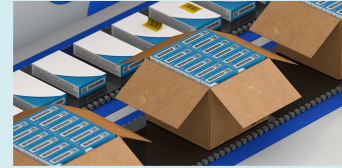




RESOURCES

Home
Resources
Resource Center

The Executive Decision to Replace a Global Enterprise Serialization Platform



How a global specialty pharmaceutical company replaced SAP ATTP to build a scalable operating model for acquisition-led growth

Project Overview

A global specialty pharmaceutical company growing through acquisition needed a serialization and compliance architecture that could scale with it. Each deal brought new systems, manufacturing partners, and regulatory requirements to integrate before its value could be realized.

The company had historically used SAP Advanced Track and Trace for Pharmaceuticals (SAP ATTP) for Level 4 serialization, while already relying on TraceLink for digital collaboration across its external manufacturing network. As acquisitions accelerated, leadership reconsidered: extend SAP ATTP, or expand the existing TraceLink platform to Level 4 for a more scalable operating model?

Serialization had become more than a compliance function — it now shaped how quickly acquisitions could be integrated and how efficiently the business could scale.

Executive Perspective

Every acquisition expanded our business—but it also expanded the operational complexity behind it. We needed an architecture that could absorb new companies, partners, and markets without adding technology complexity every time we grew. Serialization had become a business scalability challenge, not simply a compliance requirement.

The Strategic Decision

Each acquisition added products, manufacturing sites, systems, and country-specific regulatory requirements to the company's global serialization program. Because CMOs and MAH partners were already connected through the TraceLink network, extending Level 4 serialization onto that same foundation would simplify — rather than multiply — the technology landscape.

SAP's product roadmap prompted a formal review of long-term serialization strategy, which raised a bigger question: keep separate platforms for serialization and multienterprise collaboration, or consolidate onto one digital foundation built to scale with future acquisitions?

The company selected TraceLink to replace SAP ATTP, choosing a shared foundation for internal and external collaboration over a second, separate compliance system. The initial phase replaces SAP ATTP in the company's primary business while establishing common governance and integration patterns — creating a blueprint that lets newly acquired organizations adopt the same foundation through a repeatable methodology instead of a standalone project each time.

Why TraceLink Was Selected

A selection committee spanning supply chain, IT, and corporate development evaluated the long-term strategic fit of each option. Three factors set TraceLink apart:

1. **Architectural alignment.** The company already used TraceLink for CMO and MAH collaboration, so extending it to Level 4 serialization created one digital foundation for collaboration, serialization, and compliance — rather than two.
2. **Proven ecosystem participation.** Existing, successful collaboration with CMO and MAH partners on the TraceLink network reduced implementation risk and made the extension to Level 4 a natural next step.
3. **Long-term investment case.** Weighing projected investment against ongoing operating costs, leadership concluded that extending the existing TraceLink investment was the stronger long-term choice — reinforced by TraceLink's prior track record delivering a complex European compliance program on a demanding regulatory timeline.

Business Impact

By extending TraceLink from multienterprise collaboration to Level 4 serialization, the company built a single foundation for collaboration, serialization, and compliance. Leadership expects this to speed the integration of future acquisitions, simplify onboarding of new products, sites, and partners, lower long-term operating overhead, and free IT resources for transformation work instead of managing separate platforms.

The same foundation is designed to support broader transformation over time — extending beyond serialization to richer operational data and collaboration across customers, suppliers, manufacturers, and logistics providers.

Measuring Success

Success for this customer is measured against TraceLink's four value drivers:

1. **Network:** the Integrate-Once™ Agentic Business Network model speeds the onboarding of acquired businesses and partners while lowering the time, cost, and risk of integration.
2. **Scalability:** a standardized foundation extends across new businesses, products, sites, partners, and markets without rebuilding the architecture for each acquisition.
3. **Continuous Compliance:** serialization and traceability capabilities stay aligned as regulations and partner requirements evolve.
4. **Ensure Supply:** high availability and operational continuity keep compliant product moving to patients.

Together, these outcomes define the return leadership expects: faster acquisition integration, lower operating overhead, reduced risk, sustained supply continuity, and faster value realization from every deal. The technology changed — but so did the operating model behind it.

SAP and SAP ATTP are trademarks or registered trademarks of SAP SE or its affiliates in Germany and in other countries.

This material was independently prepared by TraceLink and is not sponsored, endorsed, certified, or approved by SAP SE or its affiliates. References to SAP products and services are solely for identification and informational purposes, to describe SAP's own published lifecycle guidance and the planning decisions it creates for SAP customers. Nothing in this material implies SAP sponsorship, endorsement, certification, or approval of TraceLink or its products, and this material reflects TraceLink's own commercial perspective as a competing provider.

[Case Study](/category/case-study) [Serialization](/category/serialization-0) [Global Track & Trace](/category/global-compliance) [IT](/category/it), [Manufacturing](/category/manufacturing), [Regulatory/Compliance](/category/regulatory-compliance), [Serialization](/category/serialization), [Supply Chain](/category/supply-chain)

Subscribe to Agile Supply Chain Insights

Subscribe to stay informed with the latest patient-centric agile supply chain thought leadership content.