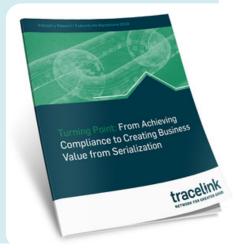
## RESOURCES

## Home

Turning Point: From Achieving Compliance to Creating Business Value from Serialization



As companies begin to take a "business as usual" approach to serialization, they have an unprecedented opportunity to deploy business analytics tools and implement datadriven, collaborative supply chain solutions. In June, FutureLink Barcelona audience polling revealed an industry at a turning point as it begins to leverage its investment in serialization to create powerful new opportunities for data-driven business innovation.



Read their responses to learn how stakeholders across the supply chain plan to

leverage serialization data to initiate large-scale organizational change and create new

business value while protecting the global drug supply.

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