



## DATA SHEET



### KEY BENEFITS

Ensure item identification projects are driven by a holistic focus that includes business process along with technical capability

Leverage industry best experience and expertise around unique item identification in pharmaceuticals

Unbiased assessment of the technologies that best fit your specific needs

Experts in secure data management to assess opportunities to apply item-level data to cross functional and cross enterprise processes

## Item Identification Strategy Services from VeriSign

Industry analysts and end users believe that the pharmaceutical industry will be the first industry to deploy Radio Frequency Identification (RFID) technology at the item level (bottle, carton, vial). Health Industry Insights, an IDC company issued a study which stated the expected total life science RFID market size to exceed \$14.8 billion by 2009. The study cites product safety and enabling a demand driven supply chain as leading drivers of this market.

As many of the leading companies in the pharmaceutical industry continue their pursuit of a safe and secure supply chain, their initiatives are highlighting several necessary requirements for success. Among them is the need for unique item identification for pharmaceutical products to aid in tracking and verification from manufacture, through distribution and ultimately to point of dispensing. Unique item-level identification provides a foundation for creating data on events or observations related to particular products.

Unfortunately, all too often initiatives to establish unique item identification are treated as entirely technical projects. The result is that they often lack a perspective on how item identification can go beyond basic product tracking to also provide the basis for linking products to other information such as end-user demand, contract compliance, and reverse logistics.

Successful deployments of unique item identification technologies start with a strategy based on the internal and external events and observations of a product that would be valuable in a business context, and then deploy the technology accordingly.

### + Strategy Services from VeriSign

VeriSign helps pharmaceutical manufacturers, wholesalers and distributors build comprehensive strategies for unique item identification that align emerging regulatory requirements, supply chain processes and growth-oriented goals.

VeriSign professional services are based on many years of pharmaceutical manufacturing, packaging and supply chain best practices, along with experience working with advanced technologies such as RFID and 2D barcodes. The business process and supply chain data management experts at VeriSign also have an in-depth understanding of the systems that must process and manage item-level information.



Where it all comes together.™



Using a series of strategic sessions and more detailed workshops, we help customers collectively determine strategies for many of the up-front considerations that will define and impact the success of item identification projects. Some of these factors include:

- Evaluation of the right technologies (1D barcodes, 2D barcodes, RFID) for an item identification effort
- Business process analysis that identifies high-value or high-loss processes that can be better managed with unique item identification
- Assessment of the appropriate timetable for compliance-focused item identification technology deployment and a plan to monitor mandates and legislation
- Establishment of a roadmap and requirements for migrating pilot functionality to their production lines in the future
- Identification and establishment of a baseline for key metrics to be measured during a unique item identification effort
- Evaluation of current information system capabilities to determine what changes will need to be made to accommodate item-level data
- Analysis of what would be required of customer facilities (e.g., packaging or distribution facilities) to conduct a item identification project prior to committing any resources to the project

Many of our customers couple our strategy services with our implementation services for unique item identification, which provides a comprehensive solution for planning and deployment. Our implementation services use a proven methodology for in-line serialization pharmaceutical projects, starting with an initial analysis, design and architecture phase to address serialization technology questions, tag application testing, process, scope and architecture issues. The next phase consists of the implementation of a simulated serialization pilot that delivers the initial project goals and lays the foundations for future operational scalability.

**To learn more about how strategy services from VeriSign can help your company plan a successful unique item identification project, please contact your VeriSign account representative or give us a call at 866-521-2496**