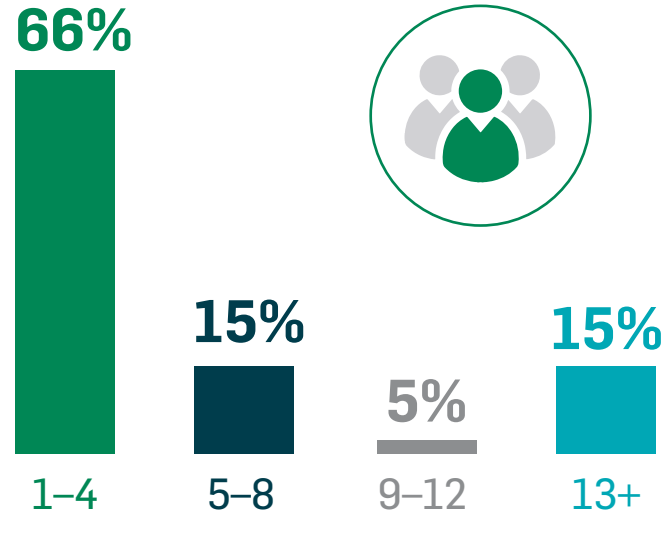


Taking Control of Your Serialized Supply Chain

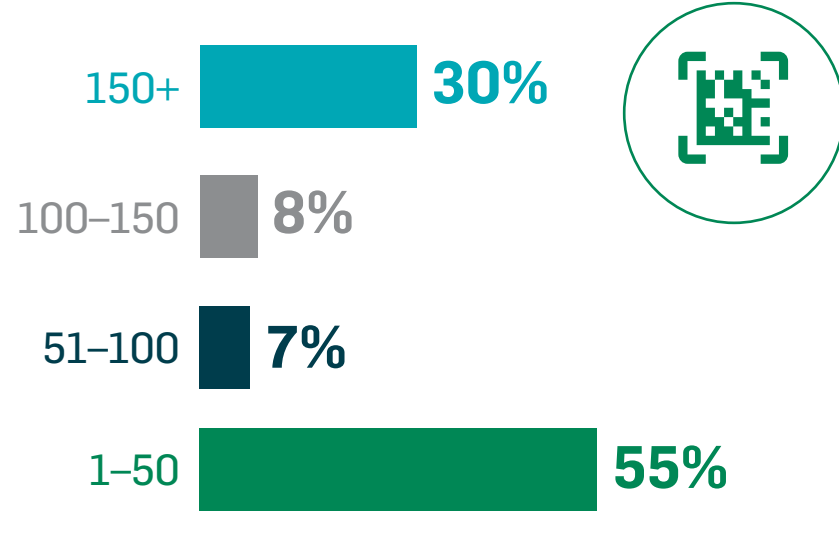
TraceLink's serialization program assessment continues to reveal that pharmaceutical manufacturers of every size want greater visibility into their serialized operations. They want the ability to answer critical business questions using serialization data. They want to replace manual processes with proactive monitoring tools to help them control costs and reduce risk. And they want self-service analytics that let them scale operations as their businesses grow. **How do your goals align with these industry benchmarks?**

QUICK LOOK: A SNAPSHOT OF SERIALIZED OPERATIONS

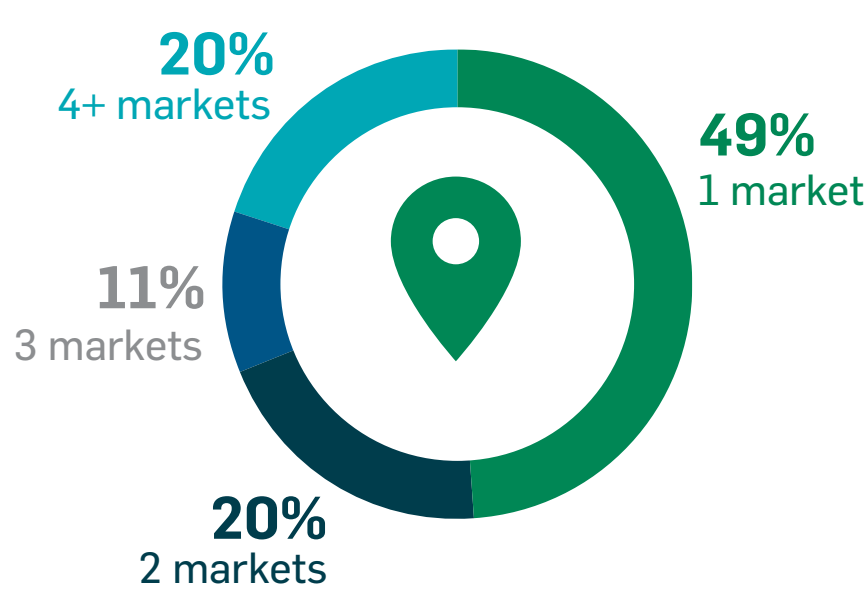
Number of Full-Time Employees



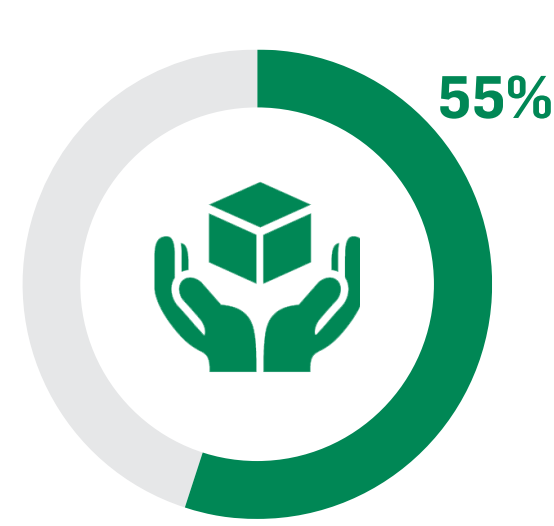
Number of SKUs



Number of Markets



SKUs that Require Special Handling



Shifting from Reactive to Proactive

77% agree

it's important to monitor every **EXPECTED** event.



83% agree

it's important to be alerted quickly when **UNEXPECTED** events occur.



GREATER CONTROL WITH LIMITED RESOURCES

While all companies saw a need for proactive monitoring, companies with smaller teams indicated the greatest need for control.

“[Serialization] will create a platform for a better understanding of our operations and where we can improve—or even be proactive—in our supply chain operations.”



Pasi Kemppainen

Director and Head of Global Supply Chain Traceability and Digital Strategy
Santen Pharmaceutical

Source: “[Rising to the Challenge of Russian Compliance](#)”

Early Identification of Exceptions is Key



An overwhelming 86%

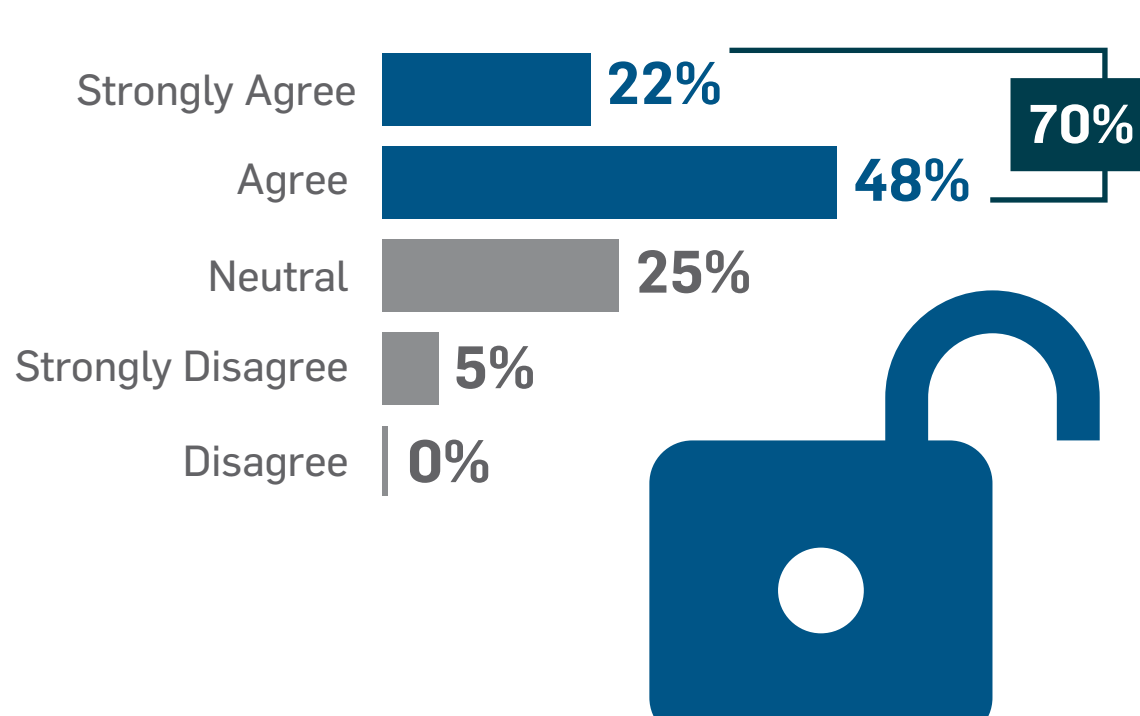
believe it's important to detect potential serialization process exceptions early in the process, before they reach wholesale distributors or dispensers.



FASTER RESPONSE TO PROTECT AT-RISK PRODUCTS

Early detection of serialization issues is especially important to companies with products that require special handling, such as cold-chain tracking and environmental excursion monitoring.

Unlock the Value of Serialization of Data



Serialization data is about more than just compliance—it can add real business value. **Most respondents say it's important to leverage data from serialization to drive business value and accelerate digital transformation.**



BUSINESS VALUE ACROSS THE BOARD

The need to derive new business insight from serialization data was seen as equally important by companies with both small and large serialized operations teams.

Visibility into CMO Activity is Top Priority

CMO activity is critical to business success. **That's why the sweeping majority of pharma companies agree it's important to align closely with CMOs** and work together to ensure compliance mandates are met.



“What we need is integration with our manufacturers, CMOs, and 3PLs. We need to provide them the right data and enable them to provide the right data to us.”



Pasi Kemppainen
Santen Pharmaceutical

Source: “[Rising to the Challenge of Russian Compliance](#)”

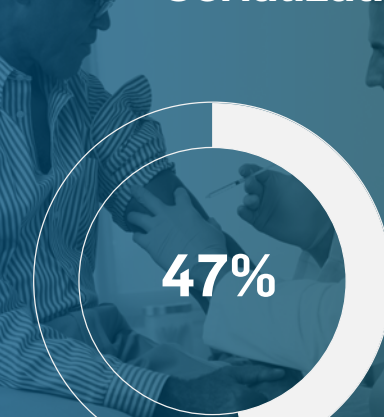


ENSURING PARTNER COMPLIANCE

While at least 83% of all companies agreed that the ability to monitor CMO compliance with regulatory requirements is critical, more than 90% of small companies cited it as a business priority.

The Impact of Serialization

Serialization is a new source of complexity and potential disruption.



Nearly half worry that process exceptions will **block products from reaching patients.**



The majority agree that **their approach to resolving exceptions is highly manual.**



50% agree **it takes too much time and too many resources** to resolve exceptions.



ELIMINATING MANUAL PROCESSES

Mid-sized companies with 100+ SKUs but limited resources are especially concerned about the impact of manual processes on their ability to proactively manage exceptions and resolve potential disruptions.

Tap into Your Gold Mine of Serialization Data

Whether you operate in one market with a limited number of products or across multiple markets with diverse serialization requirements, Serialized Product Intelligence empowers your business users with self-service capability so they can answer business-critical questions using underlying serialization data quickly—without needing IT resources. Additionally, Serialized Product Intelligence creates a foundation for game-changing analytics. **With Serialized Product Intelligence, you can take control of serialized operations to achieve operational excellence and get back to focusing on your core business.**



[Learn more about Serialized Product Intelligence today](#)

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