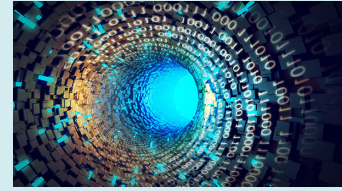




RESOURCES

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.

Author(s): Cristina Bonache (Corporate G&S), Luis Gallardo (P&D, Corporate G&S), and Blanca Sánchez (Global Key)

Key Challenges & Solutions

- Since 2019, EU FMD has been a primary focus for pharmaceutical manufacturers. However, it is not enough to have a data strategy in place. It is also crucial to have a data strategy that is aligned with the business goals of the company.
- At Ferrer, we have a data strategy that is aligned with the business goals of the company. This strategy is based on the following principles:

Key Activities and Resources

- Define the data strategy: The first step is to define the data strategy. This involves identifying the data that is needed to support the business goals and the data that is already available.
- Identify the data sources: The next step is to identify the data sources. This involves identifying the internal and external data sources that provide the data needed for the data strategy.
- Integrate the data: The third step is to integrate the data. This involves ensuring that the data from different sources is consistent and can be used together.
- Secure the data: The fourth step is to secure the data. This involves implementing security measures to protect the data from unauthorized access.
- Monitor the data: The fifth step is to monitor the data. This involves tracking the data to ensure that it is accurate and up-to-date.

Outcomes

- Improved data quality: The first outcome is improved data quality. This is achieved by ensuring that the data is accurate and up-to-date.
- Increased data security: The second outcome is increased data security. This is achieved by implementing security measures to protect the data from unauthorized access.
- Enhanced data integration: The third outcome is enhanced data integration. This is achieved by ensuring that the data from different sources is consistent and can be used together.
- Improved data governance: The fourth outcome is improved data governance. This is achieved by implementing data governance measures to ensure that the data is used in a responsible and ethical manner.

Recommendations

- Define the data strategy: The first recommendation is to define the data strategy. This involves identifying the data that is needed to support the business goals and the data that is already available.
- Identify the data sources: The second recommendation is to identify the data sources. This involves identifying the internal and external data sources that provide the data needed for the data strategy.
- Integrate the data: The third recommendation is to integrate the data. This involves ensuring that the data from different sources is consistent and can be used together.
- Secure the data: The fourth recommendation is to secure the data. This involves implementing security measures to protect the data from unauthorized access.
- Monitor the data: The fifth recommendation is to monitor the data. This involves tracking the data to ensure that it is accurate and up-to-date.

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](#)