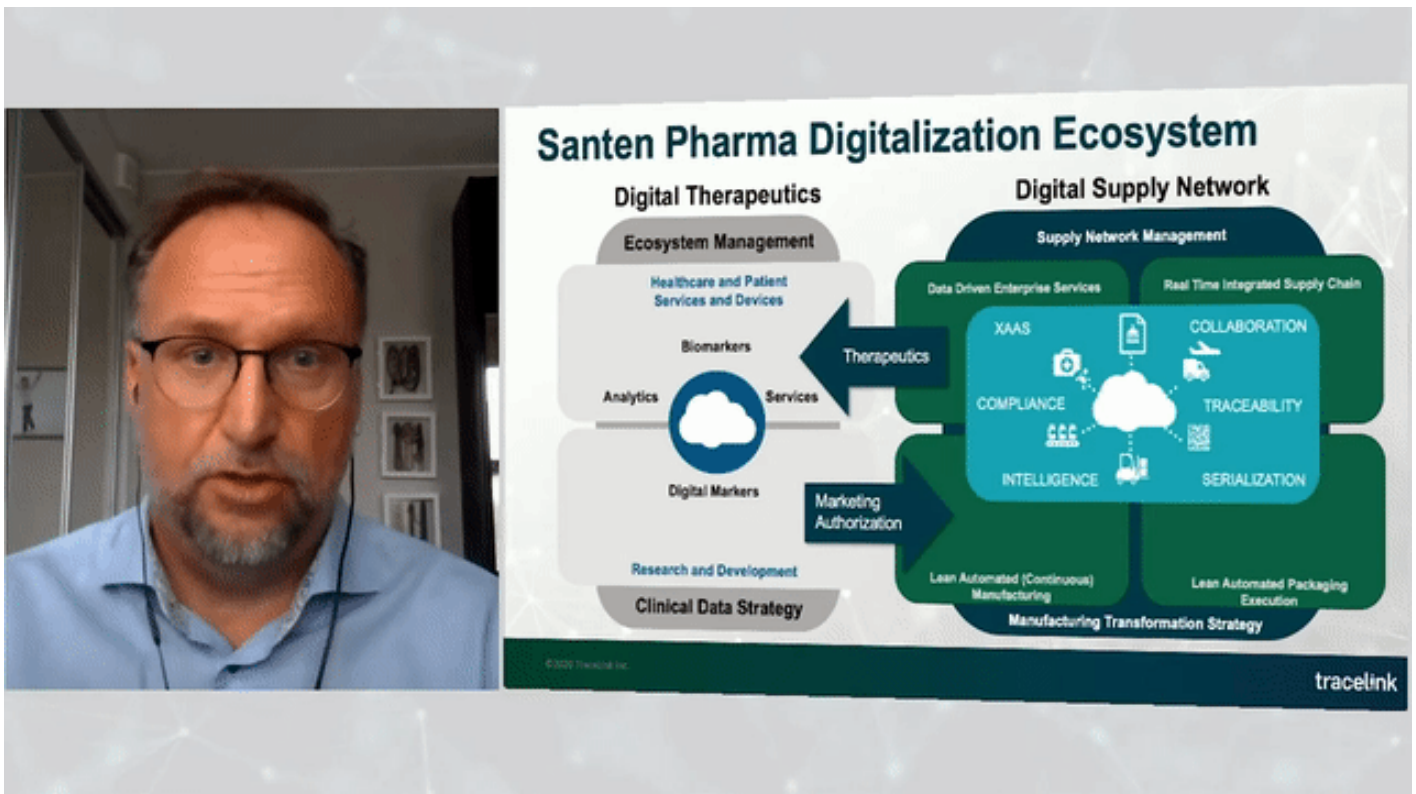


## RESOURCES

Home

# Introducing Serialized Product Intelligence: Santen Pharmaceutical Shares Its Journey to Supply Chain Transformation



Santen Pharmaceutical's journey to digitalization is focused on ensuring that all internal business units and external supply chain partners have a single point of integration and

access to the same master data. In this clip from our “**Introducing Serialized Product Intelligence On-Demand Webinar**,” Pasi Kemppainen, Director of Global Supply Chain Traceability and Digital Strategy at Santen Pharmaceutical, discusses how his company is tackling the challenge of supply chain transformation. He also explains what pharma companies can learn from search engine giant Google’s example.

## Why Serialization Data is the Backbone of Santen Pharmaceutical’s Digital Strategy



**Pasi Kemppainen**  
Head of Global Supply Chain Traceability & Digital Strategy  
Santen Pharmaceutical

**Santen Serialization and Traceability Ecosystem**

The diagram illustrates the Santen Serialization and Traceability Ecosystem, centered around a database icon. The ecosystem is composed of several interconnected components:

- Manufacturing and CMOs** (top left)
- Regulatory requirements** (top right)
- Marketing authorization holders** (middle right)
- Pharmacies, hospitals, 3PLs/WS** (bottom right)
- Supply chain reporting** (bottom left)
- 3PLs/Wholesale distributors** (middle left)

The central circular diagram includes the following processes:

- Serialization** (top)
- Intelligence** (top right)
- Compliance** (right)
- Verification** (bottom right)
- Traceability** (bottom)
- Aggregation** (left)

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Serialization data and track and trace capabilities are critical to Santen Pharmaceutical’s digitalization strategy. In this webinar clip, Kemppainen explains how sharing data with trading partners on TraceLink’s digital supply network enables Santen to achieve compliance while finding ways to improve business processes and product quality. He also describes the critical role that **Serialized Product Intelligence** will play in

Santen's supply chain transformation.

## Why Santen Pharmaceutical Sees Serialization as the Key to Supply Chain Agility



For Santen, serialization is more than just a challenge, it's an opportunity. In this webinar clip, Kemppainen explains why serialization is the key component of its plan to increase supply chain visibility while gaining agility, resiliency, and the ability to proactively manage supply chain operations.

**Watch the full version of our “Introducing Serialized Product Intelligence” webinar today.**

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