



*“GlobalVision can help us find even the most delicate differences in color and text”.*

**Xu Danqing**, Quality Control Specialist, Bristol-Myers Squibb Shanghai



Bristol-Myers Squibb



Location  
China



Industry  
Pharmaceutical

## Bristol-Myers Squibb Delivers Consistent Quality with GlobalVision

As one of the largest pharmaceutical companies in the world, Bristol-Myers Squibb (BMS) delivers innovative medicine and treatments for patients with serious and life-threatening diseases. Their unique BioPharma strategy leverages the reach and resources of a major pharmaceutical company paired with the entrepreneurial spirit and agility of a biotech firm. Through research and development, BMS has built a sustainable pipeline of potential therapies, and actively focus on innovation to broaden and accelerate their work.

“As global citizens, we work sustainably and responsibly to improve the health outcomes of populations disproportionately affected by serious diseases and conditions, giving new hope to some of the world’s most vulnerable people.”

With such high standards when it comes to the treatment of patients with diseases, GlobalVision's Print Inspection system was the perfect option to help ensure the accuracy of both print proofs and incoming packaging materials.

## Manual proofreading not up to standards

At BMS Shanghai, the Quality Control Department is responsible for testing packaging samples to determine whether or not they meet SASS Testing Standards. They must also ensure that all products and materials are up to quality and compliance standards before being released.

Prior to implementing GlobalVision, all materials were manually reviewed by the department. Manually proofreading each packaging component often took too long and was too reliant on the SASS Project Manager. As they only relied on the human eye to catch errors, the risk of faulty inspections was high. For a major pharmaceutical company such as BMS, letting a critical packaging error slip by could have damaging effects on their reputation. Worse, it may result in reprints or recalls which can impose huge costs on the business.

## Improved efficiency with automation

At BMS Shanghai, GlobalVision is used as part of a two-fold system. The process starts by storing the BMS-approved sample in a computer ahead of receiving the printed proofs. Once the print proofs are received, they are evaluated against the approved sample to detect defects in text, graphics, and other elements. Additionally, the Quality Control Department uses GlobalVision to inspect incoming packaging materials such as cartons. Batch by batch, the packaging is compared to the approved samples to catch any differences between the two. As a result of the automation, the Quality Control Department has found that its revisions could be completed faster and more effectively.

With batches of 500 cartons and 1250 labels, BMS appreciates the fact that they can now save an extensive amount of time when running inspections,

---

*“We can save over 15 minutes per batch when testing incoming samples with GlobalVision”*

**Xu Danqing**, Quality Control Specialist, Bristol-Myers Squibb Shanghai

---

Overall, BMS Shanghai has significantly increased its level of efficiency and accuracy as a result of using GlobalVision, further aligning their commitment to quality when it comes to both packaging and patients.



16800 Route Trans-Canada, Montreal, Canada H9H 4M7  
+1.514.624.4422 | [globalvisioninc.com](http://globalvisioninc.com)