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# Introducing Serialized Product Intelligence: Take Control of Your Serialized Supply Chain



By the end of 2020, 80% of pharmaceutical products in the global supply chain will be serialized. Now that serialization has been successfully implemented in your organization, the next step is to address the following questions:

- How can you take control of your serialized operations and ensure business processes continue to run smoothly, free of disruptions?
- How do you maximize your serialization investment and achieve enterprise-wide value from your serialization data?
- How can serialization fuel the digital transformation of your supply chain?

In this webinar, Pasi Kemppainen, Director, Head of Global Supply Chain Traceability and Digital Strategy at Santen Pharmaceutical, discusses Santen's business plan in transforming serialization challenges into opportunities, and how serialization fits into the context of the company's overall digitalization strategy.

Introducing Serialized Product Intelligence, TraceLink unveils how the new solution enables actionable intelligence for serialized products, allowing companies to proactively monitor their serialized supply chain, identify exceptions early and accelerate the resolution of supply chain disruptions.

The webinar also demonstrates how Serialized Product Intelligence provides the foundation for companies to introduce more advanced analytics, serialized inventory visibility, and overall improvements in their supply chain performance.

Register for this webinar to learn more about Serialized Product Intelligence and see how it can help you maximize your serialization investment to transform your organization into a high-performing serialization operation.

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