

RESOURCES

Home

Introducing Serialized Product Intelligence: Establish Proactive Supply Chain Monitoring and Self-Service Analytics

A video thumbnail featuring a man on the left and a graphic on the right. The man is wearing glasses and a dark jacket over a light shirt. The graphic has a dark green background with a large, stylized padlock icon in the center. To the right of the padlock, the text reads: "Serialized Product Intelligence is the key to unlocking the value of your serialization data across the enterprise". At the bottom left of the video frame, the man's name and title are displayed: "Bharath Sundararaman General Manager, Intelligent Supply Network TraceLink".

Bharath Sundararaman
General Manager, Intelligent Supply Network
TraceLink

Serialized Product Intelligence
is the key to unlocking the
value of your serialization
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What do you need to do to achieve serialized operations excellence? In this clip from our **“Introducing Serialized Product Intelligence On-Demand Webinar,”** TraceLink’s Bharath Sundararaman reveals what serialized operations and supply chain leaders say

are the biggest challenges to operational excellence goals. He also discusses the capabilities you'll need to get back to business as usual and begin focusing on higher-value initiatives.

What is Serialized Product Intelligence?

The slide is titled "Serialized Product Intelligence" and "Self-service Analytics Application on Opus Digital Network Platform". It features a video feed of Bharath Sundararaman, General Manager, Intelligent Supply Network at TraceLink. The diagram illustrates the platform's architecture, showing a central "Intelligent Analytical Data Model" that provides "Continuous, real-time instrumentation of siloed serialization events in line with changing regulatory requirements globally". This model is supported by "Raw Data/Events + Complex business rules + Diverse Requirements", which are fed by a "Continuous stream of SN events" and "Customer Raw Data (Flat files)". The platform also includes "Compliance Modules" and "User Queries, Interaction & Visualization". The left side of the slide highlights "BUSINESS AS USUAL" and "OPERATIONAL EXCELLENCE", while the right side focuses on "ROOT CAUSE ANALYSIS" and "ACCELERATE RESOLUTION". The TraceLink logo is visible in the bottom right corner.

Bharath Sundararaman
General Manager, Intelligent Supply Network
TraceLink

Serialized Product Intelligence is a new self-service troubleshooting and analytics tool that enables you to proactively monitor your serialized drug supply chain, conduct root-cause analysis of serialization process exceptions, and identity compliance problems early, before they lead to costly disruptions. In this webinar clip, Sundararaman describes the key capabilities of Serialized Product Intelligence.

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