



## RESOURCES

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# Choosing a Trusted Serialization Partner: The Actelion-TraceLink Story



When it came to choosing a serialization solution, Swiss pharmaceutical company Actelion knew they needed a partner with global capabilities, and with a model that would support their network of contract manufacturers. Hear the Actelion team explain their criteria for selecting a partner, and why TraceLink checked all of the boxes.

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

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### **Working with Contract Partners: The Actelion-Allpack Collaboration**

Swiss pharma company Actelion and Allpack, a contract packager, discuss how they worked together towards serialization.

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### **Understanding the Serialization Challenge: The Actelion Story**

Hear Actelion discuss the importance of track and trace, how they approached the serialization challenge, and why they believe you can't start too early.

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CMOs and CPOs are critical to the life sciences supply chain's ability to meet global serialization requirements. Learn how to prepare.

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## Serialized Supply Chain

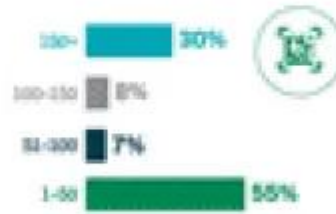
TraceLink's serialization program assessment continues to reveal that pharmaceutical manufacturers of every size want greater visibility into their serialized operations. They want the ability to answer critical business questions using serialization data. They want to replace manual processes with proactive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