

## Serialization and Track & Trace

The Most Detailed View Possible

For certain products, to assure quality and maintain compliance, brand owners must track each finished good's individual journey, including all related components and processes required to produce and distribute it. With potentially thousands of components and processes involved, this can be a daunting task. E2open®'s Serialization and Track & Trace application enables brand owners to monitor the journey of individual serialized units — and even components — from start to finish, mitigating the risks.

With the rise in outsourced manufacturing, the benefits brand owners gain through reduced overhead and better economies of scale are often diminished by loss of visibility and control during production. This loss of granular-level visibility into each item in the bill of materials (BOM) is especially challenging when it comes to high-value or highly regulated goods or those with limited shelf-life. There may be many tiers of suppliers, thousands of globally sourced components or raw materials, and many moves between manufacturing and

logistics partners that all go into a single finished unit. Without deep tracking capabilities, a quality misstep at any of these points can quickly cause cascading issues that are resolved only with significant cost, regulatory implications and potential damage to the brand.

One of e2open's Collaborative Manufacturing intelligent applications, e2open Serialization and Track & Trace provides the most granular-level visibility possible for outsourced and in-house supply chains. Visibility into each stage of a product's journey — from each raw material to production and final delivery — helps companies quickly address delay or defect issues. By gathering and maintaining this granular-level, unit-specific data, brand owners also meet regulatory and compliance requirements.

### Key Features

- Includes multi-level genealogy tree, enabling serial number traceability to help rapidly address quality issues and product defects before they escalate into expensive recalls
- Enables flexible and robust business processes for start-to-finish serialized tracking
- Houses the documentation necessary to meet regulatory and compliance requirements
- Connects to third-party logistics (3PL) providers and carriers to gain near real-time shipment visibility
- Enables efficient, precise recalls and establishes streamlined service experience for customers

## Key Benefits

- Increased customer satisfaction through improved fulfillment processes
- Reduced inventory and logistics costs, plus a verifiable chain of custody due to improved visibility
- Lower cost of regulatory and compliance requirements
- Improved supplier performance plus assurance that only quality materials are used in production
- Improved revenue opportunities due to strengthened brand image

## Visibility for Accurate Deliveries and Better Service

E2open Serialization and Track & Trace establishes end-to-end visibility at the serial number level, equipping the supply chain to track quality and delay risks when and where they start.

### Start-to-Finish Serial Number Visibility

The application captures all steps that happen to serialized goods in the supply, production and logistics process. It creates a digital representation that can trace each finished unit plus every item in its BOM from source to delivery. These steps include contract manufacturers, raw material suppliers, co-packers, shippers, carriers, wholesalers and retailers. Brand owners obtain serial number visibility and the ability to search, report and analyze information to fulfill business requirements.

### Excellent Service Experience for Customers

Serialization enables the customer service personnel of brand owners and their channel partners to respond promptly to customer inquiries or reports of quality issues. For simple inquiries, customers obtain self-service portal or mobile-based access to key information about the manufacture, testing and delivery of their products. This easy access to information significantly improves the overall customer experience, increases the productivity of customer service personnel and reduces fulfillment costs.

### Easy Connection to Third-Party Logistics Providers

The system comes with connectivity to the world's largest multi-enterprise supply chain business network, making it quick and simple to connect and gain visibility into logistics operations. Customers gain a seamless experience even if their shipments travel all over the world across multiple modes. Brand owners also reduce their total landed costs and mitigate obsolescence and spoilage through better visibility into delays and re-routes.

### Regulatory and Compliance Conformance

Regulators typically require that businesses be able to produce detailed information regarding the sourcing, production and distribution of certain goods. Through two-way communication through the network, brand owners easily access the information to answer typical compliance questions. The system stores all the required documentation for fast access if requested by regulators.

### Seamless, Surgically Precise Recalls

If a recall becomes necessary, brand owners can immediately identify which units are affected and where they are. Through integration with recall management software, they can then arrange to quarantine, dispose of or recover only the affected units, with communication and instructions flowing instantly through the network to partners upstream or downstream. Being able to identify the root cause of a quality issue and recall goods with surgical precision dramatically reduces costs and safeguards brand equity.





## End-to-End Supply Chain Management Platform

Once an organization implements any e2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The e2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource planning (ERP) and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine learning-enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

Ensure product quality and compliance by tracking serialized finished goods and their components from manufacturing through fulfillment. Streamline customer service and identify quality trends among suppliers for continuous improvement.

## About e2open

At e2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything.

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