

From product verification to a global compliance strategy, your investment in serialization should set you on a path to create transformational value for your business by creating a global repository of serialization data across your supply chain. With the right partner, that data can help you achieve greater visibility, deploy analytics, and create intelligence to solve new challenges. But, very few solution partners can deliver that value. **Here are the critical questions you should ask when determining whether a solution provider is a proven partner or just a vendor.**

**INDUSTRY
STANDARDS**

Critical question: How does your solution support industry standards?

TraceLink, a Proven Partner

TraceLink's Elizabeth Waldorf took a leadership role in the ratification of the GS1 Messaging Standard for Product Identifier Verification.

Just a Vendor

Not every solution provider in the industry participated in this effort, nor do all solutions truly support a standards-based approach.

**OPEN VS. CLOSED
NETWORKS**

Critical question: Do participants and trade partners need to purchase access to your network?

TraceLink, a Proven Partner

Charges no fees to our customer's trade partners to participate and exchange data on TraceLink's global digital network of 275,000+ entities.

Just a Vendor

Vendors using a closed, proprietary network require everyone to pay, inherently limiting their network and ability to exchange data

INTEROPERABILITY

Critical question: How does your solution support interoperability?

TraceLink, a Proven Partner

Solutions are based on industry-endorsed standards and undergo extensive interoperability testing with other providers.

Just a Vendor

Closed, proprietary solutions create significant challenges and delays in end-to-end testing, putting the industry at risk.

SCALABILITY

Critical question: Is your solution based on proven, scalable technology?

TraceLink, a Proven Partner

For saleable returns, has simulated receiving ~10,000 simultaneous requests per second with an average response time of 300ms.

Just a Vendor

Unproven technology choices that were not designed for the task at hand hamstringing the ability to scale and achieve compliance.

DATA

Critical question: Who has control of your data, and its value?

TraceLink, a Proven Partner

Puts access and control of data in the hands of its customers, with no bias toward any one stakeholder in the supply chain, to create unlimited potential for future value.

Just a Vendor

Closed, proprietary networks severely limit access to your serialization data, and may give a competitive advantage to other stakeholders who may not have your best interests in mind.

For more than a decade, TraceLink has led the industry in its commitment to an open, interoperable, standards-based approach. The reason is simple: the success of our customers, and the success of the industry, depends on it.