Laurus Labs: Implementing Serialization for Innovation and Excellence



Hear India-based Laurus Labs executives explain how planning for DSCSA serialization long before their first product was ready to ship to the United States was in line with their forward-thinking mission.

Video Transcription

Speakers

- Krishna Chaitanya, AVP Corporate Development
- Srinivas Rao, Plant Head
- Nageshwar Rao, Sr. GM Info Systems and SAP

Krishna Chaitanya: If you look at our logo, the Laurus Labs, there are missions that have been listed out explicitly: knowledge, innovation, excellence. That's the thinking that led to us implementing track,Äëand,Äëtrace from the very get,Äëgo.

When we started initially evaluating about implementing serialization in our product lines, the decision to go ahead was taken by the senior management to ensure that whatever quality product that we are manufacturing here reaches to

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the end customer without any tampering or counterfeiting. We had to pull in multiple different departments from the company, including Quality, Manufacturing, IT, Support. All these together formed a basic core team that went ahead deciding how to go ahead in the track,Äëand,Äëtrace.

Srinivas Rao: It is not an IT project. It should be dealt with like an implementation of an integral process, the total sequence.

Krishna Chaitanya: We've wanted a partner that was easy to work with, has strong operations in India, so that it would be easier for the implementation and troubleshooting down the line. We also wanted a partner who really understood the whole concept of serialization, who was in this business for a long time.

We evaluated multiple providers for serialization before we decided on TraceLink. TraceLink already has a network in place that any new entrant can leverage its strength, rather than building their own network from scratch.

Srinivas Rao: There are so many players but with little experience on the international level.

Nageshwar Rao: When we evaluated the other various track,Äëand,Äëtrace systems, TraceLink had the better scalability and better easy to use, and the data security options, and implementation time,Äëlines. We want to have this solution on cloud, so that is a major reason to use the system on cloud solution of TraceLink.

Krishna Chaitanya: In Laurus we always believe that we have to be future,Äëready. Laurus happens to be an evergreen shrub. Leaves of Laurus were used to crown the victorious in Roman times. So, it really signifies what we stand for, victory, evergreen.

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manager" hreflang="en">Serial Number ManagerGlobal Track & TraceSerializationIndia
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