

HOLISTIC

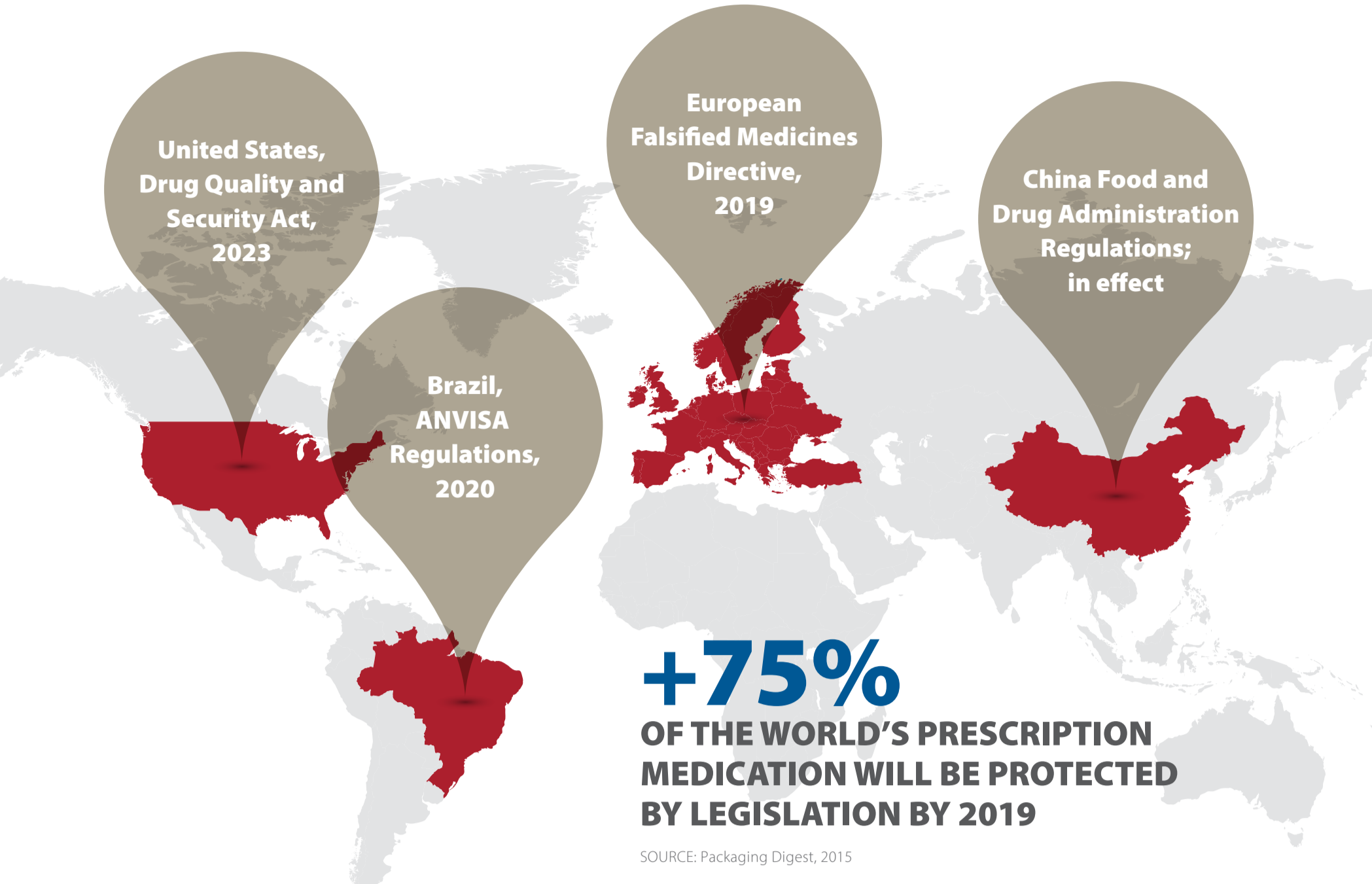
SERIALIZATION SOLUTION

Global pharmaceutical companies lose an estimated \$75 billion annually to prescription drug counterfeits — not including costs of diminished brand value.

SOURCE: The Stimson Center

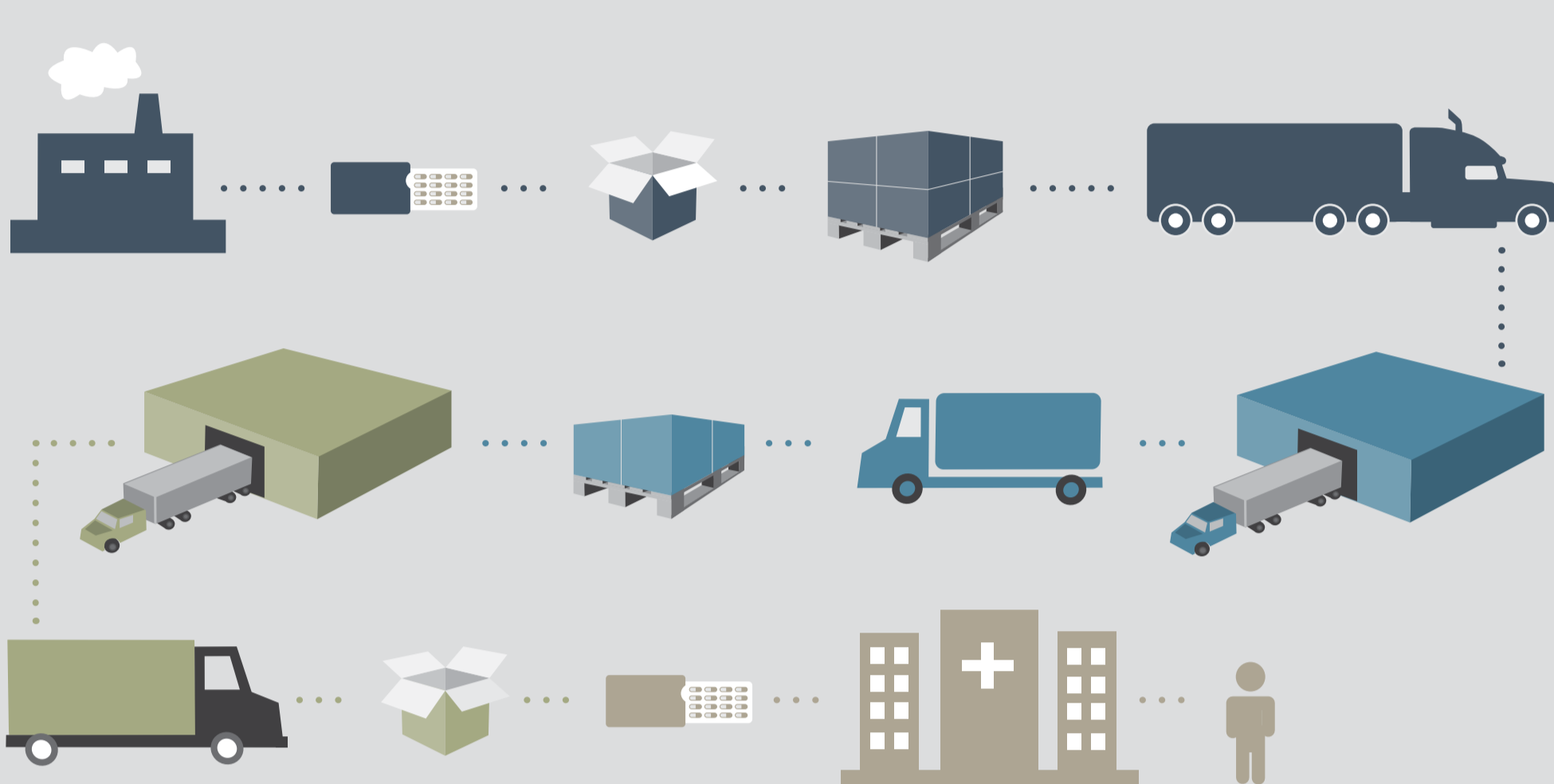
GLOBAL MANDATES

Soon, global mandates will require manufacturers to exchange transaction information in an interoperable electronic manner.



IMPENDING MANDATES

Will require traceability across the supply chain (from sellable unit to point of sale).



TOP THREE MANUFACTURER CHALLENGES

for serialization implementation.

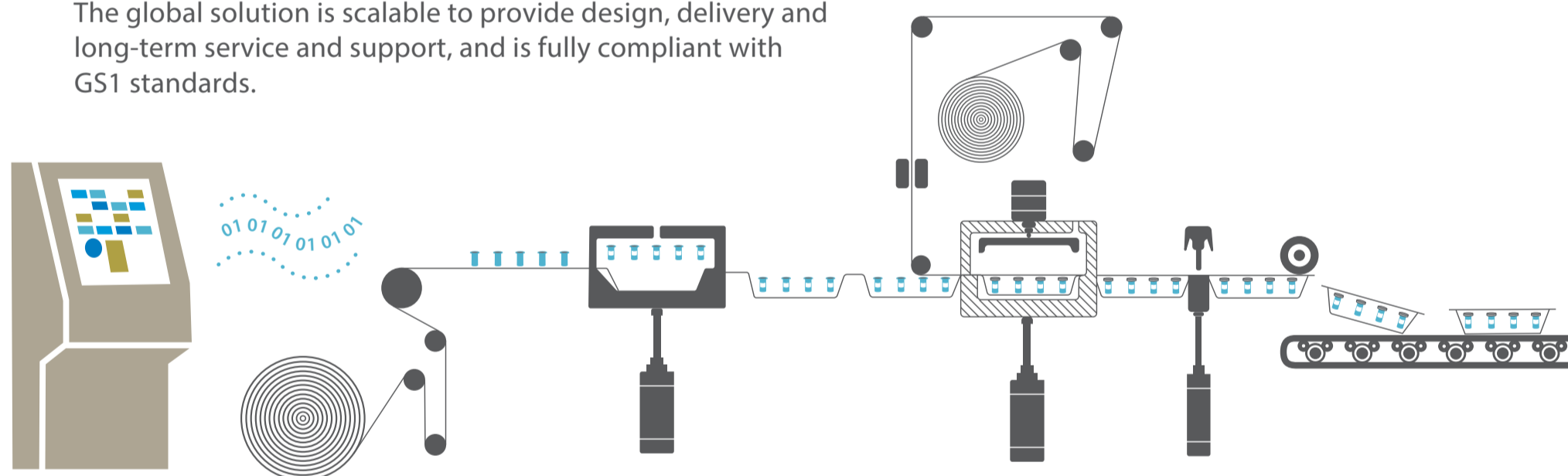


THE ROCKWELL AUTOMATION SOLUTION

1. SCALABLE, FLEXIBLE, CUSTOMIZABLE

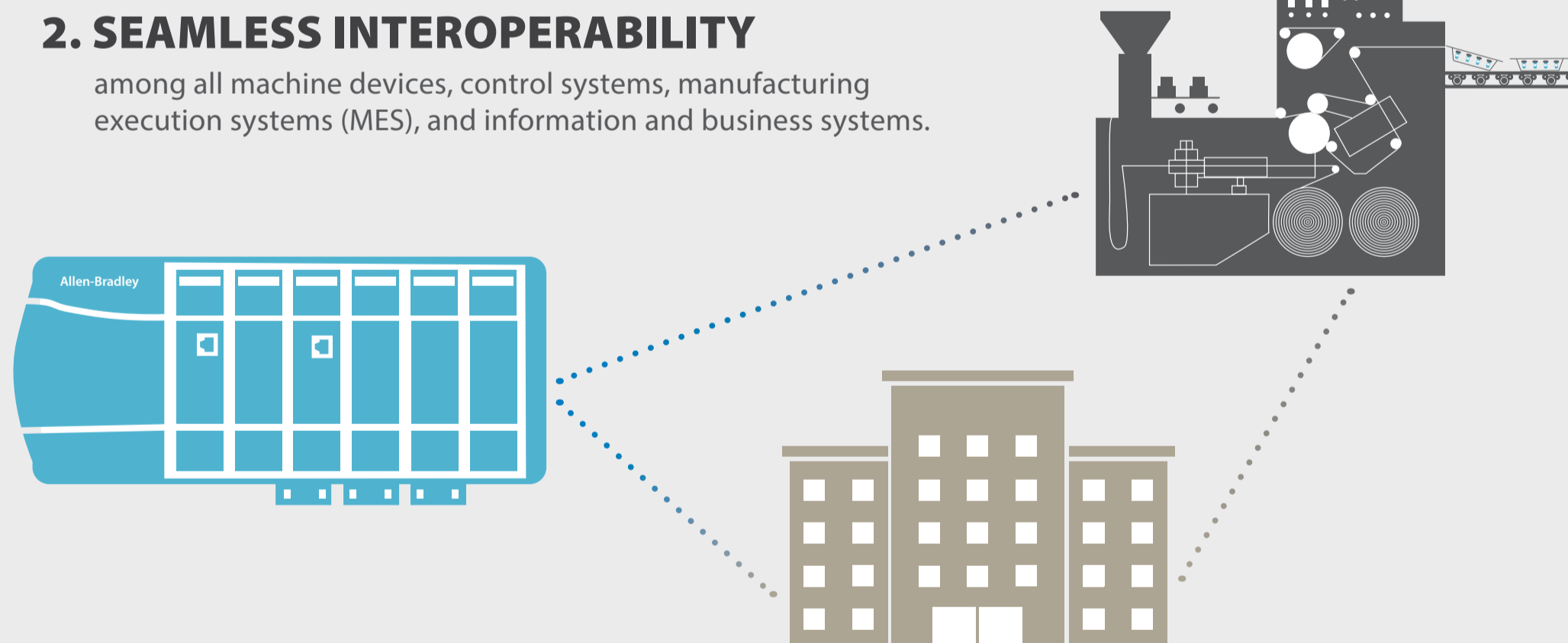
to meet the needs of any customer — from small-scale solutions for OEMs to full-scale, end-to-end solutions to help adapt to changing requirements and withstand company growth.

The global solution is scalable to provide design, delivery and long-term service and support, and is fully compliant with GS1 standards.



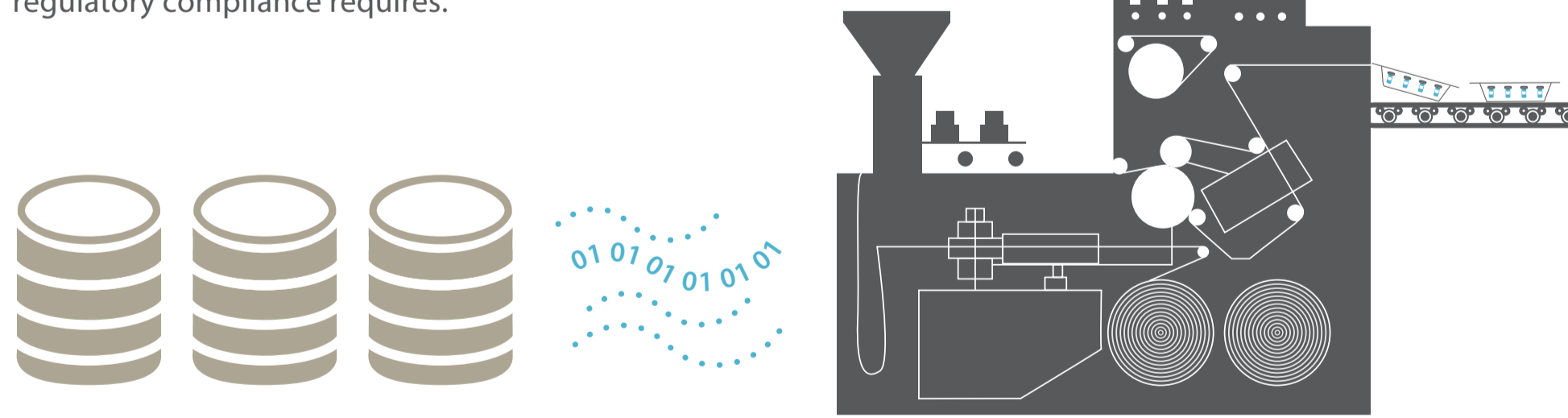
2. SEAMLESS INTEROPERABILITY

among all machine devices, control systems, manufacturing execution systems (MES), and information and business systems.



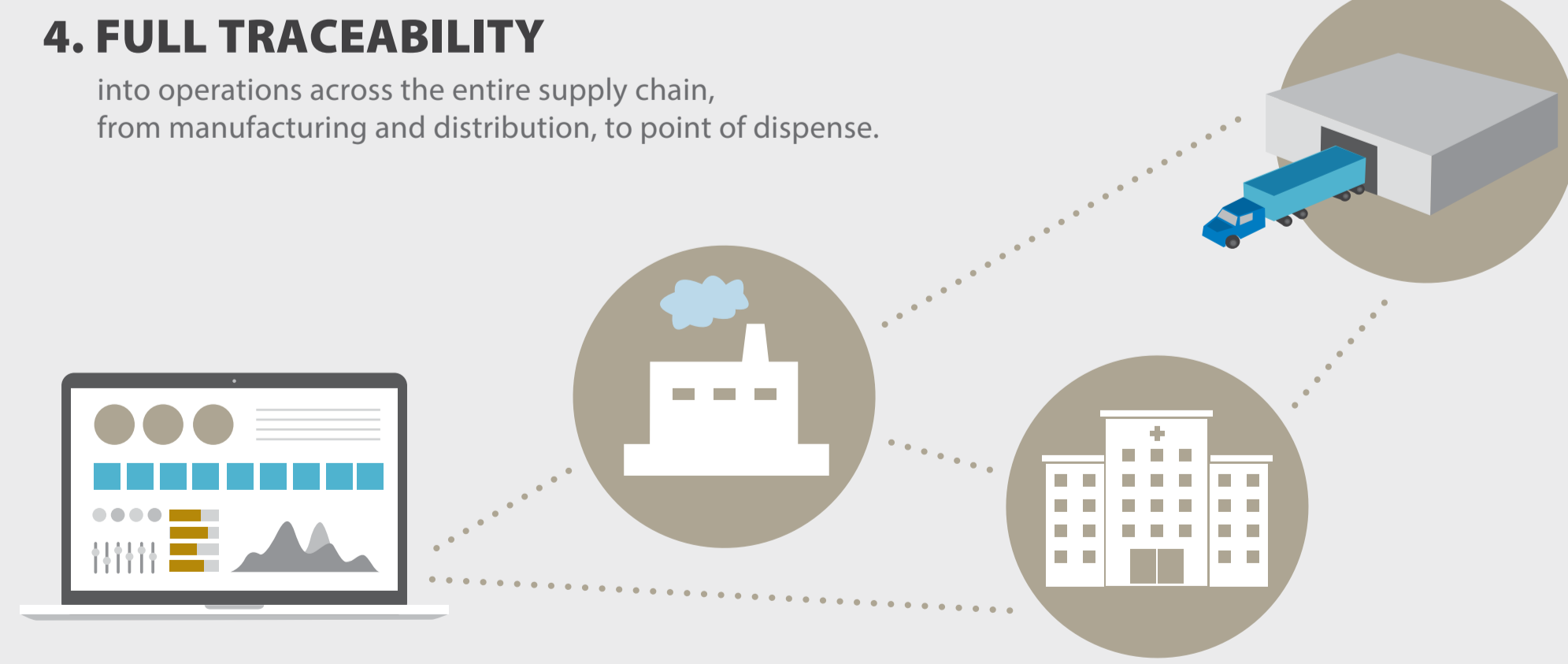
3. CENTRALIZED DATA MANAGEMENT

for current operations and for extra layers of information regulatory compliance requires.



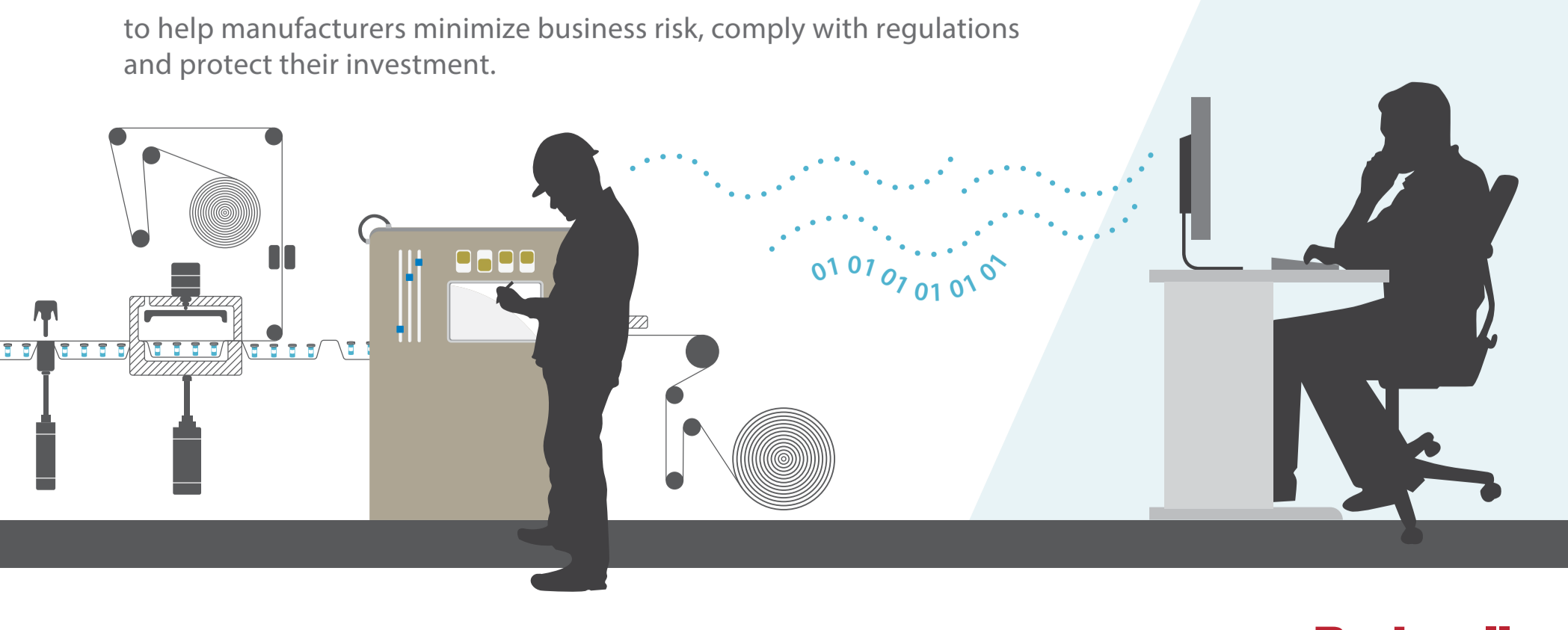
4. FULL TRACEABILITY

into operations across the entire supply chain, from manufacturing and distribution, to point of dispense.



5. COMMON DATA FOR ACTIONABLE INTELLIGENCE

to help manufacturers minimize business risk, comply with regulations and protect their investment.



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Click here for more information on Rockwell Automation serialization solutions