

Introducing Serialized Product Intelligence: Santen Pharmaceutical Shares Its Journey to Supply Chain Transformation

Santen Pharmaceutical's journey to digitalization is focused on ensuring that all internal business units and external supply chain partners have a single point of integration and access to the same master data. In this clip from our "**Introducing Serialized Product Intelligence On-Demand Webinar**," Pasi Kemppainen, Director of Global Supply Chain Traceability and Digital Strategy at Santen Pharmaceutical, discusses how his company is tackling the challenge of supply chain transformation. He also explains what pharma companies can learn from search engine giant Google's example.

Why Serialization Data is the Backbone of Santen Pharmaceutical's Digital Strategy

Serialization data and track and trace capabilities are critical to Santen Pharmaceutical's digitalization strategy. In this webinar clip, Kemppainen explains how sharing data with trading partners on TraceLink's digital supply network

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enables Santen to achieve compliance while finding ways to improve business processes and product quality. He also describes the critical role that **Serialized Product Intelligence** will play in Santen's supply chain transformation.

Why Santen Pharmaceutical Sees Serialization as the Key to Supply Chain Agility

For Santen, serialization is more than just a challenge, it’s an opportunity. In this webinar clip, Kemppainen explains why serialization is the key component of its plan to increase supply chain visibility while gaining agility, resiliency, and the ability to proactively manage supply chain operations.

Watch the full version of our “Introducing Serialized Product Intelligence” webinar today.

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

Learn more about Serialized Product Intelligence

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Taking Control of Your Serialized Supply Chain An Industry Benchmark

Learn how serialization process exceptions and supply chain disruptions are impacting your peers and your own path to operational excellence.
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Gain a Competitive Edge in Russia Compliance with Serialized Product Intelligence

Overcome Russia's complex and demanding track and trace regulatory environment with TraceLink's Serialized Product Intelligence. Read how.
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From Reactive to Proactive: Take Control of Your Serialized Operations and Achieve Operational Excellence with Self-Service Analytics

Learn about the unprecedented rise in supply chain disruptions and what it will take for pharma manufacturers to get products moving again.

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