advanco

Introducing the
advanco Demo Room

Experience ARC serialization and track and trace solutions in action—tailored, interactive, and live-streamed for real-world insight.

☐ *Article by Alf Goebel, CEO of advanco*

Serialization and track and trace solutions are now an integral part of the pharmaceutical sector, driving innovation, improving efficiency, enhancing patient outcomes, and ensuring compliance with regulatory standards.

However, despite their importance, it is notoriously difficult to showcase these complex systems for a variety of reasons. systems for a variety of reasons. To counter this, advanco has invested in a demo room, designed to demonstrate its ARC serialization and track and trace solutions in an interactive, tailored, real-time environment.

The challenges with showcasing serialization and track and trace systems

Showcasing complex serialization and track and trace systems can be challenging due to several factors.

The first centres on the technical difficulty of the systems. Serialization and track and trace solutions often involves integration with ERP, MES, and WMS, making it hard to demonstrate all components cohesively. Furthermore, the related diverse standards and geographical regulations all have unique requirements, e.g., GS1 standards, FDA or EU FMD which add extra and often multiple layers of complexity. As a result, simulating, capturing and transferring real-time data in a controlled environment can be resource intensive.

Physical and digital integration also throw up issues. When it comes to hardware requirements, serialization often involves specialized equipment like barcode scanners, RFID readers, or vision systems, which are not easy to replicate in a demo setup. A complete track and trace system spans multiple physical locations, such as factories, warehouses and distribution centres, making it hard to simulate the full journey.

There are also issues concerning data sensitivity. Real-world track and trace systems often deal with sensitive data, e.g., batch numbers, product IDs or supply chain details, making it difficult to use actual data in demonstrations.

It therefore becomes clear why there has, historically, been a lack of opportunity for those responsible for purchasing vital serialization and track and trace solutions to attend a demonstration.
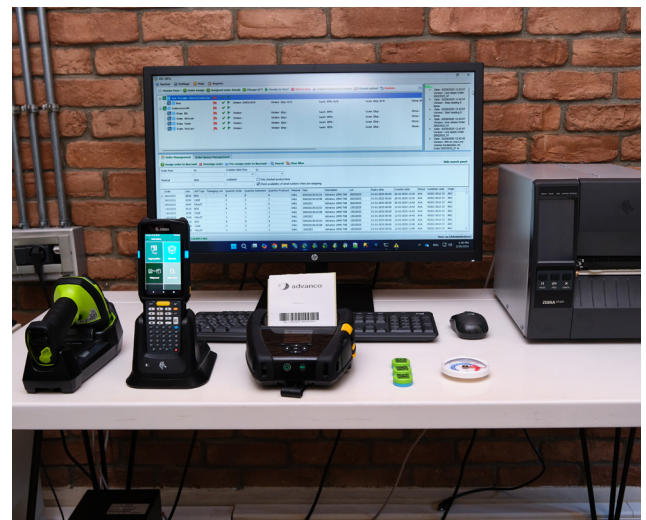
What is the advanco Demo Room?

Advanco's Demo Room looks very much like a television studio – complete with advanco's very own presenters who are experts in showcasing the full range of its serialization and track and trace solutions.

However, this is far from being simply a generic presentation. The presenters will fully tailor the demo to a client's unique needs or specific goals and can range from a general overview to an intricate, detailed deep dive into ARC's entire functionality.

The demonstration can cover some or all of ARC MES/Cockpit, ARC LES, ARC LES Mobile, and ARC Cold Chain solutions, highlighting their potential for seamless on-site management, warehouse operations, mobile adaptability, and cold chain logistics. During the demonstration, every detail is captured with live streaming from five dynamic cameras that shift perspectives as the process unfolds.

What are the benefits of attending an advanco demo room session?

Attending a Demo Room session provides a direct and interactive way to understand advanco's value, functionality, and specific applicability to a specific pharma client.

Seeing ARC in action helps translate abstract features into tangible benefits, making it easier to understand the systems and software, while the demo offers an opportunity to see how the technology operates in real-world scenarios, helping to grasp its capabilities more effectively than reading documentation or marketing materials.

It also allows clients to assess whether ARC meets specific needs by witnessing its functionalities in action, while highlighting key performance aspects. Live demos also allow clients to engage directly with the presenter, clarify doubts, and address specific concerns, while exploring how ARC can be tailored to their unique requirements.

Find out more

If you would like to arrange a session in advanco's Demo Room or would just like to find out more about advanco's ARC solutions, please feel free to **CONTACT US**.

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