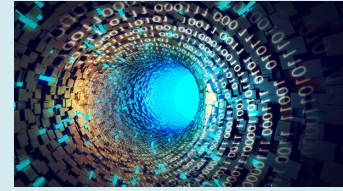




RESOURCES

Home
Resources
Resource Center

Master Data and Serialization: Understanding the Bidirectional Impact



With the advent of serialization, the supply chain is focused on much more than shipping product. Now that information is being exchanged, as well, master data is more critical than ever. Since every serial number that journeys through the supply chain must be accompanied by this data, what do you need to know about building a master data approach early in the serialization process?

Learn:

- Master data basics and definitions
- Risks caused by master data errors
- How different country requirements introduce complexity
- The importance of a holistic approach
- Key questions you should be able to answer about master data

Get eBook

eBook **Product Information Manager** **Global Track & Trace** **Manufacturing** **Brazil, China, United States, European Union, Russia**

Subscribe to Agile Supply Chain Insights

Subscribe to stay informed with the latest patient-centric agile supply chain thought leadership content.

More Serialization and Compliance Resources

**Master Product Data Strategy for EU-FMD implementation:
the key of success in serialization**

ferrero **futurelink**

Author(s): Cristina Bonache (Corporate GM), Luis Gallago, PhD (Corporate GM), and Blanca Sanchez (Global Key)

Challenge & Solution

As a leader in 2024, Ferrero is a primary force in international pharmaceutical manufacturing in Barcelona. It is active throughout the EU, with strong international distribution. Product is made from 170 countries and 100+ affiliates. There is a focus in the pharmaceutical health care channel where key areas for contributing to people's health and wellbeing.

By 2024, Ferrero is managing the management of master data in a global way. The challenge is to ensure that the data is consistent across all countries and is available to all stakeholders. The solution is to implement a master data strategy that is consistent across all countries and is available to all stakeholders.

By the end of 2024, the company is expected to have implemented a master data strategy that is consistent across all countries and is available to all stakeholders.

Key Activities and Resources

Key Activities:

- 1. Review master data strategy and implementation plan
- 2. Review master data strategy and implementation plan
- 3. Review master data strategy and implementation plan
- 4. Review master data strategy and implementation plan

Key Resources:

- 1. Master data strategy and implementation plan
- 2. Master data strategy and implementation plan
- 3. Master data strategy and implementation plan
- 4. Master data strategy and implementation plan

Outcomes

Beginning state:

- 1. Master data strategy and implementation plan
- 2. Master data strategy and implementation plan

Results:

- 1. Master data strategy and implementation plan
- 2. Master data strategy and implementation plan

Results & Feedback:

- 1. Master data strategy and implementation plan
- 2. Master data strategy and implementation plan

Notes

As a leader in 2024, Ferrero is a primary force in international pharmaceutical manufacturing in Barcelona. It is active throughout the EU, with strong international distribution. Product is made from 170 countries and 100+ affiliates. There is a focus in the pharmaceutical health care channel where key areas for contributing to people's health and wellbeing.

By 2024, Ferrero is managing the management of master data in a global way. The challenge is to ensure that the data is consistent across all countries and is available to all stakeholders. The solution is to implement a master data strategy that is consistent across all countries and is available to all stakeholders.

By the end of 2024, the company is expected to have implemented a master data strategy that is consistent across all countries and is available to all stakeholders.

Recommendations

Advice:

- 1. Review master data strategy and implementation plan
- 2. Review master data strategy and implementation plan

Common context:

- 1. Review master data strategy and implementation plan
- 2. Review master data strategy and implementation plan

Next Steps/Improvements:

- 1. Review master data strategy and implementation plan
- 2. Review master data strategy and implementation plan

References

1. Master data strategy and implementation plan

2. Master data strategy and implementation plan

Case Study: Ferrer | Building a Master Data Strategy for EU FMD

Learn how Ferrer worked with TraceLink to manage its master data for EU FMD compliance. [View More](#)



Digital Information Sharing: Master Data and Verification

Easily share master data with your trading partners and enable DSCSA saleable returns verification with TraceLink's digital sharing platform.

[View More](#)



Four Reasons Why Pharma Companies Need a Serialization Intelligence Solution

Pharmaceutical companies need real-time visibility into operations, people, and systems across serialization infrastructures. See the reasons why.

[View More](#)