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Leverage Serialization to Mitigate Complexity and Gain a Competitive Advantage

CHALLENGE

CMOs/CPOs must manage many different customers with unique business requirements in an increasingly diverse and complex global supply chain.

SOLUTION

Flexible serialization software with technical capabilities, features and functionality can help CMOs/CPOs quickly facilitate customer requests and deliver value-added business intelligence and supply chain visibility.

BENEFITS

CMOs/CPOs will become a valued partner to their customers, establishing common business benefits and efficiencies gained through serialization.

USE CASE FOR PHARMACEUTICAL CMOS AND CPOS

When implementing a serialization solution, contract manufacturers and packagers face certain challenges. Namely, they must accommodate a wide array of pharmaceutical brand owner/marketing authorization holder operational requests and market-specific compliance requirements while flawlessly executing against customer timelines.

The serialization software solution that addresses these challenges should be flexible and mature.

SOLUTION

Verify Brand's serialization software, featuring its single-tenant Verify Platform, seamlessly circumvents the complexities of partner integration, decreases implementation times, and offers value-added business benefits that deliver competitive advantages to CMOs and CPOs.

STANDARDIZED MESSAGING FORMATS AND PROTOCOLS

In today's global serialization landscape, CMOs and CPOs must be able to connect with many networks and trading partners that use disparate inbound and outbound data transmission formats and protocols.

Problems establishing reliable partner connections can cause delayed deployments and lead to postponed production of serialized products, resulting in lost revenue and customer-imposed fines for supply shortages. So pharma organizations must critically examine the technical capabilities each serialization software provider offers.

To accommodate the numerous integration scenarios that exist, the Verify Platform allows CMOs/CPOs to quickly connect to any pharmaceutical trading partner on any network.

Verify Brand's solution architects built the Verify Platform based on GS1's global standards, with the capability to support *all* versions of EPCIS. The platform can handle any type of altered, extended or proprietary messaging format, (e.g., TraceLink and SAP), as well as any of the common system-to-system integration protocols, such as RESTful APIs, SOAP and +AS2.

Within the next five years, approximately 65 percent of the global market is expected to require serialization in the supply chain.[1]

While 92 percent of pharma companies see simplifying their supply chains as a strategic priority, 40 percent are not doing anything about it.[2]

CMOs can provide serialization insights that help their customers increase supply chain efficiencies.

FLEXIBILITY TO EXPAND DATASETS

CMOs/CPOs typically manage production for multiple brand owners, and therefore must be able to easily adapt to various customer and country-specific datasets.

The Verify Platform gives CMOs/CPOs the flexibility to easily make changes to datasets, such as adding a field or mapping a data feed to track specific product attributes, reporting parameters, key performance indicator metrics, or market-specific compliance requirements (for example, dosage requirements in German market or National Health System code).

BENEFITS

Verify Brand's serialization software can help CMOs/CPOs execute against customer timelines to strengthen those relationships, drive operational improvements, and acquire new business.

COMPLETE SERIAL NUMBER LIFECYCLE MANAGEMENT

A CMO/CPO's ability to communicate complete end-of-life event details to the customer exponentially increases the integrity and overall security of the customer's serialized product supply chain.

Verify Brand's software enables CMOs/CPOs to offer their customers full batch reconciliation ("end-of-life") data showing the final status of every serial number that was requested for each batch (good, damaged, destroyed, retained, etc.). These insights help CMOs/CPOs provide their customers with increased supply chain visibility and efficiencies, which CMOs/CPOs differentiate themselves in a competitive marketplace and can give all parties a greater return on their serialization investment.
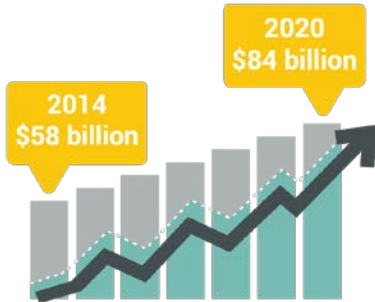
REAL-TIME, LINE-LEVEL AND OPERATIONAL DATA INSIGHTS

Verify Brand's serialization solution, the Verify Platform, with its built-in reporting engine and advanced analytics is capable of capturing, extracting and analyzing EPCIS commissioning, aggregation, shipping, and end-of-life message events when this data is available (to date, not all serialization solutions, 3PLs and line-level systems have this functionality).

In addition, the Verify Platform can help companies assess their internal manufacturing processes, providing the necessary intelligence to transform business practices within their "own four walls."

Verify Brand's customers use the platform's reports and alerts to improve their businesses in the following ways:

- Evaluate line/worker utilization, productivity and efficiency
  - Gauge overall equipment effectiveness (OEE)
  - Compare efficiency across lots, batches and products
  - Compare productivity during specific time frames (shift, day, week, year over year)
- Enable full reconciliation
  - Quantity good, damaged, spoiled, retained, introduced to market
- Address inventory concerns
  - View real-time status (commissioned, in transit, received, shipped)
  - Assess stock levels in key regions
- Assess capacity and align production
- Review dwell times and receive alerts about products nearing expiration
- Monitor usage of distribution channels
  - Normal distributing
  - Specialty
  - Direct-to-patient
- Leverage supply chain maps and serialization data to improve forecasting ability by better managing capacity or altering production schedules.

FLEXIBILITY IS KEY

Different customers require different connections and configurations. A proven, mature, flexible serialization platform can easily handle all customer requirements to help contract manufacturers and packagers build and maintain excellent relationships with current customers, and provide a competitive edge for gaining future business and a better return on investment in the long term.

For more information about Verify Brand's serialization software for contract manufacturers and packagers, visit www.verifybrand.com or send an email to demo@verifybrand.com.

2020 $84 billion

2014 $58 billion

The global contract pharma manufacturing market is expected to reach $84 billion by 2020, up from $58 billion in 2014.[3]

"In our industry, time is money. Delaying the launch of a product can result in the loss of tens of thousands, sometimes millions of dollars. We, as CMOs, are constantly being reminded of that fact." [4]

Lonnie Barish
Executive Director
Business Development
Wellspring Pharma Services

RESOURCES

1 Michael Zirkle. (2017). Serialization: Driving Business Value Beyond Compliance. In Pharmaceutical Manufacturing eBook, "Pharmaceutical Serialization."

2 A.T. Kearney. (2014). Preparing the Supply Chain Pharma Needs.

3 IntelliROI. (2016). Global Contract Pharmaceutical Manufacturing Market – Market Size, Demand Forecasts, Industry Trends and Updates (2014-2020)

4 Pharmaceutical Manufacturing. (2016). Contract Marketing Trends.