

NEWSLETTER

December 2020

WHAT A YEAR 2020 HAS BEEN.



As it draws to a close, you might think we are all glad to see the back of it. Certainly, the consequences of COVID have caused some challenges at advanco, in line with virtually every business across the globe. However, the pandemic has also shown what a resilient business model we have.

The lockdown forced us to re-evaluate our working practices, and these changes are now embedded into our entire DNA. We have invested in the very latest technology and have implemented a much more streamlined working approach across multiple areas of the business. Virtual client meetings, remote support and installation processes, team meetings, and sales meetings spanning different continents and time-zones have very much been the norm over recent months and have enabled us to carry on with business as usual.

Indeed, we have also taken part in an increased number of webinars, further details of which follow in this newsletter, which have provided a new way to interact with the pharmaceutical community on a global stage.

While we have not escaped the pandemic unscathed, we are entering 2021 in a strong position and we are looking forward to the many opportunities the year will bring us. Not only have we continued to win new customers, we have expanded our service offerings e.g. Health Check, and

we have added more functionality to ARC. Also, as you will read later, we are also hiring new team members.

On top of all that, we have been named as Serialization Company of the Year by UK publication, Industrial Process News, which is further testament to our continued success during a challenging year.

We hope you enjoy this newsletter, which is designed to recap on 2020 and look ahead to what next year has in store. And, as always, do feel free to contact me if you would like any further information, or have suggestions on what you would like to see included in the next newsletter.

In the meantime, we wish you all happy holidays ahead and we look forward to a happy, healthy partnership in 2021 and beyond.

ALF GOEBEL
CEO of advanco

OUR THANKS TO YOU ALL FOR THE VITAL WORK YOU DO.

As you will be aware, all kinds of medicines continue to be counterfeited across the world, both branded household-names, and generic, own-label ones.

In addition to the shocking amount of deaths, illnesses and disabilities caused by fake drugs across the world, the impact of counterfeits on legitimate pharmaceutical producers – our very partners, clients and customers – are endless. They include lost sales, costs of protecting brands, loss of reputation, the potential cost of managing the disposal of counterfeits and litigation costs involving counterfeiters and possibly people who were unknowingly victimised by counterfeiters.

Counterfeit pharmaceuticals can result in squandered health resources, not only for individual patients, but also for international humanitarian organisations, NGOs and national government programmes.

Counterfeiters divert resources away from genuine treatment, robbing limited health budgets of already scarce resources. Environmental problems – a major topic for most industries across the world nowadays – can also be exacerbated by drug counterfeiters.



That is why our collective work remains vital. Not only are we in a prime position to combat pharmaceutical fraud, the possibility to roll-out serialization across other sectors in the future presents us with an exciting proposition indeed.

Every one of our staff-members, business partners, current and future customers – although, to us, you aren't simply customers but also our partners – and everyone we deal with as part of our business activity, should be proud of your work. Your enthusiasm and commitment remains appreciated on a daily basis and we look forward to more ground-breaking achievements as we enter 2021 and beyond.

PARTNER SPOTLIGHT

We would like to thank our many partners for their invaluable contribution to our work over the past 12 months.

Earlier this year, we announced a partnership with **Supply Chain Wizard** to deliver shop-floor-insight, leveraging data at an unprecedented level to deliver business impact through process reengineering. We have also joined forces with **Syntegon**, counterfeiters by partnering with the former Bosch technology giant Syntegon which has enabled significant benefits for the pharma sector. It has moved the serialization supply chain from a rigid to an agile model, encouraging industry openness, while significantly lowering the overall cost for essential serialization services.



OPEN-SCS DEVELOPMENT

This subject is very important for the future of our industry and also close to my heart. As many will already know, advanco is a founding member and board member of OPEN-SCS (Open Serialisation Communication Standard). This was set up to fight counterfeits and save lives by developing an open standard available to everyone.

OPEN-SCS is a working group in the OPC Foundation, whose success speaks for itself. Today, there are more than 4,200 suppliers who have created more than 35,000 different OPC products used in more than 17 million applications. The estimate of the savings in engineering resources alone is in the billions of dollars.

OPEN-SCS has already contributed enormously to the fight against fake medicines. It has officially released three key documents:



- A use case document which explains typical uses of serialization and how it fits into the production environment
- A specification document that defines the specific services needed for a Sterilization solution and how the EPCIS and GS1 specifications should be used interoperable solutions



- The OPC UA Serialization Companion Specification which defines in extensive detail how to use OPC UA to provide an interoperable solution that will seamlessly fit into a complete serialization system.

Documents such as these provide an invaluable reference-point for the serialization sector. Not only do they provide a blue-print to how we can arrive at an open, agile supply-chain, but they also allow us all to work towards lowering the overall Total Cost of Ownership (TCO).



WE ARE GROWING!

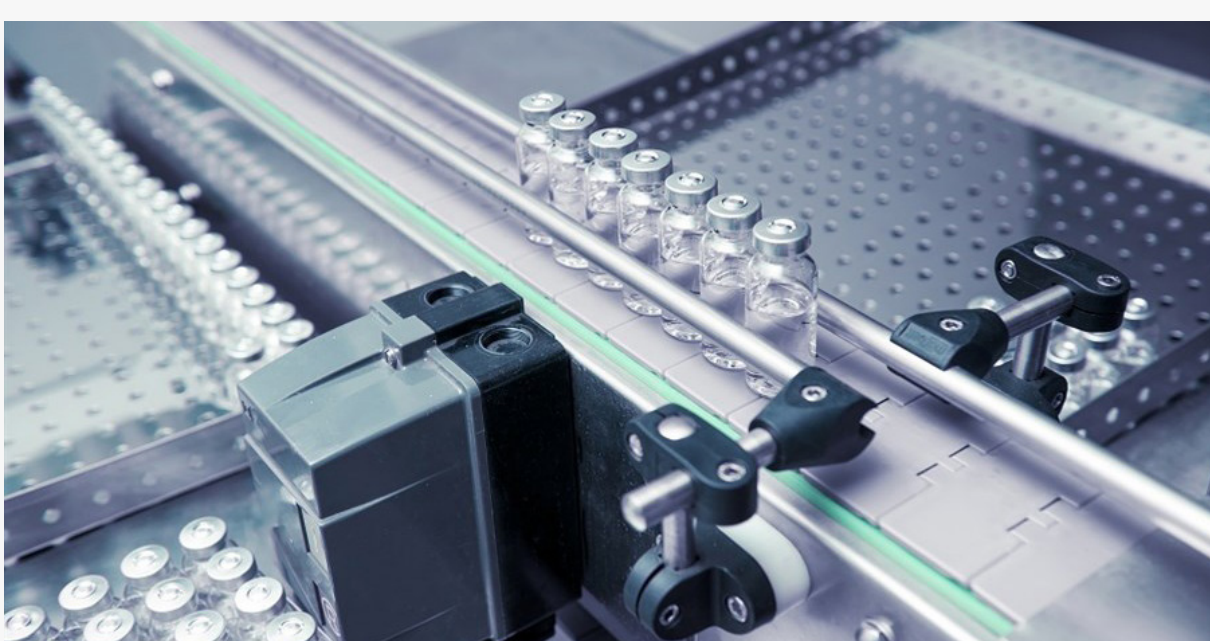
We are investing into USA and Europe and expanding our Technology Center in Turkey.

We are investing heavily into multiple customer-facing roles, including customer support positions, sales staff and partnership managers.

If you know of anyone who would be suitable for advanco as we enter our next chapter, do let **Sevinch Yumer** at **+32(0) 2 726 88 00** know.

WEBINARS

One of the challenges of the global COVID pandemic, has been an ending to many of our face-to-face interaction with potential customers, and the wider pharmaceutical community. That is why we have increased our participation in webinars – which have been a great success and have enabled us to continue the essential interaction needed to keep our name on the lips of the sector's decision-makers.



One such webinar took place in September. Titled Breaking the chains of vendor lock-in for pharmaceutical serialisation and aggregation projects, advanco CEO Alf Goebel joined with Maximilian Kircher from WIPOTEC-OCS to focus on the lessons that have been learned from those worldwide serialization and aggregation projects that have already been implemented.

We are still receiving enquiries resulting from this webinar, which was attended by many of the serialization sector's most influential figures.



Another webinar took place last month, called Why is now the time for L3? Here Alf Goebel joined with Chris Howell, Packaging Engineer Director of Thermo Fisher Scientific and Greg Cathcart, CEO of Excellis Health Solutions, to discuss the benefits of L3. Again, this was an incredibly successful event.

As we move into next year, we are planning to participate in other webinars – so do keep your eyes peeled.

TO ACCESS THE WEBINAR RECORDING

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IN SUMMARY

2020 has been a challenging year for virtually every company in the world. However, everyone at advanco and all its partners have risen to this challenge in a strong manner.

We move into 2021 in a solid position and we should be excited by the year ahead. In the meantime, take the holiday season to relax and we will see you in 2021!



All at **advanco** wish you, your family and friends a happy and healthy holiday. Together, let's all look forward to a peaceful and prosperous 2021 ahead.



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