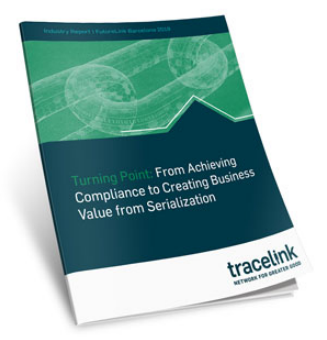
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Turning Point: From Achieving Compliance to Creating Business Value from Serialization



As companies begin to take a “business as usual” approach to serialization, they have an unprecedented opportunity to deploy business analytics tools and implement data-driven, collaborative supply chain solutions. In June, FutureLink Barcelona audience polling revealed an industry at a turning point as it begins to leverage its investment in serialization to create powerful new opportunities for data-driven business innovation.



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Read their responses to learn how stakeholders across the supply chain plan to leverage serialization data to initiate large-scale organizational change and create new business value while protecting the global drug supply.

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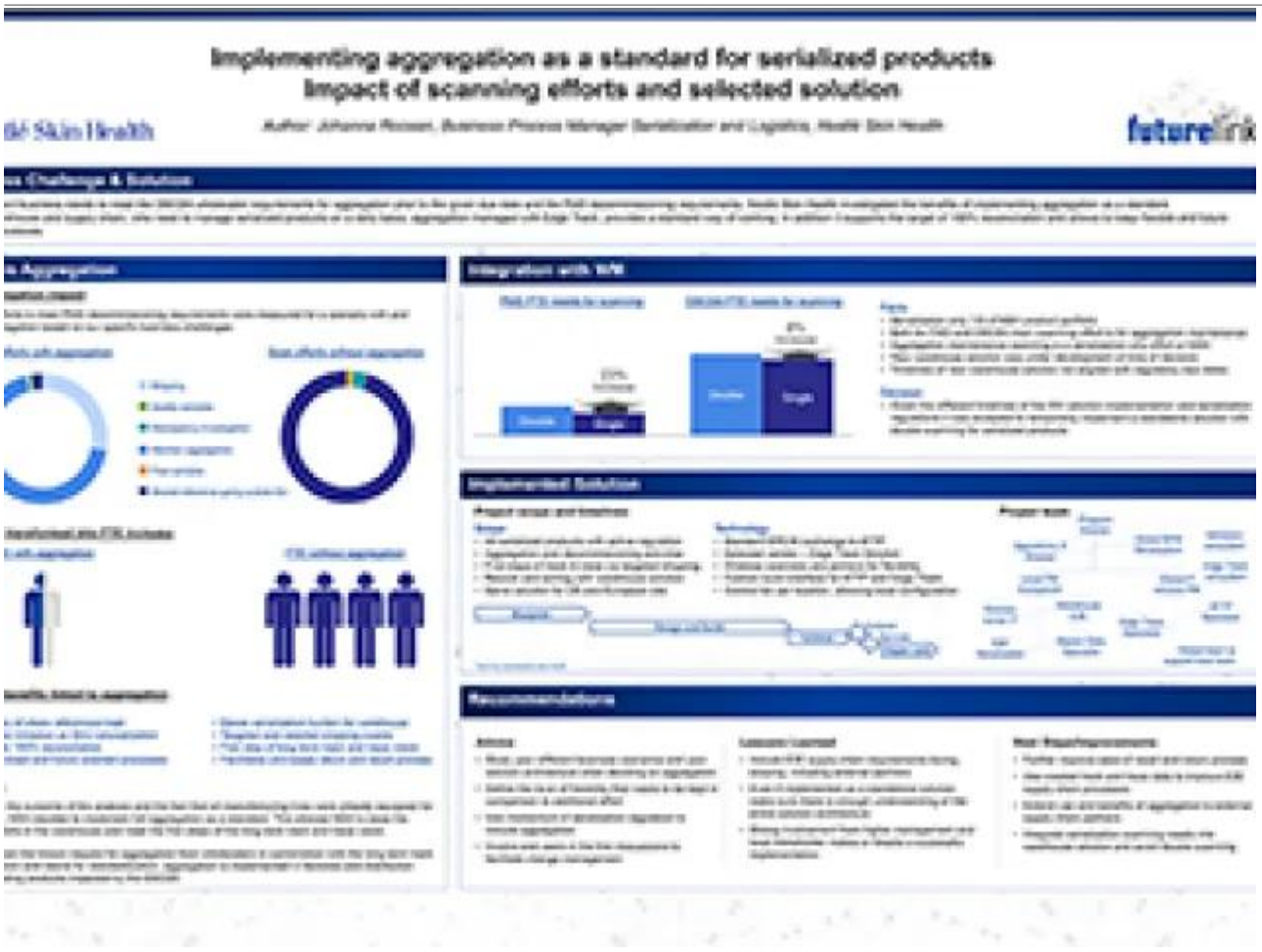
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