

# NEWSLETTER

August 2021



**Simge Ece Kaya**  
Marketing Manager  
[simge.kaya@advanco.com](mailto:simge.kaya@advanco.com)

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Dear readers,

We would like to take the opportunity in this newsletter to highlight the recent industry article from Alf Goebel. We are also introducing our partnership with SAP, a development that we are excited about as it will enable a much smoother rollout of the serialization supply chain.

We are also inviting you to our future webinars and sharing some of our previous webcasts. We would also like to introduce one of our colleagues in the employee spotlight corner.

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,



## INDUSTRY ARTICLE

### COVID VACCINATION SERIALISATION – THE JOURNEY SO FAR

The global Covid pandemic has been one of the worst disasters we have collectively faced for generations, resulting in hundreds of thousands of deaths, disabilities, and losses of livelihoods. In this article, published in leading industry publication, the International Pharmaceutical Industry Journal, Alf Goebel, CEO of advanco, explains the challenges of Covid serialization and fighting the Covid counterfeiters. He also analyses what has worked well so far with vaccine serialization and what could have been improved.

Check out the article from Alf Goebel on how successful the pharmaceutical serialization and track-and-trace sector has been in overcoming the multiple logistical challenges posed by the global Covid vaccination roll-out.



[READ THE ARTICLE](#)

Advanco is pleased to announce that we have partnered with SAP and are now a member of their SAP Partner Edge.

Together with SAP, our focus will be on the life science industry. We want to make it easier to connect our ARC Platform with the SAP Solutions (ERP, MII, ME, and ATTP). To standardize the processes between SAP Solutions, ARC Platform, and shop floor equipment, advanco will develop a new "ARC SAP Adapter."

We will also implement OPC standards to the ARC SAP Adapter. The next step will involve developing it to the ARC SAP ATTP Adapter with additional standardized functionality according to the OPC specifications.

With this partnership, customers can seamlessly integrate site-specific solutions, customized and developed for their unique needs with advanco solutions. For example, when they want to upgrade their SAP-ERP to S/4, it will minimize the customization and extensive integration testing for customer-specific interfaces and will save cost and time.

The overall result of the cooperation between SAP and advanco marks essential steps in moving the serialization supply chain.

### About SAP

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SAP, founded in 1972 and headquartered in Walldorf, Germany, is one of the world's leading producers of software for the management of business processes, developing solutions that facilitate effective data processing and information flow across organizations.

The company's integrated solutions connect all parts of a business into an intelligent suite on a fully digital platform, thereby replacing the process-driven, legacy platform. Today, SAP has more than 230 million cloud users and 100 solutions covering all business functions.



For more information about SAP, please visit [www.sap.com](http://www.sap.com)

## EVENTS



We would like to invite you to our free webcast "Cold Chain and Vaccine Serialization - How to handle the process and the ambitious timeline" on September 16th, 2021 at 4:00 PM (CEST).

In this webcast Nicole Linn, Area Sales Manager TQS, Key Account Manager at Wipotec-OCS and Hasan Verinç, Director of Project Management at advanco will reveal how they support Thermo Fisher Scientific, who distributes COVID-19 vaccines worldwide.

Register for FREE and learn how to prepare your supply chain for the complex deployment of COVID-19 vaccines.

**REGISTER NOW**



Pharma Trackts 2021, the leading event on serialization & traceability, will take place on September 27th – 28th, in Berlin. The leading pharma serialization event brings together more than 300 top serialization, Track & Trace and supply chain experts from the industry in order to discuss about the new regulations and challenges to face regarding the future of serialization.

Among the participants, advanco, will attend the event as a business partner. On 27th September, Alf Goebel, CEO of advanco will provide valuable insights on Serialization 2.0 in pharma industry.

**VISIT THE PAGE**



We would like to thank everyone who joined our webinar with CONVAL group entitled "Next Generation of Data Security in Serialization" which was held on August 5th, 2021. It was great to see so much interest and to receive so much valuable feedback and great questions for the Q&A.

### In summary, the webinars covered:

- Benefits of open, modern serialization site manager platform in the data security
- Avoiding security risks of direct integration from shopfloor to cloud solutions
- Network Quality Management
- Importance of Network Validation

For those of you who may have missed the first session of the webinar, you are invited to register for free the second session which will be held on September 30th, 2021

**REGISTER NOW**

If you have any further questions about the webinar, please contact the experts at [info@advanco.com](mailto:info@advanco.com) | [info@convalgroup.com](mailto:info@convalgroup.com)



## EMPLOYEE SPOTLIGHT

At advanco, the skills of our team are at the core of our success. Not only does everyone bring a unique set of skills to their specific roles, but these skills combine to deliver nothing short of overall excellence to our clients. Advanco has become a byword for the delivery of high-quality serialization solutions – and we want to thank each and every one of our staff for all of their hard work and commitment shown every day.

Moving forwards, we are pleased to highlight each month one of our core team members.



**Martin Marx**

*Director of Partner Sales*  
Dusseldorf, Germany

[martin.marx@advanco.com](mailto:martin.marx@advanco.com)

**Martin Marx** is the **Director of Partner Sales** at advanco. He is responsible for building strong business relationships with all partners of advanco to provide the best-in-class solution to the customer by addressing the clients' inquiries, concerns, and requests in a timely and accurate manner.

He is a highly experienced professional with over 30 years of experience in sales and consulting for enterprise software companies. Prior to joining advanco, he has worked for SAP as a Sales Director in different industries and he built up the Industry 4.0 business area for HARTING Technology Group.

Martin holds a degree in Business Administration from the University of Cologne.



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

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

**London**  
8th Floor, 125 Old Broad Street,  
London, EC2N 1AR, England  
T: +44 20 7870 229

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