



RESOURCES

Home
Resources
Resource Center

A Make-or-Break Decision: Choosing the Right Serialization Technology for Revenue, Operational, and Brand Success



The pharmaceutical industry is on the verge of a critical turning point: as serialization introduces massive amounts of data into the supply chain, the industry must abandon traditional technologies that were simply not designed for a challenge of these dimensions. Companies who continue to rely on traditional solutions—most notably, relational database management systems (RDBMS)—will unequivocally fail, jeopardizing their ability to move product through the supply chain, their revenue, and their brand reputation.

With serialization, data volumes will increase by multiple orders of magnitude—100 to 100,000 times larger—posing an “internet-scale” problem. Solutions based on traditional application architectures, for enterprise-class problems involving many fewer transactions, will not be able to scale to meet the demands. The combination of a massive database, high transaction volume, and the time required for operational processes demands a paradigm shift in technology.

In this whitepaper, we will review the depth of the challenge that serialization introduces, where relational databases can contribute, and where they cannot, and how a move to NoSQL—a database technology relied on by other industries to

solve internet class problems—in a native-cloud architecture is ultimately what’s required to maximize performance and enable the pharma industry to successfully meet the serialization challenge.

Get Whitepaper

Solution BriefSerial Number ManagerGlobal Track & TraceSerializationBrazil, 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



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.

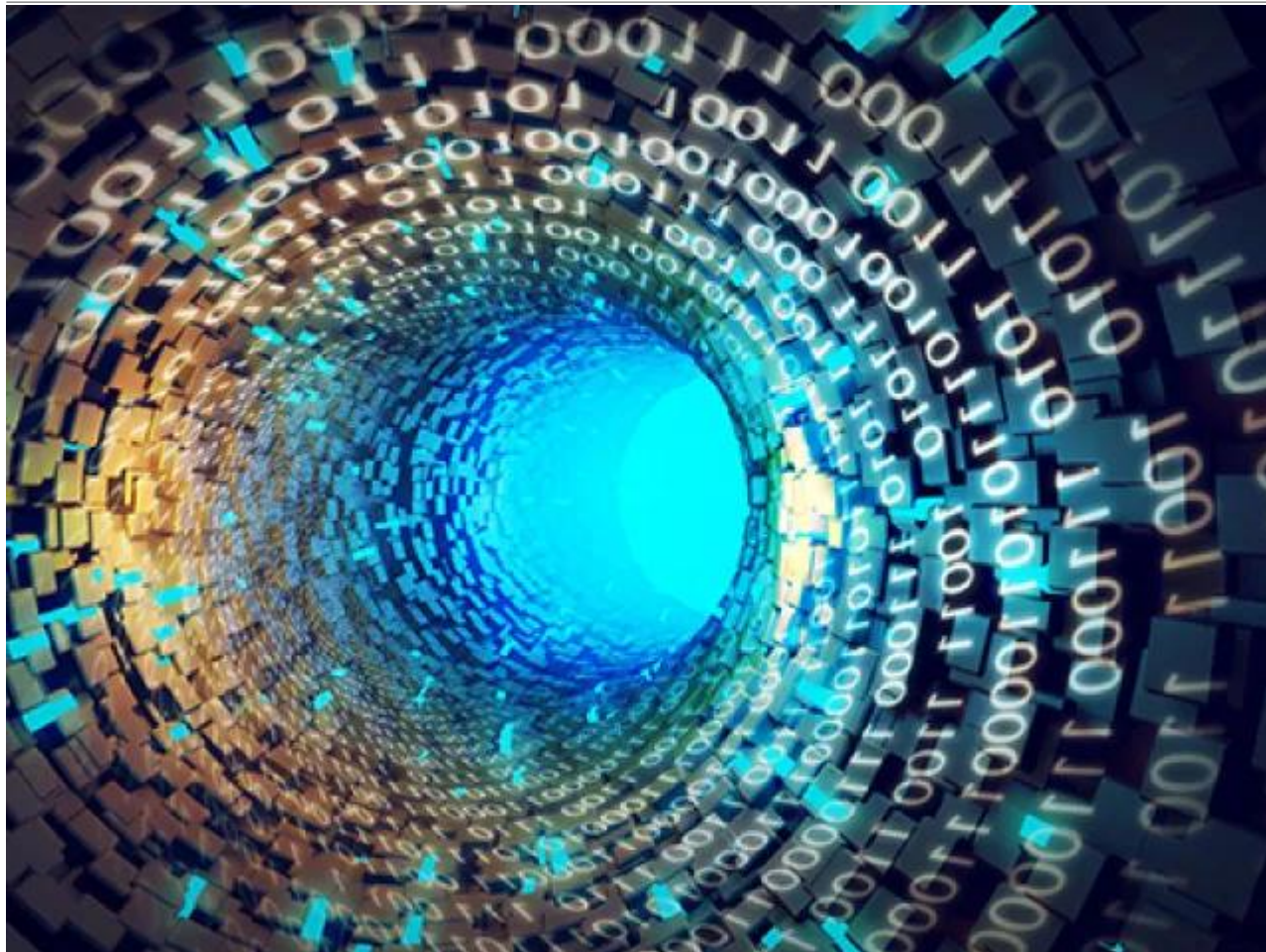
[View More](#)



Serialized Operations: Challenges and Opportunities

How do your serialized operations compare with more 100+ pharmaceutical companies? Get the results of TraceLink's serialization program assessment.

[View More](#)



Master Data and Serialization: Understanding the Bidirectional Impact

Learn about the impact of master data, how it ties into serial numbers, and understand why it's critical to your serialization strategy.

[View More](#)