

## RESOURCES

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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.

## 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.



Risk based verification  
Decommission



EU Compliance appl.

Risk based verification  
Decommission



National System



# Global Serialization Solution



## Business Challenge & Solution

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## Contacts



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



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DHL Supply Chain Global IT  
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

<b>Per Location (Site)</b> * NMVS Registration per Country Registration was required with the relevant country NMVO to allow access to the national repository	<b>Per Device</b> * MAC Address * Setup files * APK file Local IT identified MAC addresses Tracelink provided APK & setup files Local IT conducted device setup	<b>Per User</b> * User account * Training Tracelink admins set up accounts Tracelink provided web based training
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## Outcomes

On time	On budget	On Quality	<b>APPLAUSE!</b>			
By Feb 9 <sup>th</sup>						
DHL Global Serialization Solution went live across <b>8 countries</b> , in <b>16</b> different DHL locations ready to scan serial numbers for <b>75 customers</b> .						
<b>Top 3 Scanning Activities Support DHL Values</b> <table border="1"> <tr> <td> <b>Verification</b>            Ensuring Patient Safety  <small>Scanning of 2D barcodes and verification against the National Medicines Verification System (NMVS) to ensure the product is in an active and reliable state.</small> </td> <td> <b>Shipping</b>            Right Medicine To Right Patient  <small>Products are only shipped when the Serial number, Batch number, Product number and expiry date are an exact match within the NMVS.</small> </td> <td> <b>Regulatory Compliance</b>            Exports &amp; Article 23 Customers  <small>Special conditions are applicable to Exports &amp; shipments to Article 23 Customers, e.g. Prisons, Military Hospitals.</small> </td> </tr> </table>				<b>Verification</b> Ensuring Patient Safety <small>Scanning of 2D barcodes and verification against the National Medicines Verification System (NMVS) to ensure the product is in an active and reliable state.</small>	<b>Shipping</b> Right Medicine To Right Patient <small>Products are only shipped when the Serial number, Batch number, Product number and expiry date are an exact match within the NMVS.</small>	<b>Regulatory Compliance</b> Exports & Article 23 Customers <small>Special conditions are applicable to Exports &amp; shipments to Article 23 Customers, e.g. Prisons, Military Hospitals.</small>
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## 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

Case Study

Serial Number Manager

DSCSA for Manufacturers

Logistics/Distribution

European Union

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