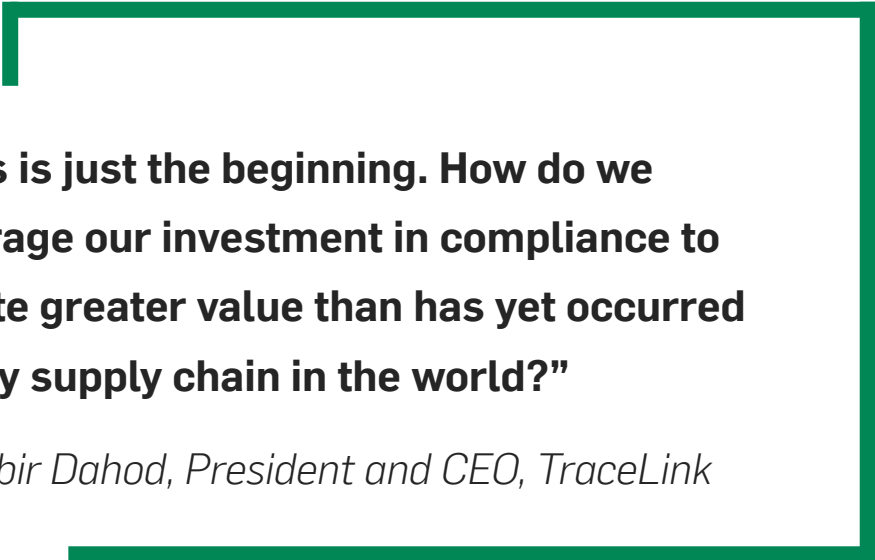


Turning Point: From Achieving Compliance to Creating Business Value from Serialization



“This is just the beginning. How do we leverage our investment in compliance to create greater value than has yet occurred in any supply chain in the world?”

Shabbir Dahod, President and CEO, TraceLink

FutureLink Barcelona revealed the industry at a turning point as it begins to leverage its investment in serialization to create powerful new opportunities for data-driven business innovation. A common topic of conversation: How can stakeholders across the supply chain capitalize on the collaboration and innovation driven by compliance to initiate large-scale organizational change and digital transformation?

The June 2019 conference revealed how a digital supply network enables companies to share, analyze, and monetize an unprecedented wealth of data about product movement, availability, and disposition. This transformative network can connect trading partners, enable cross-segment collaboration, and create exciting new possibilities for leveraging analytics and artificial intelligence (AI) to create new business value while protecting the global drug supply and keeping patients safe.

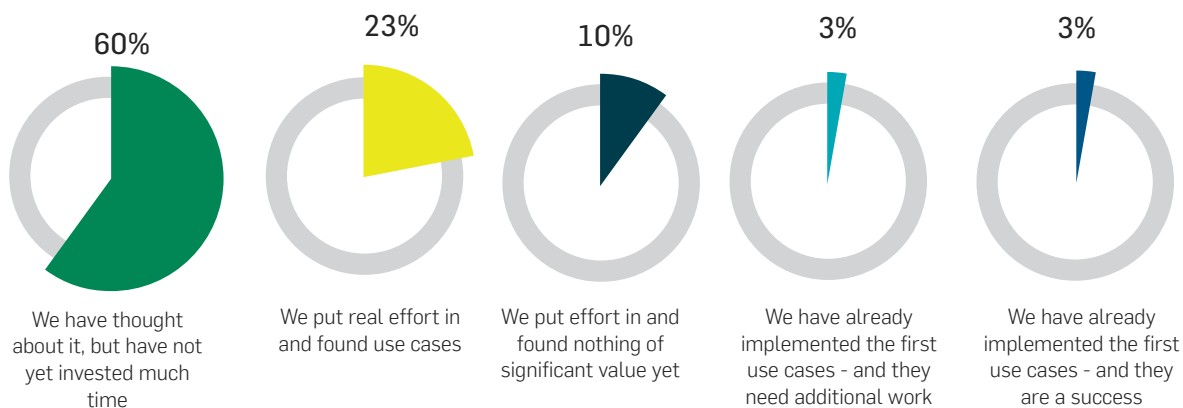
Digital transformation of the supply chain is underway, driven by serialization.

“Today’s business applications were created to emulate paper systems. Yet today’s technology supports a complete rethinking of how business processes are done.”

John Bermudez, General Manager, Digital Network Platform, TraceLink

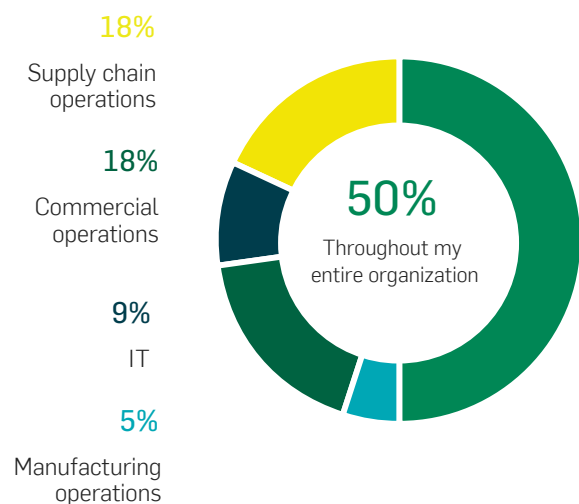
The majority of business leaders recognize the opportunities that serialization data can create for their organization, among them tremendous operational efficiencies and end-to-end supply visibility, underscoring the paradigm shift from compliance to building new value. In many companies, early adopters have already identified promising use cases for this data and have begun assessing its value.

How far have you come in finding business value in serialization data?



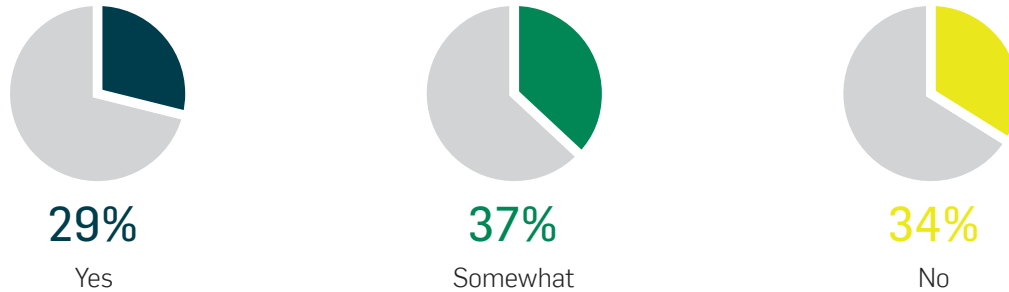
Every business leader at FutureLink could see the effects of digital transformation in their organization. While more than one-third noted the impact on supply chain operations or commercial operations, fully half of those polled are already seeing change happening throughout their entire organizations.

Within your organization, where are you currently seeing the biggest impact of digital transformation?



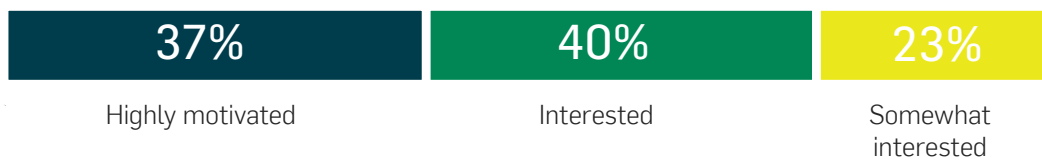
At the same time, less than one third of respondents felt that their companies fully understand how serialization has changed or may yet change their standard operating procedures, technology investments, organizational alignment, or business strategy.

Do you feel your company has a clear understanding of the scale/scope of the impact of serialization across your organization?



There is a high degree of interest and motivation for using analytics to improve company-wide visibility and understanding around the organizational impact of serialization on supply chain operations.

How keen are you to build supply chain analytics capability at your organization?



While companies recognize the opportunity to capitalize on their investment in serialization for greater visibility into supply chain operations—internal and external—they are just beginning to envision and validate the business use cases where insights from serialization data can be applied.

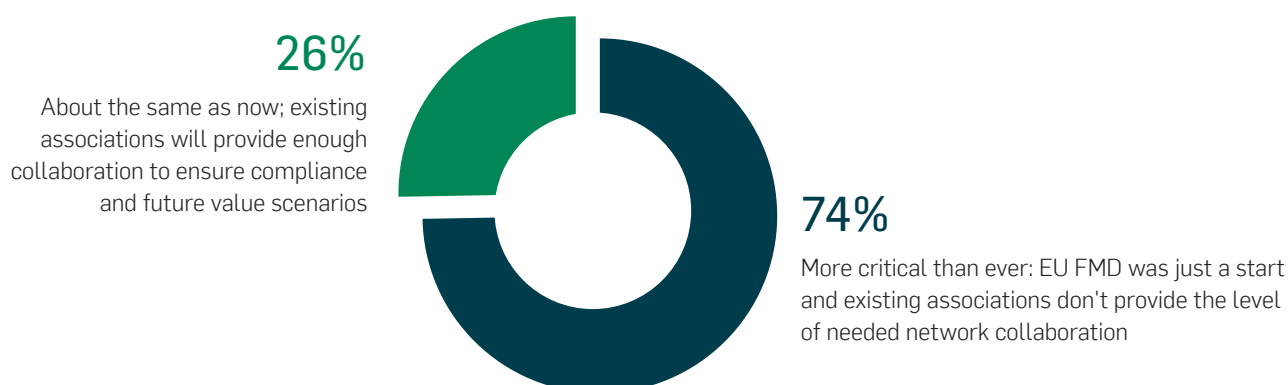
Internal and external collaboration will be a key outcome of digital transformation.

“Digital is an enabler to drive business value; it is not a stand-alone proposition. Digital is simply an accelerator of a business process. It is a digital *marketing plan*, a digital *supply chain*. The key is in the methodology and the adoption.”

Alessandro de Luca, Chief Information Officer, Merck

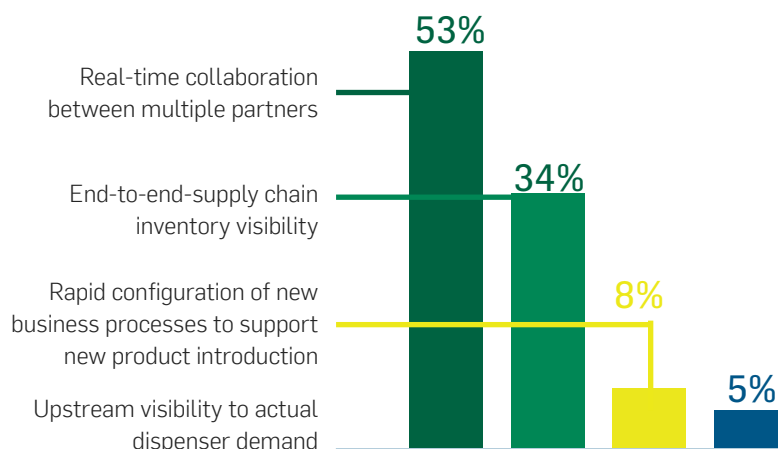
The exchange of serialized data has revealed a desire to create new tools and methods for closer collaboration between suppliers and customers, although gaps in trade partner readiness are seen as a potential challenge. Respondents saw trade associations—a traditional channel for industry collaboration—as likely to struggle to keep pace with new avenues of communication.

How do you see industry collaboration across the medicines supply chain evolving in the next 3 years?



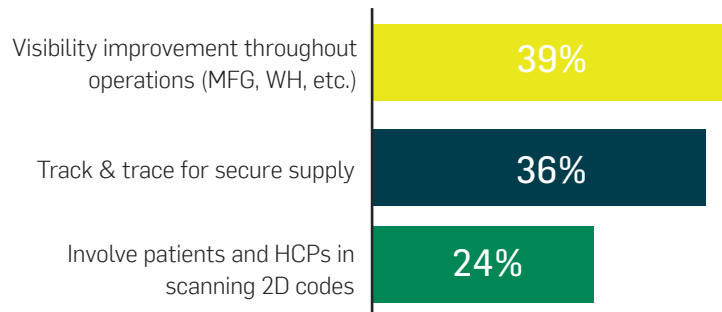
New tools and applications that utilize serialization data to facilitate trade partner collaboration and provide real-time visibility into product inventory are cited as top priorities for transforming business processes.

What multi-party application is most important to digital supply chain transformation in life sciences?



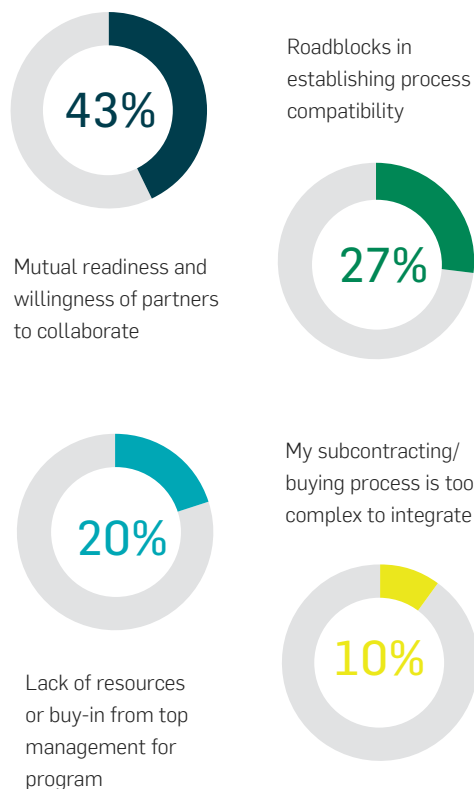
Companies see the immediate value of serialization for increasing visibility into operations, improving supply chain security, and enabling greater patient engagement.

Which of these currently achievable use cases is most attractive for you?

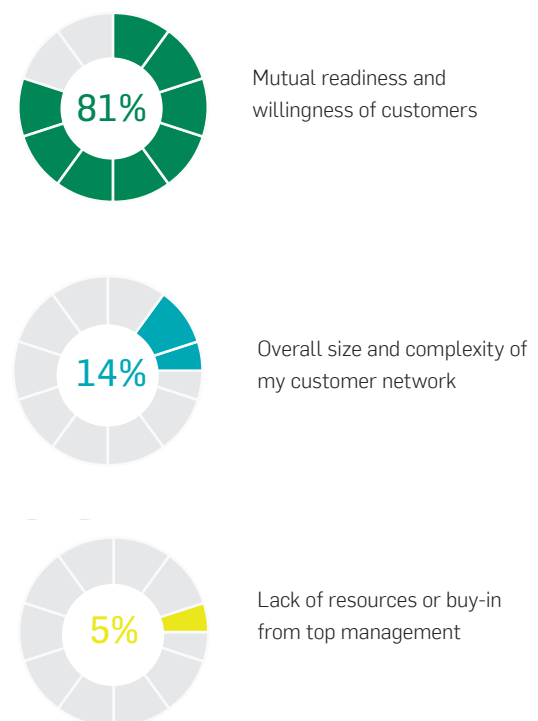


While collaboration with partners and customers are considered essential for creating more efficient processes and collaborative programs, there is concern that not all will be at equal levels of readiness—or willingness—to fully participate.

What would be the biggest challenge for incorporating supplier collaboration into your organization?



What would be your biggest challenge for building collaboration programs with your Customers?



Lack of engagement with partners and customers is seen as the biggest obstacle to cross-segment collaboration, often exacerbated by the difficulty in integrating complex processes and diverse business systems.

These challenges underscore the industry's need for an end-to-end digital network that facilitates collaboration and visibility between all stakeholders in the supply chain.

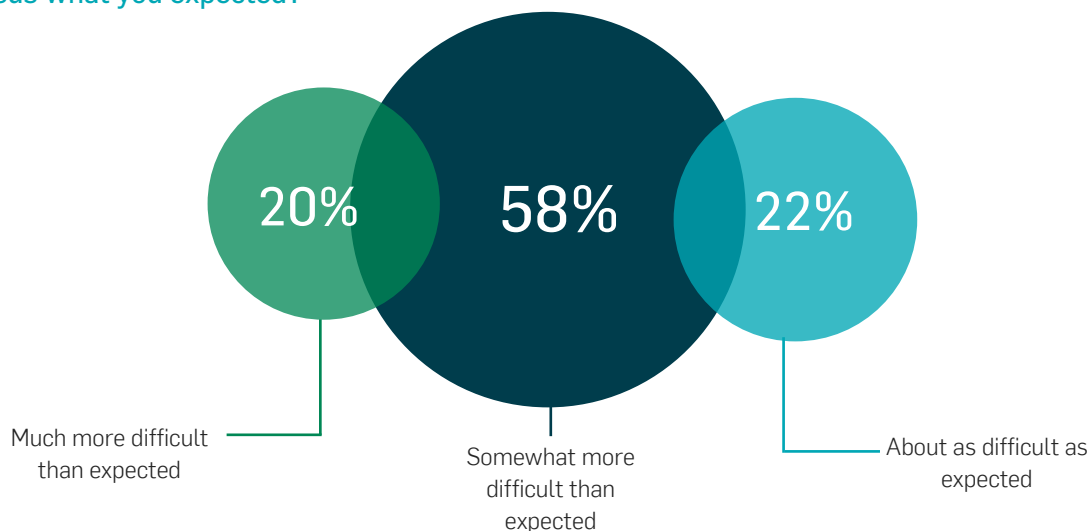
Complex compliance challenges require long-term strategy

"The goal is to have a safe and effective supply chain and product innovation. How do we take what we have which is a very powerful tool and design processes [so we] are no longer dominated by paper systems?"

Nasim Amin, CEO and Director, GMP-Orphan

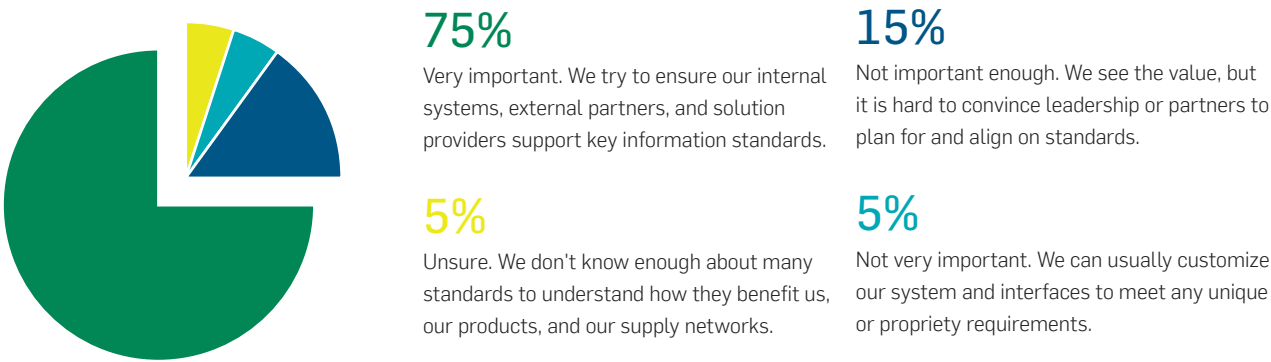
For many companies, serialization has been a greater challenge than originally expected, but, in meeting that challenge, companies have developed a greater understanding of long-term success factors, including the advantage of using a proven solution provider; the need for standards-based, interoperable solutions; and the integration of compliance and serialization operations into business processes.

From a global compliance perspective, how would you rate the challenge of being compliant versus what you expected?



Companies recognize that open data-sharing standards and interoperable systems are critical to protecting their compliance investment and enabling connectivity and collaboration between trading partners to create business value from product serialization data.

How important is support for open, interoperable standards in your company?



With the initial challenge of meeting rigorous track and trace requirements behind them, companies are beginning to look at compliance and serialization as an integral part of their business operations.

Looking at your global compliance plans, how complete/mature is your planning for "business as usual" operations?



Companies are recognizing that their investment in local compliance initiatives is the first step toward a comprehensive global digital transformation that optimizes business processes, improves downstream partner and customer experiences, and allows them to implement more sophisticated tools to capture and analyze data at an unprecedented scale.

Leveraging serialization data to drive business transformation

As companies begin to take a “business as usual” approach to serialization, they have an unprecedented opportunity to leverage serialization data through open, API-based applications drawing from billions of data points and unconstrained by legacy business systems and processes. Soon, companies will be able to create and implement data-driven, collaborative supply chain solutions; deploy business analytics tools; and design point-of-care, patient-centered experiences for improved healthcare delivery.

[Contact TraceLink](#) to learn how your company can create new business value from serialization.