



Hello,

With the busy September behind us, we are officially stepping into the last quarter of the year. For this edition, we've compiled the most essential learnings to support your strategic goals as you close out the final quarter.

INSIDE ALTIUSHUB: FEATURE SPOTLIGHT

A leading pharma manufacturer hit a recurring roadblock with a long-time business partner. Despite smooth packaging operations, EPCIS file exchanges with the partner repeatedly failed. What complicated matters further was that both companies relied on different legacy Track & Trace systems. On a deeper analysis of EPCIS files, timestamp inconsistencies emerged as the real problem.

What happened?

- **Events were captured without precision:** The system logged event timestamps only up to the second, not milliseconds.
- **Events chronology got mixed up:** Multiple events captured in the same second were not sorted according to their actual occurrence.
- **Validation errors:** During EPCIS validation by the partner's system, mismatched events led to file processing failures.

Why Do Timestamps Matter?

In EPCIS, the sequence of events is critical. Even the slightest mismatch can make the entire EPCIS file invalid.

Rule 1: Commissioning must align with packaging Unit of Measure (UoM) (if they are aggregated)

For example: If 'Each' units are aggregated into a 'Bundle', all 'Each' serial numbers should be commissioned before the 'Bundle' serial numbers.

Rule 2: 'Commissioning' must happen before 'Aggregation'

For example: If the physical packaging flow is:

Each → Inner Pack → Case

Then the EPCIS file sequence must follow:

Step 1: Commission 'Each', then Commission 'Inner Pack', and then aggregate 'Each' into 'Inner Pack'.

Step 2: Commission 'Case' and then aggregate 'Inner Pack' into 'Case'.

In the above case, Step (2) was logged before Step (1) because the legacy system lacked millisecond precision, and thus the entire EPCIS file validation failed.



🌟 What's the Solution?

AltiusHub's **Events Navigator** module addresses this problem at the source by:

- Capturing and sorting packaging events down to the millisecond
- Reserving every parent-child UOM relationship accurately
- Running advanced in-built validations to verify event sequence integrity before EPCIS file generation

The result? Clean, reliable data exchange without any errors!

TRACETALKS: THE DIALOGUE

For the first round of **#TraceTalks**, we sat down with Mr. Seshu Kumar Janga, Serialization Head at Hetero, to hear how he is navigating the fast-changing compliance landscape.

👉 *Click on each image to see the full view.*

<p>Question</p> <p>What's the most common reason for EPCIS data rejection?</p>	<p>Question</p> <p>Which market gives you the most headaches in terms of compliance reporting, and why?</p>	<p>Question</p> <p>What's the biggest challenge in submitting multi-country compliance reports?</p>
<p>Answer</p> <p>The vast majority of EPCIS rejections, close to 90%, are due to data mismatches. The most frequent issues arise due to incomplete or inconsistent parent-child hierarchies of serialized items.</p> <p>In addition, timestamp misalignments such as event times not matching expected business or shipping sequences, or time-zone differences across systems, also contribute to these failures.</p>	<p>Answer</p> <p>While every market has its own demands, Russia is at the top of my list. Requirements such as crypto-code generation, verification, and an exhaustive list of reports demand significant technical expertise.</p> <p>What makes it even more challenging is the breadth of supply chain scenarios covered in the guidelines, where every possible movement must be reported with precision.</p>	<p>Answer</p> <p>Diversity of rules and submission formats. For example, the US DSCSA wants aggregated EPCIS with T1TS context, while Russia demands full crypto codes and code verifications.</p> <p>While one country expects near real-time submissions, another allows consolidated uploads or requires on-demand reports. Without intelligent technology capable of managing these variations, we're left constantly firefighting.</p>

💬 **Join the conversation!**

If you have insights on serialization, compliance, or pharma supply chain, we'd love to feature you in the next edition of #AltiusEdge.

Please write to vaishnavi.p@altiushub.com

INSIDE ALTIUSHUB: EVENTS

September was nothing short of action-packed for Team AltiusHub. With three major events back-to-back, the month set a powerful rhythm for our journey ahead. At **iPHEX 2025 in New Delhi** and **Pharma Pro&Pack 2025 in Hyderabad**, we had the privilege of connecting with customers, partners, and industry leaders. The halls were alive with conversations on innovation, compliance, and the evolving needs of global pharma supply chains, and AltiusHub was right at the center of it all.

The highlight of the month came at the **ETPharma Future Ready Supply Chain Summit 2025**, where our Managing Director, [Siddharth Reddy](#), delivered a keynote on [“Next Gen Track & Trace for a Future Ready Supply Chain.”](#) His talk didn't just draw a full house but left the audience reflecting on how AI-driven traceability can transform compliance into a competitive advantage.

And we're not slowing down!

September set the stage. October takes us global! ✨

Next stop on our calendar!



CPHI Frankfurt 2025

28, 29, 30 Oct | Messe Frankfurt

FROM EDITOR'S DESK: SIGNALS & SHIFTS

In the first episode of *Decommissioned: The Serialization Podcast* by [Ankhero](#), industry experts [Scott Pugh](#) (Jennason LLC) and [Jerome Bertin](#) (Former UK NMVO GM) deep dive into divergent paths of EU FMD and US DSCSA. From EU FMD's "big bang" go-live to the US DSCSA's staged yet long rollout, they unpack how enforcement choices and on-the-ground realities actually shape the compliance outcomes. The conversation challenges us to rethink the concept of 'timelines' and the trade-offs between patient safety and uninterrupted supply.

Editor's Lens

In the EU's FMD model, when a good pack is wrongly flagged (false positive), there's a clear resolution path. Central and national systems work in coordination to resolve it. In short, there is a method to the madness.

By contrast, the US DSCSA runs on decentralized interoperability. The flexibility also means more room for master-data mismatches and schema/reporting variances. Even a good product can accidentally be treated as a suspect until supply chain partners reconcile the data.

But the lingering question: Who actually takes responsibility for closing the loop?

As we wrap up, a few tough questions remain; ones that every manufacturer and supply chain leader should be asking right now.

1

Do we really have to choose between patient access and compliance, or are we ignoring smarter middle paths?

2

For manufacturers entering the US market, is it wiser to wait out the first 90 days of full DSCSA enforcement, or dive in now?

3

Are your current technology choices just meeting today's reporting needs, or building a foundation for future mandates?

[Listen to the Podcast](#)