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CosmoTrace CEO on TraceLink MINT: Unlocking End-to-End Supply Chain Visibility



TraceLink MINT provides an opportunity for customers to gain end-to-end supply chain visibility, according to Zeeshan Ahmed, the CEO of CosmoTrace, a leading consulting firm focused on product serialization and a certified TraceLink Partner.

In this video, Ahmed talks about the successful partnership between TraceLink and CosmoTrace and explains how **MINT** "fills a gap" for companies across the life sciences and healthcare supply chain. Watch now to learn more.

Video Highlights:

00:10 - Can you give us some background on CosmoTrace?
00:45 - How would you describe your experience partnering with TraceLink?
01:18 - How will TraceLink MINT add business value for your customers?

TRANSCRIPT

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I'm Zeeshan Ahmed. I'm the Founder and CEO of CosmoTrace.

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We're headquartered in London, U.K., and we have a presence in the U.S., Middle East, and India. So, we're basically a consulting and a professional services company focused on product serialization, and we are a certified TraceLink Partner as well.

We work very closely with TraceLink and TraceLink customers on implementing TraceLink software and working very closely with them and managing the serialization operations for TraceLink.

The partnership with TraceLink has been great. We have been partnering with TraceLink since 2018, so that marks six years partnering with TraceLink.

And we've been working very closely, which gives us the ability to work on TraceLink projects. We could do implementation for TraceLink customers, be it on U.S. DSCSA or, you know, EU modules, or other modules. So, it's been great working with them for a number of years.

It's definitely an opportunity and there's definitely a gap for customers to fill with MINT wherein they can have full end-to-end visibility for a supply chain. It makes lives easier.

For example, managing the POs, invoices, and things like that. It just kind of helps customers to have everything at one place, have the visibility, and probably have dashboards about what's coming in. So, I think it is a good step forward in the right direction. I think it'll be very useful.

We have already started talking to our customers about MINT and they seem to find it interesting.

VideoMultienterprise Information Network Tower (MINT)Supply Chain DigitalizationManufacturing, Supply Chain, Supply Relationship

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