

# NEWSLETTER

June 2021



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[Send your feedbacks](#)

Dear readers,

In this newsletter, we are especially pleased to announce that advanco has received a highly prestigious accolade which recognizes our rising importance as a national supply-chain solution provider. More details follow below – but we want to take the opportunity here to thank the entire team for enabling us to achieve such success, especially during the recent trying times that all businesses have faced during the ongoing pandemic.

We are also sharing another piece of press coverage, this time an industry analysis piece in Industrial Process News, and also highlighting the impact of Zendesk in our Support & Maintenance. Finally, we would like to announce an important industry event that we are speaking at, and to introduce our new team members to you all.

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,



## AWARD

We are proud to announce that advanco has officially been recognized as one of the **TOP SUPPLY CHAIN MANAGEMENT SOLUTION PROVIDERS IN EUROPE 2021** by Manufacturing Technology Insights. This award is given annually to the 10 companies that are at the forefront of providing supply chain management solutions and impacting the industry.

This accolade provides valuable third-party accreditation that advanco is rapidly rising in importance as a key supply chain management solution provider in the pharmaceutical sector – an achievement we should all be proud of.

Advanco, through this platform, ensures every product is given a unique barcode to indicate that it is legit through every step of its supply chain journey. “To prevent counterfeiting, it’s crucial to track where a product is coming from. And so, every product in the future, in pharma and even other industries, will need a barcode”, adds Alf Goebel, CEO of advanco.

Read the original article by Manufacturing Technology Insights [here](#).



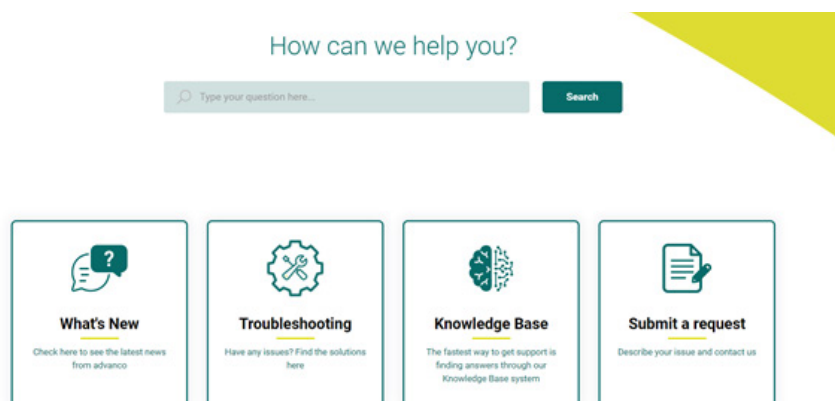
## How Zendesk improved advance's Support and Maintenance operations.

Good customer service is at the heart of any successful business, especially for mission critical processes in the pharmaceutical industry. Advance chose Zendesk to offer an all-in-one portal which provides our clients an easy way to contact our support team instantly from their desktop or mobile devices.

The system allows us to work on multiple tickets at the same time to prevent backlogging. Important cases are highlighted and have our full attention. The development team can be involved immediately to solve urgent tickets faster.

Zendesk's analytic tools helped us to identify slow response times and trouble spots so that we can fix them quickly. By understanding and analyzing the needs of our customers, we designed a knowledge base with lots of articles about our products and for trouble shooting.

In the coming months we will add more and more content, gather your feedback, and continue to take care of all your service needs to offer a user-friendly and reliable support portal with a high value for your business.



## INDUSTRY ARTICLE

### Advance - leaders in cross-industry serialization, is featured in the latest issue of Industrial Process News.

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**R**egulatory compliance for serialisation is increasingly becoming a focus area for pharmaceutical manufacturers and supply chain partners across the world. Therefore, as would be expected, advance is already well-known and solidly established within the pharmaceutical sector.

However, this could be just the beginning, with a very real potential for such services across multiple other consumer and business sectors.

Staying with pharma for the moment, most developed and developing economies have either already laid out the regulatory road map

for serialisation or are in the process of doing so. This is largely due to rising drug-related criminal activities and supply chain inefficiencies. Certainly, pharmaceutical counterfeiting is a profoundly serious issue, one which is likely to worsen as the world searches for a COVID-19 cure. It is estimated that 10% of pharmaceutical products worldwide are counterfeit, resulting in up to one million deaths every year, and British researchers have estimated counterfeit medication could kill up to 10 million people by the year 2050. In addition, the global counterfeit drug market size exceeds \$75 billion.

To help with this, advance is focusing on product identification in the supply chain, using

barcode technologies to prevent counterfeits in pharmaceuticals. This core expertise in barcode, RFID and supply chain solutions has been informed by 41 years of experience.

Advance has concentrated on customers in the pharmaceutical industry for over 11 years, with its first customer being Pfizer Turkey. Throughout this time, it has established itself as a leading provider (ISV) for Level 3 Item Level Serialisation and Track-and-Trace throughout the entire supply chain and around any ERP system.

Advance's ARC, a serialisation packaging solution for Track-and-Trace, is the gateway to the national databases used for verification. ARC is used by over 40 customers around the globe at more than 50 sites, controlling over 400 package lines.

The entire solution is built to and complies with strict international regulatory standards and ensures companies comply with global legislation (such as EU Hub, MDLP, Turkish MoH), including all special functionalities like Russian Cryptocode or US DSCSA requirements on the shop floor and in the warehouse.

ARC has the largest interface portfolio in the industry and is designed to prevent counterfeits in the pharmaceutical industry by focusing on product identification in the supply chain. Integrating packaging lines and enterprise serialisation repositories, it is created for companies to utilise multiple line management systems, simplify integration and enhance flexibility, and it can adapt to a wide range of packaging line technologies and production management systems.

What's more, integration across control and enterprise levels enables ARC to function as a



centralised hub for managing serialisation data and facilitating product traceability across the entire supply chain.

Advance also has a solution portfolio for Serialization 2.0., from compliance to optimization. Replacement of components, lowering the TCO, OEE and blockchain are all part of Serialization 2.0

A noteworthy development for the company, advance recently announced a ground-breaking partnership with former Bosch packaging giant Syntegon. This partnership is already seen as being of great importance to the overall pharmaceutical serialisation sector, opening-up the rigid nature of the serialisation track & trace supply chain.

It combines the strength of advance's leading software site manager system, known as ARC, which handles the serialisation 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.

**For any more information please see the details below.**  
**T +32 272 68 80 0**  
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## 4th VIRTUAL PHARMA

Track & Trace, Serialization & Labelling Forum  
29th July 2021 | 13:00 CET

### KEYNOTE PANELIST

#### Hasan Veriñ

Director of Project  
Management



Advanco is attending the **4th Virtual Pharma Track & Trace Serialization & Labelling Forum**, which will be taking place on 29th July 2021. This will be one of the top virtual gatherings for the worldwide serialization, IT, track and trace, supply chain, and manufacturing sectors and experts. In this forum, advanco will be represented by Hasan Veriñ, Director of Project Management as a panelist and he will deliver a keynote speech covering **Serialization 2.0 in the pharma sector**.

**REGISTER NOW**

### WE'RE GROWING!

We are pleased to announce the arrival of two new team members and would like to wish them well on their journey with advanco.

**Adrián Aguilar**  
Business Development Manager  
Cancun, Mexico  
[adrian.aguilar@advanco.com](mailto:adrian.aguilar@advanco.com)

**Adrián Aguilar** has joined us as a **Business Development Manager**. He is a highly experienced professional with a demonstrated background in the cybersecurity/software industries. He will add his experience to the demand generation process

Before advanco, he worked as a Business Development Operations Manager at The Point Co. Adrián has experience managing teams of Business Development for diverse software campaigns, generating leads and developing new opportunities

**Erika Pacheco**  
Business Development Manager  
Cancun, Mexico  
[erika.pacheco@advanco.com](mailto:erika.pacheco@advanco.com)

**Erika Pacheco** has joined us as a **Business Development Manager**. She will contribute to advanco's growth through lead generation by driving first meetings with prospects.

Before advanco, she has worked with sales and customer service in different industries. Erika is a great communicator and has the skills to connect with people from different cultures and backgrounds. She is dedicated and results-driven business development in identifying sales and business growth opportunities.

At advanco, we are always looking for additional members for our team to deliver high quality serialization solutions to our customers. If you have anyone within your network who you feel would be a good fit, do get them to contact.



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