Building an Intelligent Supply Chain through Serialization

Three tips for Creating Value Beyond Compliance

A playbook for the pharma industry

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COMPLIANCE AND THE SMART SUPPLY CHAIN

If you're reading this, you're probably in the process of deciding on a serialization solution to meet an upcoming regulatory deadline.

We've all been focused on solutions to help us check that compliance box - whether it's the next round of Drug Supply Chain Security Act (DSCSA) requirements slated for 2017, the Falsified Medicines Directive in the E.U. or other country- or region-specific regulations.

But what if you could do more? What if you could check the compliance box and, at the same time, improve your business operations?

Interestingly, as pharma manufacturers and outsourced packaging and distribution companies race to meet regulatory deadlines, adopters of serialization and track-and-trace technologies have begun to realize benefits that reach far beyond simply meeting compliance. Here are three tips for moving beyond compliance into the creation of a more intelligent supply chain.

"Counterfeit products were jeopardizing our brand and causing deaths. Verify Brand provided the solution that put confidence back in our supply chain."

TIP #1

MINE INTELLIGENCE FROM YOUR SUPPLY CHAIN

As savvy enterprises look for solutions that deliver more than just compliance, they're starting to ask the hard questions. Can this platform deliver business value on top of meeting my basic regulatory needs? For those who choose the right platform, architecture and partner, the answer is yes.

GAIN INSIGHTS, NOT JUST CONNECTIONS

Your supply chain systems (as well as your CMO, CPO or 3PL partner systems) are brimming with information in the form of raw data. By employing the right serialization solution, you can actually capture this data and turn it into useful information that you can use to run and optimize your business.

Start by asking any prospective serialization partner a few key questions to ensure that you can mine and leverage this data.

Are your integration standards-based on GS1's EPCIS Standard? A majority of "out of the box" integrations do not leverage EPCIS, the standard in serialization data exchange. This means you could be disconnected from partner networks if you ever decide to switch CMO or 3PL partners. Integration across systems is meaningless without compatible data standards. Make sure your partner supports EPCIS for all integrations.

Can I customize how I collect data from my supply chain partners? Most "out-of-the-box" serialization solutions limit which supply chain data you can collect because they only deliver a specific set of data in a specified way. They can't accommodate unique scenarios such as including your own data sets in common reporting structures. Make sure the solution can meet your reporting needs before you pick a partner.

Can I access intelligence and reporting on various aspects of my supply chain? Look for a partner that supports insights into production capacity, paths and duration, diversion and supply chain anomalies. If the only reports provided are on basic compliance metrics, it's not enough.

REQUIRE INTUITIVE REPORTING FOR BETTER BUSINESS DECISION-MAKING

TIP #2

A recent [study](#) from Pricewaterhouse Coopers found that three quarters of organizations surveyed, including pharmaceuticals, lack the skills and technology to use data to gain an edge on their competition. In many cases, having access to intuitive reporting tools is the key to helping companies translate their data into actionable insights.

If all you require of your serialization solution is compliance, then reporting is simple - although some serialization vendors don't even offer reporting tools for basic compliance needs. Instead they suggest you purchase separate third-party reporting tools – leaving you on your own to determine how to formulate the right reports. Don't fall for this because the right reporting, designed for you, is a huge factor in creating a more intelligent supply chain.

DEMAND THE REPORTS THAT IMPROVE YOUR BUSINESS

A serialization platform designed to help improve business operations will come with built-in advanced reporting tools. These tools allow you to quickly identify and report on regulatory compliance requirements as well as report on the "health" of your supply chain. This might include insights on real-time production metrics, inventory, supply chain anomalies or other supply chain metrics. You can also integrate data from partners into reports to enable end-to-end traceability.

Part of the value your serialization partner brings is helping you evaluate the reports and insights that are most useful. Make sure you require your partner to prove the value of their software beyond compliance.

Three quarters of companies don't have the skills or the tools they need to effectively use their data in a way that improves business operations.

FOCUS ON INSIGHTS RATHER THAN "CONNECTIVITY"

TIP #3

One of the most challenging elements of any serialization project is managing integration points with all your partners, such as CMOs, third-party logistics (3PL) partners, customers and government agencies.

Some serialization vendors will lure you in with the prospect of "out-of-the-box" integrations. They'll let you believe that their wide network of integrations will save time and money, while speeding up deployment.

LOOK "OUTSIDE-THE-BOX"

Most companies found that "out-of-the-box" integrations don't offer any benefit. In fact, they can expose your system to additional risk and hidden costs because they often don't leverage the industry EPCIS standard for data exchange.

They also restrict the flexibility of your serialization platform by limiting your options for control and customization. For example, a drug manufacturer with high value products may want to leverage their serialization software to address other brand protection issues such as diversion or product recall management. With an "out-of-the-box" integration this isn't possible. Or, it requires costly programming changes to create a custom solution.

Instead, focus on selecting the serialization software partner that not only meets your compliance needs, but provides the platform features that allow you to leverage your data to create a more intelligent supply chain.

The Verify Brand serialization platform helps you go beyond compliance to create a smarter supply chain – one that helps you access business insights and create positive change.

INTUITIVE

Intuitive features and flexible integration options support frictionless implementation and allow organizations to configure the platform to meet business requirements. The platform is easy to set up and seamlessly connects and communicates with all your enterprise systems and partners to drive informed business decision-making.
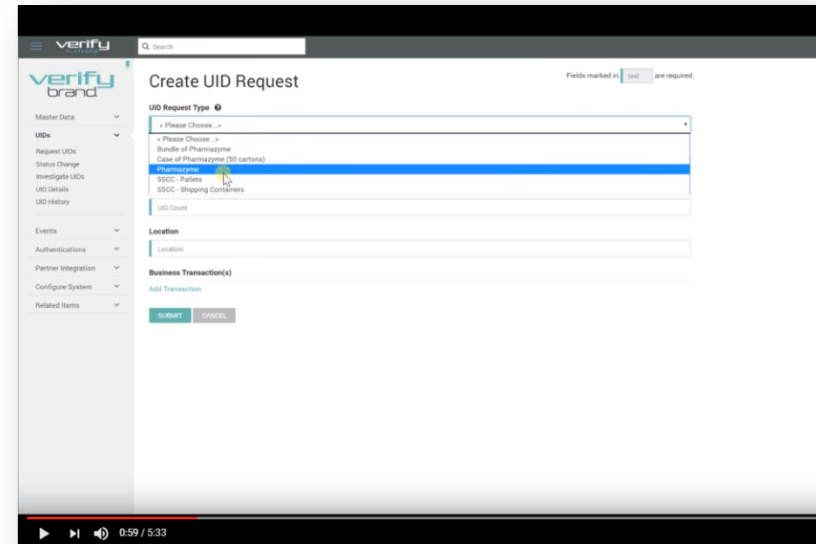
INSIGHTFUL

We provide the most relevant data right at your fingertips in a simple, easy-to-use dashboard. Our platform gives you actionable insights in customizable, easy-to-read reports designed to support your specific business needs.

PROVEN

The world's top brands, including as a growing list of pharmaceutical companies, use the Verify Brand platform globally to track billions of events that affect millions of products every day in 120 countries and 18 languages.

For a demo of the Verify Brand serialization and smart supply chain platform, go to verifybrand.com/dqsa_demo/

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