RESOURCES

Home
Resources
Resource Center

Infusing Intelligence into Your End-to-End Supply Chain: A Conversation with Merck KGaA's Alessandro De Luca



Alessandro De Luca, Group CIO of Merck KGaA, talks about the critical success factors on the journey to enabling end-to-end supply chain digitalization and intelligent orchestration. Watch the video to learn more.

Video Highlights:

- **00:21** - How can supply chain digitalization drive strategic decision making, and what are the essential elements for success?
- **00:48** - What are the critical steps for gaining a competitive advantage through intelligent supply chain orchestration?
- **01:25** - How is Merck KGaA leveraging data generated from the digital supply chain to fuel AI initiatives?
- **01:25** - What are the most valuable lessons Merck KGaA has learned on its supply chain digitalization journey?

© TraceLink Inc. 2009 - 2025 All Rights Reserved

TRANSCRIPT

TRANSCRIPT

My name is Alessandro De Luca. I am the group CIO of Merck KGaA, based in Germany.

Supply chain digitalization is a combination of three elements: data, and the processes, and people knowledge. All this is catered by the technology behind it. But technology doesn't make the trick.

It's really having the proper data, the technology to enable them, and then the people to use it to drive decision making. When you have these three ingredients, that's where value is being created for the business.

There is a whole journey to go from a basic supply chain to really an orchestration of supply chain. That should be the vision for every enterprise in the future. The journey starts by defining the proper functional expertise with S&OP moving to integrated business planning, and then moving on to what we call 'advanced planning system' across the overall end-to-end enterprise.

Beyond that, you need to expand across the network and create the orchestration that is really the key to competitive and sustainable advantage.

In Merck KGaA, we are very strong and intentional about the use of AI in every single function from R&D, commercial, and supply chain that we're talking about today.

And this started several years ago when we developed the so-called concept of a self-driving supply chain. From that we evolve on what we call today, 'smart manufacturing' or 'smartfacturing.'

That is a program that goes across the three sectors of Merck KGaA and really it aims to drive AI-based decisions for future simulation scenarios to make our supply

© TraceLink Inc. 2009 - 2025 All Rights Reserved

chain more resilient for our customers and patients.

Our learnings in this journey of supply chain digitalization has been fundamentally three. Number one, don't look for the silver bullet tool. It doesn't exist. It's really about change management and it's about people engagement and people reskilling and upskilling. Change management, people, always makes a difference.

The second element is about data and we all know that all AI data modeling works as far as the data is clean. So, I always say, "No clean data, no real value."

And the last point is really the orchestration of the overall network. Our end-to-end network, but the network of our supplier, customer, and partners. It's what we call the Network-to-Network Orchestration.

VideoMINT for External ManufacturingSupply Chain IntelligenceManufacturing
Meet with TraceLink to learn more about supply chain digitalization!
Fill out the form to contact us now.

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

Related Content

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Digitalizing External Manufacturing Relationships: Insights from Marjorie LAUE SOULE of Synerlab Group

Marjorie LAUE SOULE, a QA Engineer with Synerlab Group, talks about the challenges her organization aims to address through supply chain digitalization and her experience working with the TraceLink team. Watch the video!

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Boosting Visibility and Flexibility: A CMO's Perspective on Supply Chain Digitalization

Carlos Palomo, the CIO of Sincrofarm, talks about his company's plans for supply chain digitalization and why he thinks TraceLink MINT will have a major impact on the life sciences industry. Watch the video!

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Meeting Track-and-Trace Regulations Around the World: Kedrion Biopharma on the Benefits of a Global Compliance Platform

Nicholas Salotti, a Serialization Specialist at Kedrion Biopharma, explains how his organization meets complex serialization and track-and-trace requirements in 100+ countries around the world. Watch the video!

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved