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Customer or Patient Innovation of the Year

**Zuellig Pharma
Holdings Pte. Ltd.**



**ZUELLIG
PHARMA**

making healthcare more accessible

**eZTracker: Making Safe Healthcare More Accessible
from Plant to Patient with Blockchain**

eZTracker: Making Safe Healthcare More Accessible from Plant to Patient with Blockchain

Data silos in pharma hinder supply chain visibility and stifle collaboration across healthcare, resulting in vulnerabilities and inefficiencies which cause monumental disruption and threaten patient safety. With its low digital maturity, the pharma industry cannot orchestrate a coordinated response in a timely fashion to address issues like counterfeits, poor cold-chain management and medicine shortages.

To make safe healthcare more accessible, Zuellig Pharma developed eZTracker, the first production-grade end-to-end supply chain traceability solution powered by blockchain. Live in five markets, eZTracker is an award-winning solution that tracks more than 2.9 million products and connects more than 53,000 active users on blockchain.

Breaking the data silos in pharma is crucial to tackle supply chain inefficiencies like counterfeits which cost the industry more than \$2.6 billion in the Association of Southeast Asian Nations (ASEAN) alone. A trusted system and strong collaboration between stakeholders are key to improve supply chain resilience and pharmacovigilance. eZTracker now enables pharmaceutical manufacturers, patients and healthcare practitioners (HCPs) to participate in data-sharing, with extended use cases of integrating blockchain with warehouse platforms, a patient-facing mobile application and an interactive dashboard for real-time verification and data transparency.

A first mover in the enterprise blockchain space, eZTracker's multicloud and vendor-agnostic architecture empowers enterprises to join the blockchain quickly and unlock greater digital resiliency. Beyond anti-counterfeit verification, other potential use cases include effective product recall management, cold chain monitoring, autoreplenishment, e-product information and more.



Benefits:

- Today, eZTracker empowers patients and HCPs across five markets with: more than 53,000 app users; more than 3 million products tracked on the blockchain; and more than 150,000 scans.
- The eZTracker mobile app proved to be a crucial verification tool in 2021 when Zuellig Pharma's team was notified of a third-party selling clients' products on social media platforms at prices significantly cheaper than most retailers. Upon investigation, the client released a statement to clarify that the products sold were not distributed by them. To help consumers differentiate authorized products from potentially harmful counterfeits, the eZTracker mobile app was announced as the official verification application for customers to scan and verify their products.
- Zuellig Pharma's clients partnered with the company to use blockchain to improve cold-chain monitoring. With end-to-end traceability, the client can extract accurate reports to provide greater accountability and assurance.
- When a leading vaccine manufacturer required a GS1 (a standard mandated in the U.K. health sector) serialization tracking solution for their vaccine distribution hub involving more than 15 countries, eZTracker was appointed as the solution of choice. This project improved turnaround time, streamlined processes and helped achieve greater operational efficiency.



See the full list of 2023 Gartner Power of the Profession™ award-winning supply chain initiatives.

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