

LogiPharma Europe: TraceLink Launches MINT, the Multienterprise Information Network Tower to Power End-to-End, Real-Time Supply Chain Visibility and Digitalization

TraceLink this week unveiled a groundbreaking new supply chain visibility, collaboration, and intelligence solution at LogiPharma EU in Lyon, France. **TraceLink Multienterprise Information Network Tower (MINT)** leverages the proven digital network capabilities of the **TraceLink OPUS Platform** to enable trading partners to seamlessly exchange supply chain data, including commerce, inventory, and logistics information in the cloud with 100% interoperability.

MINT is a transformational capability for companies across the pharmaceutical and life sciences supply chain that enables full digitalization of multienterprise business processes using the TraceLink Business-to-Network Integrate-Once capability. This capability uses a single integration between a company's enterprise systems and the network to exchange business transactions with an unlimited number of trade partners. Key benefits:

- MINT powers the digital exchange of purchase orders, invoices, shipment notices, forecasts, inventory status, and scores of other multienterprise

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business transactions.

- MINT leverages a proven network model that currently processes serialized product and compliance information across more than 290,000 trade partners in the healthcare and life sciences ecosystem, including more than 45B serial numbers commissioned and over 1M regulatory documents processed.
- MINT is 10-100 times faster to implement and less expensive than current data exchange methods including EDI or point-to-point integration, which makes it possible to digitally exchange business transactions with more trade partners and achieve a more agile supply chain.
- MINT connects to any business system, regardless of version or information exchange protocol, and is designed to meet the needs of a range of partners of any size and digital capability, including those with low digital maturity, through an interoperable network user experience.
- MINT is built with OPUS Solution Designer, a no-code platform that enables business users to customize business processes to meet the unique needs of trade partner relationships.

To showcase the transformative capabilities of MINT and roll out the MINT Customer Launch Program, TraceLink hosted three sessions at LogiPharma:

1. **Shabbir Dahod, President and CEO at TraceLink**, and Frank Binder, Global Head Supply Chain Management, Santen, held a fireside chat on the main stage. Dahod and Binder discussed end-to-end product orchestration and how supply chain network digitalization capabilities like MINT can deliver critical visibility, data exchange, and process collaboration. The conversation included the core tenets necessary to build a supply chain digitization strategy and approaches to involve network partners as collaborators on the journey.

2. The discussion continued with Amanda Bettman, General Manager, Supply

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Network Orchestration at TraceLink, who shared the company's plan to use the MINT solution to deliver **supply chain digitalization** through end-to-end product orchestration. Bettman revealed how global serialization and track-and-trace initiatives, particularly the TraceLink network approach, have built the foundation for supply chain digitalization. She also provided a recommended roadmap for those getting started.

3. Bettman was joined by Michelle Campbell, Vice President, Solution Consulting at TraceLink, for an afternoon workshop that focused on the business opportunities created by using MINT to improve business transaction exchange and collaboration between internal teams, CMOs and suppliers, and other supply chain partners. The session covered the supply chain capabilities necessary to enable cross-enterprise, collaborative work management processes and the real-time exchange of business transaction information, including purchase orders, acknowledgements, shipment notifications, and invoices.

To learn more about how MINT provides transformational visibility through interoperable data exchange without requiring expensive point-to-point integrations, contact Amanda Bettman at abettman [at] tracelink.com.

Contact TraceLink to learn more about Multienterprise Information Network Tower

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