Santen Drives Smarter Business Decisions Through Digital Supply Chain Transformation



For Santen, digital transformation is about making smarter decisions, according to Frank Binder, the company's Global Head of Supply Chain Management. Watch this quick video and then **contact us** to learn how TraceLink makes real-time integration with all your CMOs fast, simple, and cost-effective.

TRANSCRIPT

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Frank Binder: For me, the digitally transformed supply chain is really a situation where we have flows of information between companies, between all partners in the entire supply chain—flows of information going seamlessly in both directions, where we have transparency across the boundaries, where we can see each other's inventory, where we can see each other's plan along the entire supply

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chain.

If we have all the information available across the supply chain, which spans multiple companies, then we are able to run a control tower to assess the status of inventory, the status of shipments, and to make decisions much more quickly.

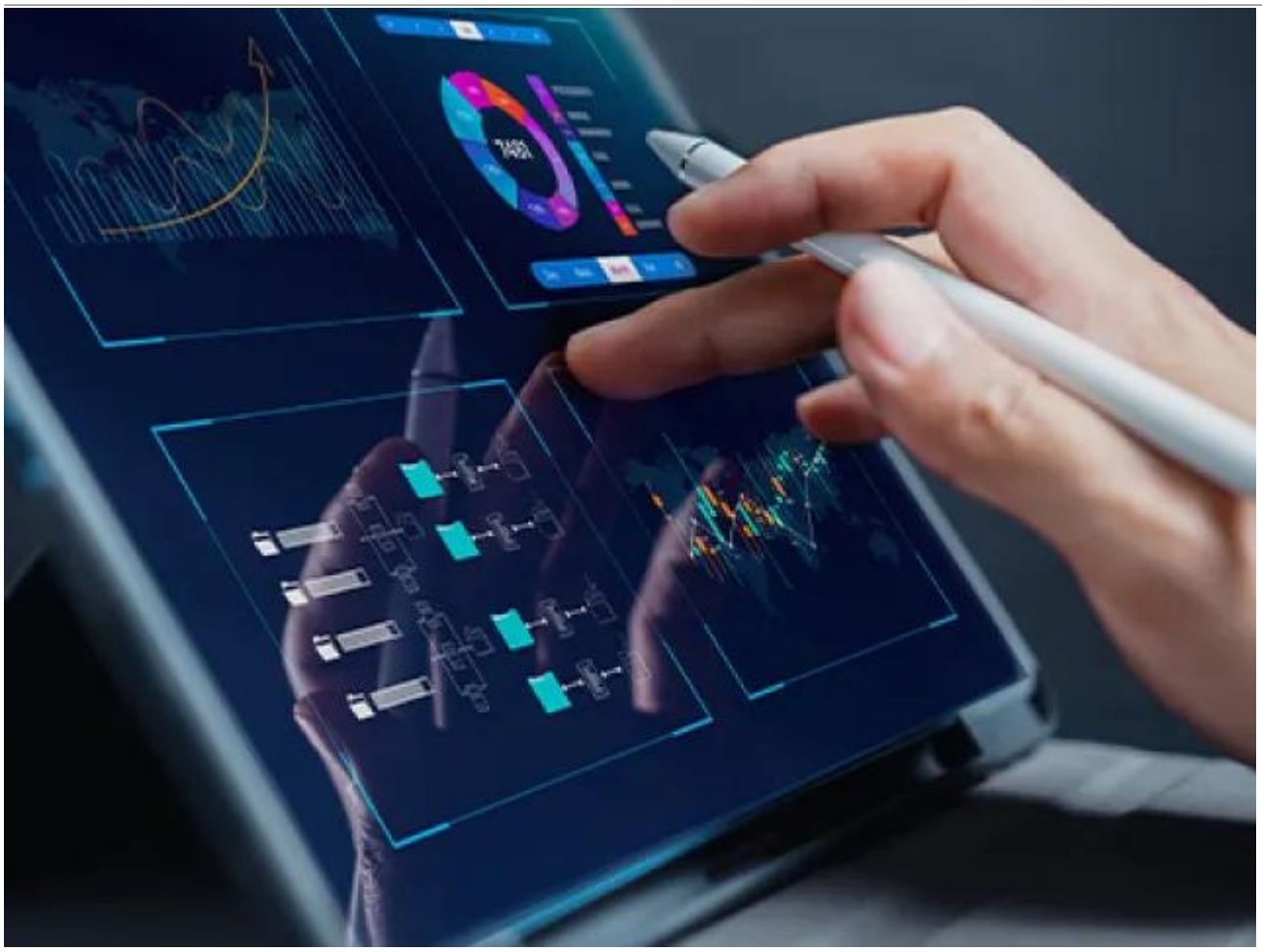
But I think it's not only about reducing inventory and speeding up the lead times, it's also about making better business decisions, especially in a crisis situation, and it will certainly also help us to reduce costs.

VideoMultienterprise Information Network Tower (MINT)
Integrate with 100% of your CMOs. Meet with TraceLink to learn more.
Fill out the form to contact us now.

Thank you for contacting us! We'll be in touch shortly.

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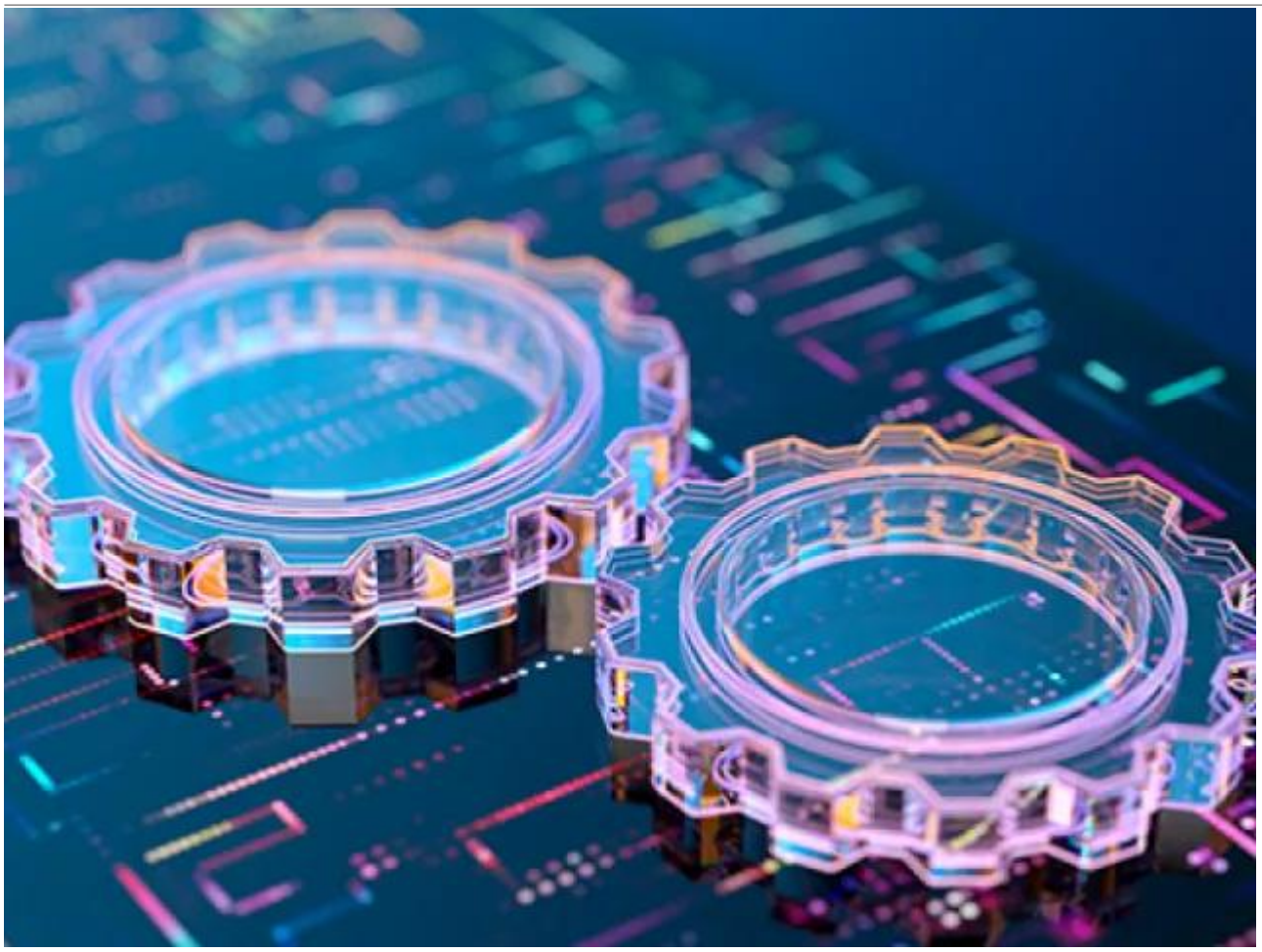


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Take a deep dive into the supply chain transformation journey at Santen Pharmaceutical with Frank Binder, the company's Global Head of Supply Chain Management. Watch the video now!

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