RESOURCES

From Spreadsheets to Seamless Digital Communication at Santen



For Santen, achieving real-time digital integration with suppliers is a high priority, according to Frank Binder, the company's Global Head of Supply Chain Management. Watch this quick video and then **contact us** to see how the proven TraceLink network makes it fast, simple, and cost-effective.

TRANSCRIPT

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Bharath Sundararaman: How important is it for Santen and its partners and suppliers to start exchanging information digitally?

Frank Binder: The digital exchange of information for me, this is really a crucial step. What happens in practice today is a company has a nice ERP that is more or less well implemented. Let's say it works well. But very often it stops at the

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boundary of the company.

That is often the situation we find ourselves in when we communicate with external partners. We find ourselves sending Excel sheets back and forth with email, and that is not the digital transformation I'm talking about. It's really far, far away from it.

We really need, with our key partners to start with, we really need to go ahead and integrate the key information that we see as most relevant in operations. I think this is something where we are, as an industry, we are lagging behind.

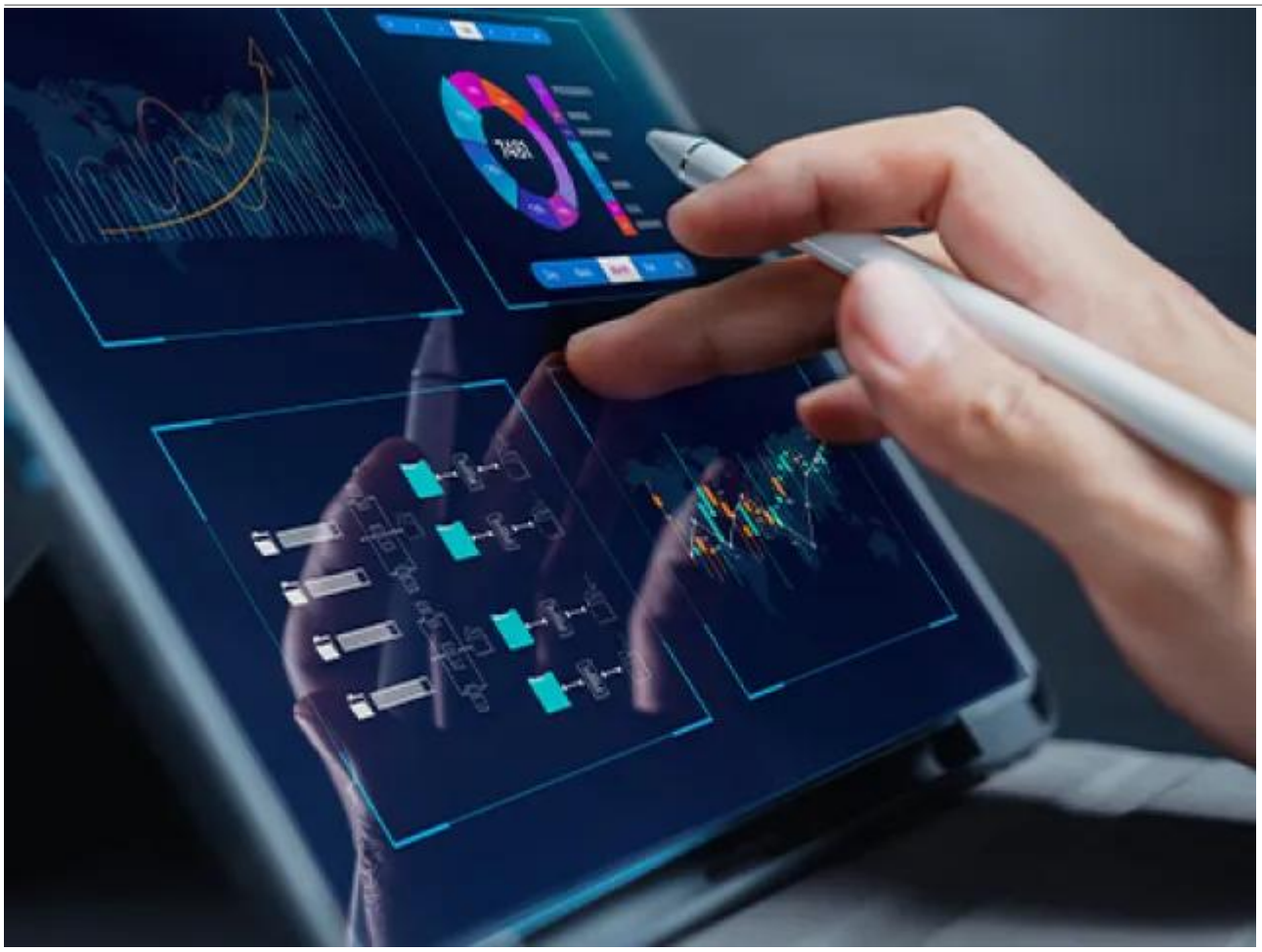
Others, like fast moving consumer goods have achieved a much higher integration with their suppliers and with their logistics service providers. But for me, this is very high on the agenda. We really need to drive that. And we also expect our partners in the supply chain to fully participate because these are joint projects.

VideoMultienterprise Information Network Tower (MINT)
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Thank you for contacting us! We'll be in touch shortly.

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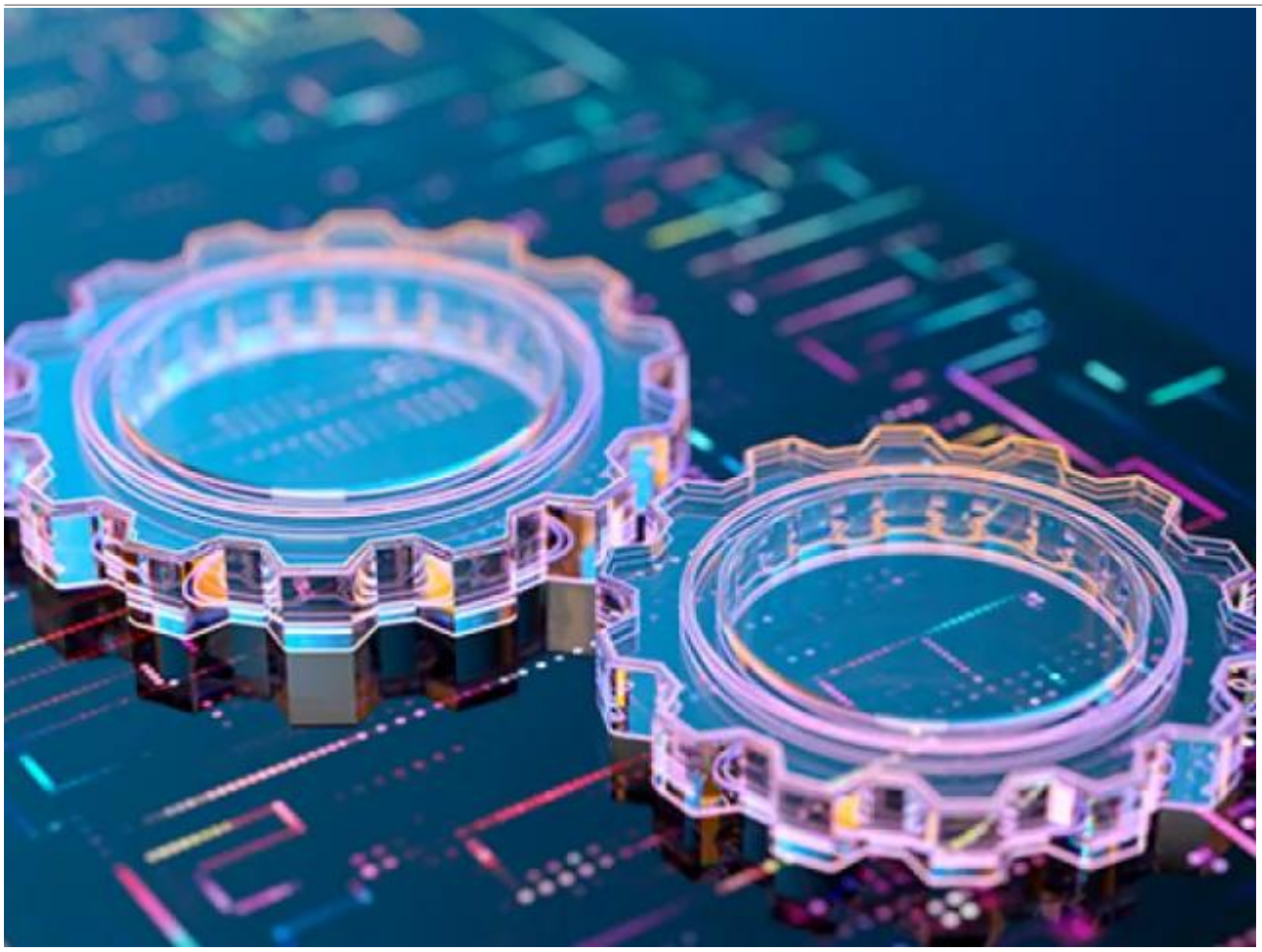


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For Santen, achieving real-time digital integration with suppliers is a high priority. Watch the video to learn more.

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