

Serialization + Digitalization Data + AI/ML Can Balance Supply Chain Efficiency with Customer Service

Data fragmentation and supply chain silos are creating costly blind spots in logistics decision-making. At **FutureLink Boston 2025**, ZS experts Chris Wong and Bharathi Shankar show how pharmaceutical companies are overcoming these challenges by linking serialization data, internal inventory systems, and real-time logistics information to improve operational efficiency—without compromising on patient care.

Drawing from three real-world case studies, they demonstrate how AI and ML can help identify product diversion schemes, prevent costly missed deliveries for short-shelf-life therapies, and automate optimal transportation mode decisions for global shipments. The result: better cost control, fewer disruptions, and a dramatically improved customer experience.

Key Takeaways:

- How serialization data can be used to detect 340B diversions and recoup lost revenue
- Why linking internal and external data is critical for delivering time-sensitive

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therapies

- How AI/ML-driven logistics decisions can cut costs, reduce CO_2 emissions, and improve service

Watch now to discover how ZS is helping life sciences leaders modernize logistics and protect patient outcomes.

VideoMultienterprise Information Network Tower (MINT)Supply Chain DigitalizationSupply Chain
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Thank you! We will contact you soon!

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