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# Horizontal Integration in Brazil: The Key to Compliance, Business Continuity, and Operational Efficiency



The ability to send and receive product and aggregation data with your supply

chain partners will be critical to meeting regulatory and business requirements in Brazil. Download this infographic to understand why horizontal integration is essential for exchanging shipping, receiving, and aggregated product data with your trade partners and for resolving exceptions before they impact your supply chain—and how TraceLink's **Brazil solution** lets you Integrate Once, Interoperate with Everyone™ to simplify horizontal integration.

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

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### Key Challenge & Solution

Founded in 1988, Ferrer is a privately held international pharmaceutical manufacturer in Barcelona. It is active throughout the EU with more than 10 international subsidiaries. Product is more than 100 countries with 100+ affiliates. Ferrer is active in the pharmaceutical field, the chemical sector, key areas for contributing to people's health and well-being.

By 2010, Ferrer's management of master data is critical to the success of the company. The key challenge is to ensure that the master data is accurate, consistent, and up-to-date across all subsidiaries and the global master data strategy is implemented across the entire organization.

As a key priority of the company, master data has been successfully managed through multiple systems, but with significant errors. The company needs to ensure that the master data is accurate, consistent, and up-to-date across all subsidiaries.


### Key Activities and Resources

**Key Activities:**

- 1. Master Product Data Strategy (MPS) for the entire organization.
- 2. Master Product Data Strategy (MPS) for the entire organization.
- 3. Master Product Data Strategy (MPS) for the entire organization.
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- 10. Master Product Data Strategy (MPS) for the entire organization.

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- 9. Master Product Data Strategy (MPS) for the entire organization.
- 10. Master Product Data Strategy (MPS) for the entire organization.



### Outcomes

**Implementing the MPS:**

- 1. Master Product Data Strategy (MPS) for the entire organization.
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- 9. Master Product Data Strategy (MPS) for the entire organization.
- 10. Master Product Data Strategy (MPS) for the entire organization.

**Results & Feedback:**

- 1. Master Product Data Strategy (MPS) for the entire organization.
- 2. Master Product Data Strategy (MPS) for the entire organization.
- 3. Master Product Data Strategy (MPS) for the entire organization.
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- 10. Master Product Data Strategy (MPS) for the entire organization.


### Recommendations

**Advice:**

- 1. Master Product Data Strategy (MPS) for the entire organization.
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- 7. Master Product Data Strategy (MPS) for the entire organization.
- 8. Master Product Data Strategy (MPS) for the entire organization.
- 9. Master Product Data Strategy (MPS) for the entire organization.
- 10. Master Product Data Strategy (MPS) for the entire organization.

**Conclusion:**

The key to success in serialization is to ensure that the master data is accurate, consistent, and up-to-date across all subsidiaries and the global master data strategy is implemented across the entire organization.



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## 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.

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**Brian Dalkowski**  
*VP, Industry M*

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# UNIQUE IDENTIFICATION CODE FOR DERMOMESTHETIC PRODUCTS

## IBSA's Internal Serialization Procedure for Medical Device Products

Authors: Maddalena Rizzo, Production Manager at IBSA Italy  
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### Case Challenge & Solution

IBSA, a leading manufacturer of dermomesothetic products, faced a significant challenge in ensuring product integrity and preventing counterfeiting. The company's internal serialization procedure was outdated and inefficient, leading to a high risk of product tampering and loss of consumer trust. The solution involved implementing a robust serialization system that provided a unique identification code for each product, ensuring authenticity and traceability throughout the supply chain.

### Key Activities and Resources

**Key Activities:**

- 1. Conduct a thorough audit of the current internal serialization process to identify weaknesses and areas for improvement.
- 2. Develop a new, secure serialization system that incorporates advanced technology and strict security protocols.
- 3. Implement the new system across all production lines, ensuring seamless integration and minimal disruption.
- 4. Train staff on the new system and establish clear protocols for handling and verifying product codes.

**Resources:**

- 1. Advanced serialization technology (e.g., QR codes, RFID tags).
- 2. Dedicated IT support and security team to manage the system and address any issues.
- 3. Collaboration with regulatory bodies to ensure compliance with industry standards.

### Outcomes

**Success Metrics & Results & Feedback:**

- 1. Significant reduction in product tampering and counterfeiting incidents.
- 2. Improved consumer trust and loyalty due to enhanced product security.
- 3. Streamlined internal processes, leading to faster production and distribution.
- 4. Positive feedback from regulatory bodies and industry peers.

**Recommendations:**

- 1. Regularly update the serialization system to incorporate the latest security features and technologies.
- 2. Conduct periodic audits to ensure ongoing compliance and system effectiveness.
- 3. Foster a culture of transparency and accountability within the organization.
- 4. Collaborate with industry partners to share best practices and advance the field of product serialization.

## Case Study: IBSA | Using Serialization to Ensure Product Integrity

Learn how IBSA used serialization to protect their product from counterfeiting.

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### **Aggregation 101: What It Means for Your Supply Chain**

Serialization aggregation has the potential to add both complexity and cost for life sciences supply chain businesses. Understand the basics

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