What is the Connection Between Product Serialization and Supply Chain Visibility?



Key Takeaways

- Product serialization is a key enabler that can help you achieve end-to-end supply chain visibility.
- Serialization compliance and supply chain teams should work closely together on supply chain visibility initiatives.

Get Roddy Martin's take on the powerful connection between serialization and supply chain visibility—and why serialization and supply chain teams need to be closely aligned.

Transcript:
There's been a lot of debate around the differences in organizations between the approach to serialization and the approach to **supply chain visibility**. In reality, they're one and the same issue.

Serialization and the ability to track and trace a product across the network for patient safety was driven by the regulatory bodies.

But the supply chain is looking for where a product was, where it originated, and

© TraceLink Inc. 2009 - 2025 All Rights Reserved

where it is in its journey toward the patient.

Well, this just means that the serialization team and the supply chain team driving for inventory and visibility need to be sitting around the same table.

This is nirvana for the supply chain. The fact that any company that's serialized has access to inventory levels if they simply bring all these teams together, and digitize this serialized data, and make it visible to the end-to-end supply chain.

Return to: **Agile Supply Chain Insights**

VideoSerialized Product IntelligenceSupply Chain DigitalizationSerialization

Subscribe to Agile Supply Chain Insights
Stay informed with the latest patient-centric agile supply chain thought leadership content.
SUBSCRIBE
Subscribe to Agile Supply Chain Insights
Stay informed with the latest patient-centric agile supply chain thought leadership content.

Thank you for contacting us; we'll be in touch shortly.

Related Content

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Are Data Silos Hindering Your Supply Chain Visibility? IDC Explains Why Pharma Supply Chains Need a Single Source of Truth

Traditional enterprise systems may be stifling your supply chain visibility, according to IDC. Find out what it will take to knock down the information silos.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Special Episode: IDC on Winning Strategies for Increasing Resilience in the Face of Supply Chain Disruptions

Get expert advice from IDC on what it takes to boost supply chain resiliency and respond effectively to supply chain disruptions like those caused by COVID-19.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



The Path to Pharma Supply Chain Visibility: 5 Capabilities You Need to Focus on Now

Learn the five capabilities you'll need to develop to achieve actionable, end-to-end supply chain visibility.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Demand Forecast Accuracy: The Supply Chain Leaders Holy Grail

TraceLink's Roddy Martin explains how a digital supply network can help you improve demand forecast accuracy.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



How Santen Pharmaceutical is Using Serialization to Drive Supply Chain Transformation

Frank Binder, head of global supply chain management at Santen, discusses how serialization will allow Santen to gain operational intelligence and drive growth.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



How Technology is Fueling the Future of the Pharma Supply Chain

Watch renowned supply chain expert Maeve Magner discuss the advantages that emerging markets may have as they embrace the digital pharmaceutical supply chain.
View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved