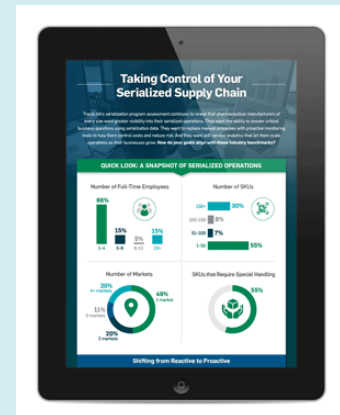




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# Serialized Operations: Challenges and Opportunities

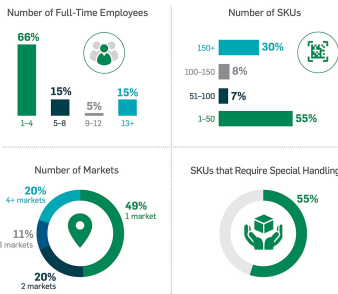




## Taking Control of Your Serialized Supply Chain

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-serve 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



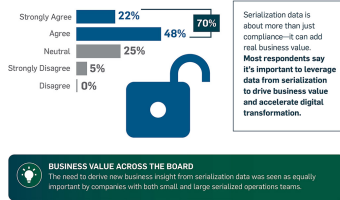
### Shifting from Reactive to Proactive



### Early Identification of Exceptions is Key



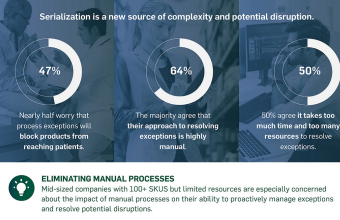
### Unlock the Value of Serialization of Data



### Visibility into CMO Activity is Top Priority



### The Impact of Serialization



### Tap into Your Gold Mine of Serialization Data

Whether you operate in one market with a limited number of products or across multiple markets with diverse serialization requirements, Serialized Product Intelligence empowers your business users with self-service capability so they can answer business critical questions using underlying serialization data quickly—without needing IT resources. Additionally, Serialized Product Intelligence creates a foundation for game-changing analytics. **With Serialized Product Intelligence, you can take control of serialized operations to achieve operational excellence and get back to focusing on your core business.**



[Learn more about Serialized Product Intelligence today](#)

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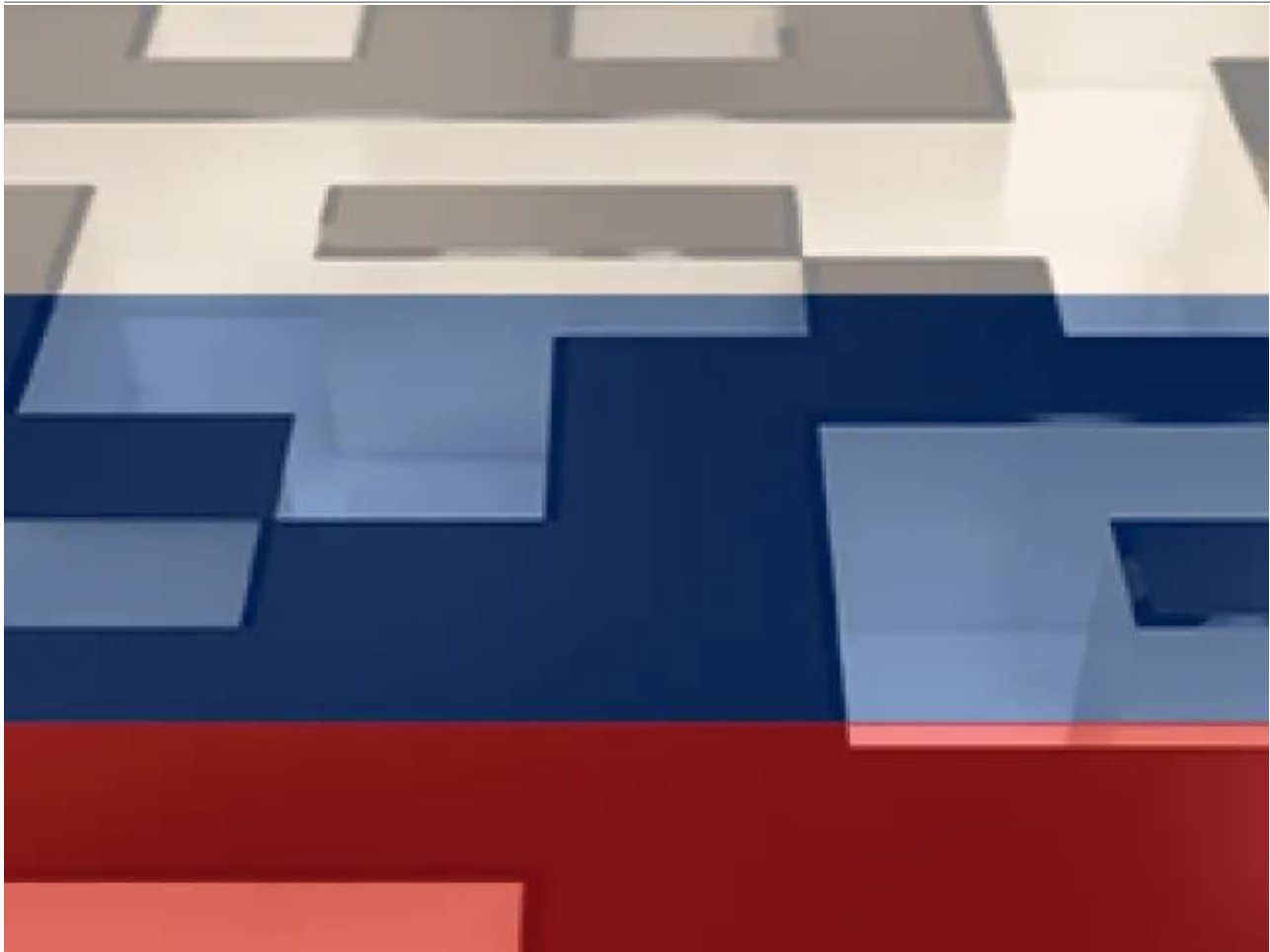
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