



**Simge Ece Kaya**  
Marketing Manager

Dear readers,

In this newsletter, we elaborated on our partnership with Syntegon, shared our new offering and discussed the recent events we participated in. We also highlighted our support ticketing system.

As you are aware, there are many changes occurring in our industry right now, and we are more than delighted to share them with you.

If you have any comments or input, please feel free to contact me.

Sincerely,

[simge.kaya@advanco.com](mailto:simge.kaya@advanco.com)



## What's new

### Serialization Partnership with Syntegon

advanco and Syntegon have announced a strategic partnership, marking a significant step towards helping to eradicate the growing problem of counterfeit drugs. The counterfeit drug market has been estimated to exceed \$75Bn and is once again in the spotlight as the world searches for a COVID-19 vaccine.

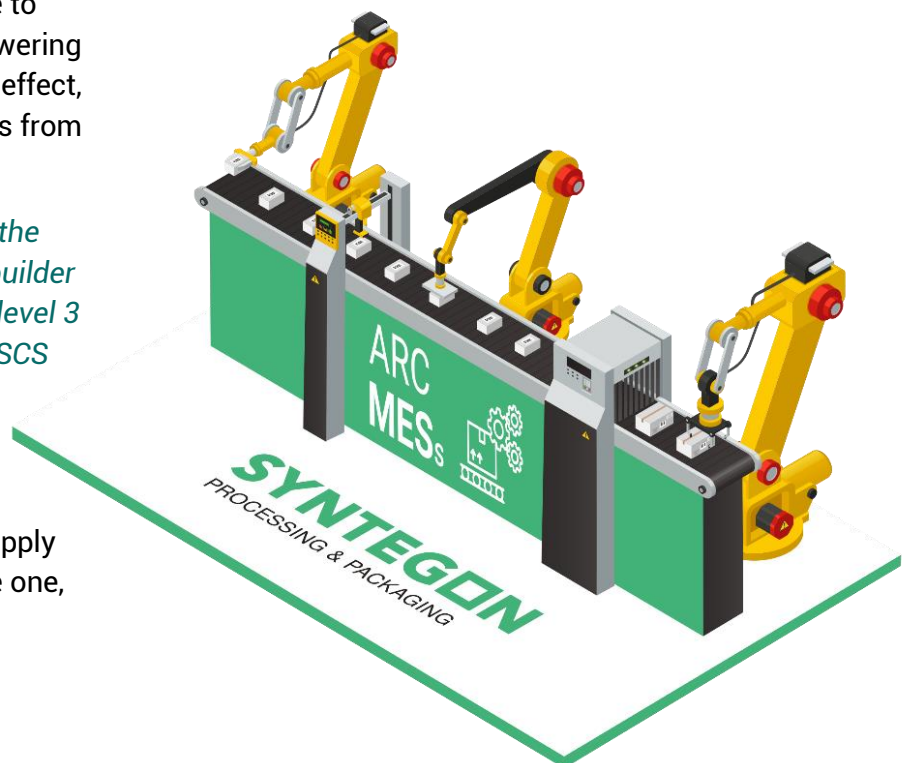
- About 10% of pharma products worldwide are estimated to be counterfeit, resulting in up to one million deaths each year.
- Pharmaceutical counterfeiting has become a prominent concern as the world searches for a COVID-19 vaccine.
- Both advanco and Syntegon are members of the Open-SCS working group, developing an open standard for the healthcare industry to combat counterfeiting and save lives.

The partnership combines the strength of advanco's leading Level 3 and Level 4 site managing system (known as ARC), which handles serialization and aggregation processes with Syntegon's high-end machines for packaging pharmaceutical products and drugs.

This development will bring tremendous value to pharmaceutical companies by significantly lowering the total overall cost and preventing a lock-in effect, allowing vendors to choose different machines from different suppliers, if they choose to do so.

Alf Goebel, CEO of advanco, said: *"Combining the strength of Syntegon as a high end machine builder and the strength of an open and independent level 3 site manager utilizing the standards of Open-SCS brings tremendous value to the customer and lowers the TCO significantly"*.

The overall result of the partnership will mark important steps in moving the serialization supply chain from a rigid model to a much more agile one, encouraging industry openness.



[Click here to read more](#)

## Product News and Development

advanco is introducing a new model to present the selection of serialization and track & trace solutions. The existing serialization platform covers site management, incorporates data exchange and cloud features, rounding out a full serialization solution. The extensions will allow advanco to adapt the solution stack to your unique company scenario.



However, advanco believes that the time is right to shift focus on to the next steps the market anticipates will happen. Many companies have implemented their compliance solutions and are now seeking ways to extract the highest possible value out of their investment, ensure the seamless continuity of their solution and are looking for ways to leverage data generated by the solution to find new areas of value.

Our preserve & optimize stack focuses attention on services with immediate impact on your business. Topics of interest are solution health audit as the optimization of the solution, based on statistical data generated by the system itself.

The large amount of data that can be stored on the ARC platform is not only good for anti-counterfeiting and compliance. A detailed assessment reveals actionable insights: The data logged will enable you to get more value out of your hardware (Overall Equipment Efficiency, short OEE) by increasing uptime and utilization. Data can also reveal software and hardware usage patterns, compliance process execution habits and maintenance needs. Optimization services for ARC align your company's processes with the best practices of the serialization industry; and the SLAs in our service models ensure business continuity.

advanco has also observed the emerging trend of serialization software & hardware replacement. Unlike the first round of deployment, where compliance speed was key and real-life experience was sparse, customers are now prioritizing flexibility and value with the next wave of "replacement" solutions.

For more information on how we can address your needs, please contact us at [info@advanco.com](mailto:info@advanco.com).

## Webinar & Event

We had a webinar entitled, "**Break the Chains of Vendor Lock In,**" which was held on September 24, 2020. As speakers, **Alf Goebel**, CEO of **advanco**, and **Maximilian Kircher**, Subject Matter Expert-Serialization of **Wipotec-OCS** shared experiences and lessons from various worldwide serialization projects and the importance of Open-SCS.

[Click here to see the webinar!](#)

Thanks for all attendees' interest in our webinar.

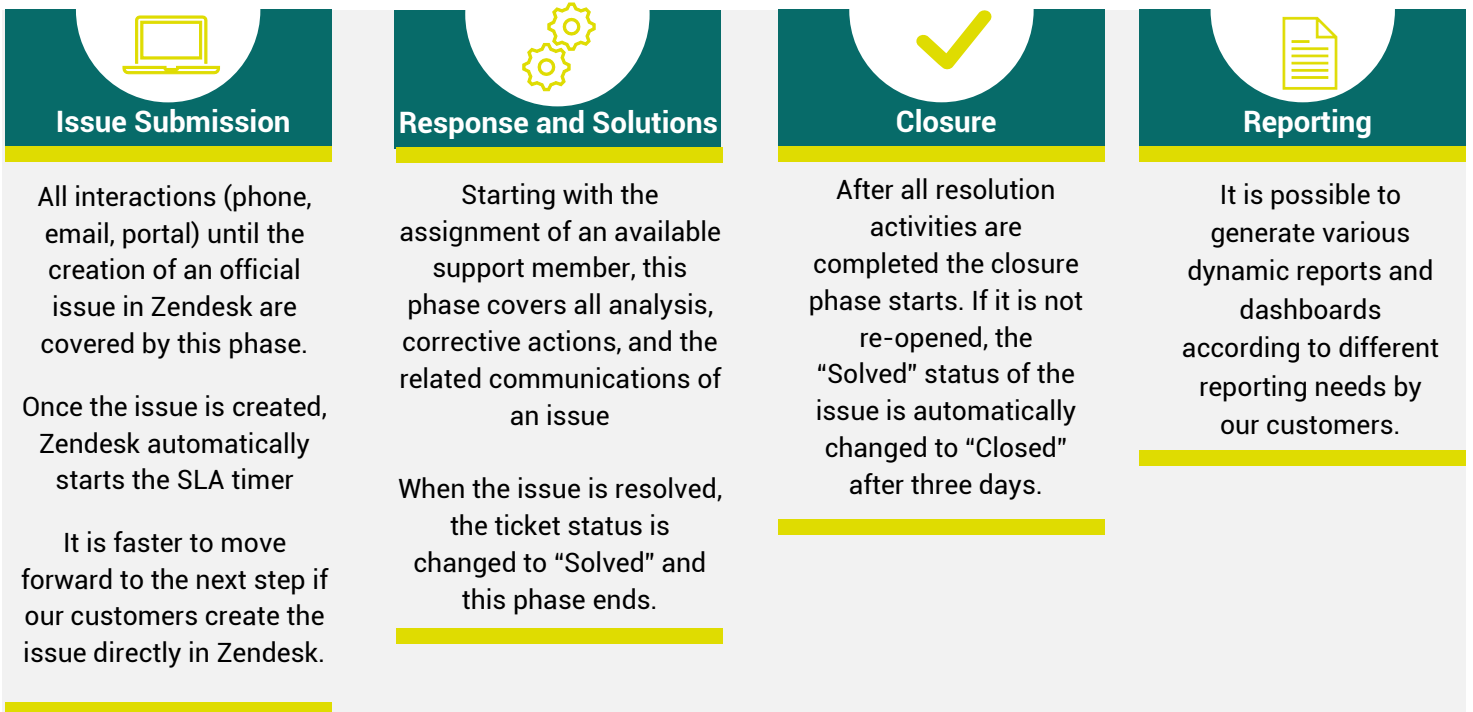
It was a great pleasure to attend the **Pharma Trackts 2020**, which took place on October 01-02, 2020 in Berlin. It was an international knowledge exchange platform bringing together all stakeholders playing active roles in the serialization process. The key topic of the event was "Serialization Beyond Compliance." It was an informative and great networking opportunity for all of us.

*We look forward to attending the next event!*



**advanco's Zendesk Portal** is a support ticketing system, designed to help you track, prioritize, and solve customer support interactions. Our goal with the Zendesk implementation is to add value to our customers' support experience and bring about a new standard to automate measurement and trace issues throughout the entire support process with one of the most frequently used, state-of-the-art service desk software tools.

### Support Process



### Outcomes

- Our customers will be able to create new issues by their defined key users each time they request support from the advanco team.
- Zendesk screens are customized to guide you through accurate and complete submission of an issue, so that our team will have all the necessary information at once – in order to help you faster.
- Our support team will be notified about your request by Zendesk and an available support member will be assigned.
- It is possible to define business rules for each customer to initiate a ticket workflow.

You can visit our Zendesk Portal by clicking [here](#).

Send feedback 

[www.advanco.com](http://www.advanco.com)

advanco SA  
Headquarters  
Rue de la Fusée 66  
1130 Brussels, Belgium  
T: +32 272 68 80 0

Şair Nedim Caddesi Akaretler  
Sıraevler, E2 Blok, Daire 4,  
Beşiktaş, İstanbul, Turkey  
T: +90 212 706 2260

2121 N. California Blvd,  
Suite 290 Walnut Creek  
California, 94596, USA  
T: +1 925 401 7028