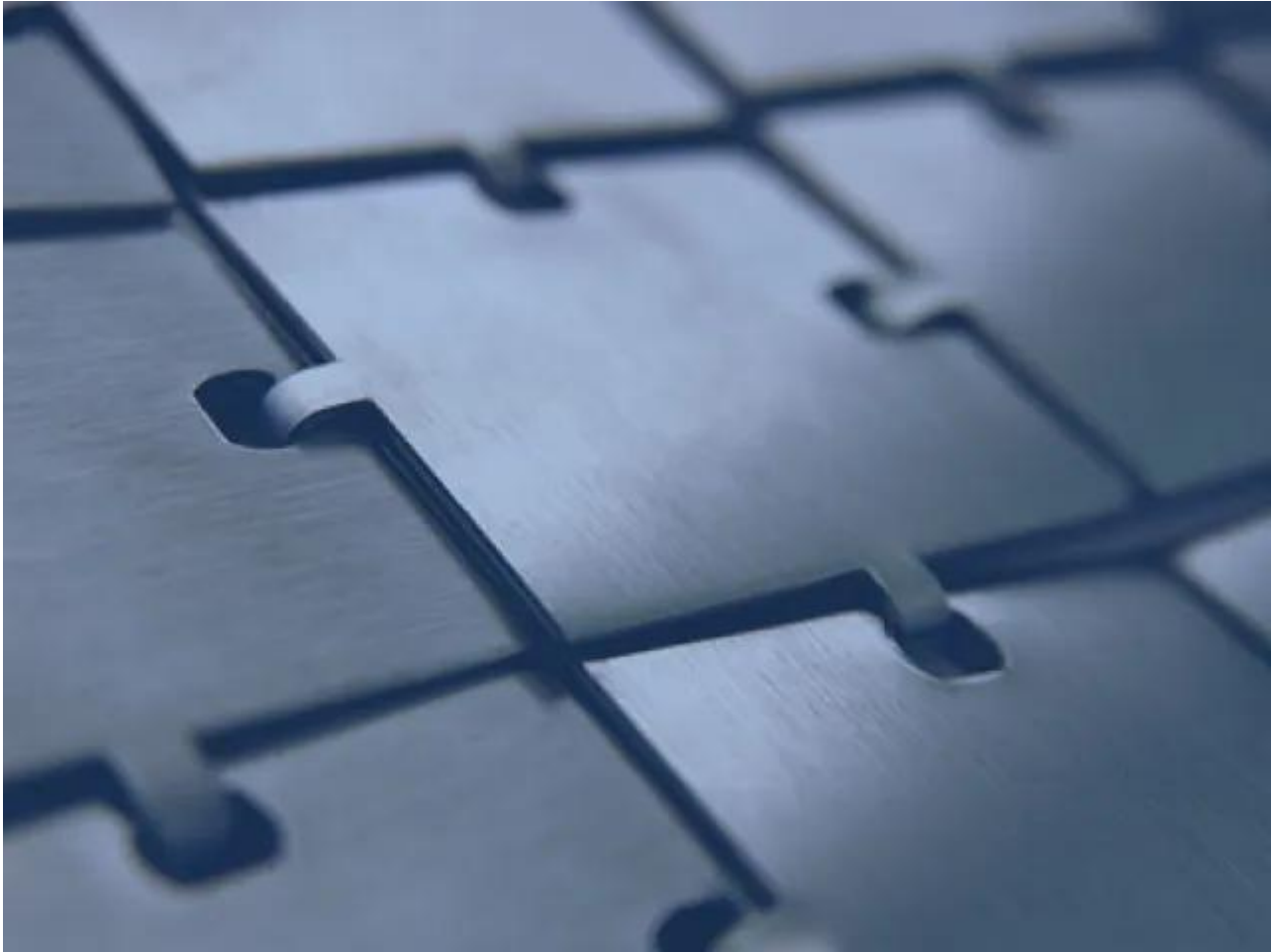
More Serialization and Compliance Resources



The 5 Levels of Serialization and Information Management

As you begin to tackle regulatory compliance, you'll hear references to the different "levels" of serialization. If you lack components at any level, your business is at risk.

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TraceLink: The World's Largest Integrated Digital Supply Network

TraceLink's network digitally connects the end-to-end pharmaceutical supply chain. See the infographic.

[View More](#)

Building the TraceLink Network One Business Process Ecosystem at a Time

Josh Sheldon, Director of Services Products



Business Challenge & Solution
Companies within the pharmaceutical Supply Chain are assessing ways to take advantage of the hard work they have put into being compliant with serialization regulations. A lot of data, which is now available, never scaled before and more companies are integrating with their trade partners than ever before, or companies within the pharmaceutical supply chain who want to glean insights from ancillary data sets and quickly build out ecosystems using a robust network, the Digital Network Platform provides supply chain visibility, interoperability across trade partners and a platform to develop new applications.

What is a Business Process Ecosystem?
TraceLink provides solutions that help our customers with their business processes. If business process has an ecosystem of trade partners that need to connect to change information, TraceLink's robust network enables our customers to quickly react to those trade partners so that they can scale up new Business Process systems more quickly than ever.



Objectives
Enable hundreds of thousands of businesses and people to collaborate on new innovative digital solutions to maximize the efficacy, quality, safety, security, and availability of products that prove human life.



#futurelink

Case Study: TraceLink | Building the TraceLink Network One Business Process Ecosystem at a Time

See how TraceLink's powerful digital supply network enables customers to quickly connect to trade partners for scaling up business process ecosystems.

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Serialized Supply Chain

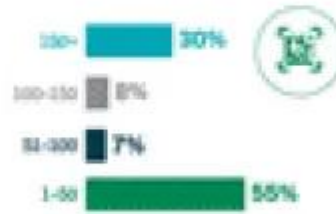
TraceLink's serialization program assessment continues to reveal that pharmaceutical manufacturers of every size want greater visibility into their serialized operations. They want the ability to answer critical business questions using serialization data. They want to replace manual processes with proactive 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



Number of SKUs



Number of Markets



SKUs that Require Special Handling



Serialized Operations: Challenges and Opportunities

How do your serialized operations compare with more 100+ pharmaceutical companies? Get the results of TraceLink's serialization program assessment.

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Solving the COVID-19 Pharma Supply Chain Struggle

See exclusive research on COVID-19's impact on pharmaceutical supply chain agility, visibility, and resilience. Get actionable insights.

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How Does Serialized Product Intelligence Enable Root Cause Analysis of Compliance Errors?

Watch this product demo to see how Serialized Product Intelligence empowers serialized operations teams with self-service troubleshooting capabilities.

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