

Case Study: Nutra-Med Packaging Digitalizes its Supply Chain with TraceLink MINT

Nutra-Med Packaging, a pharmaceutical contract packaging company led by CEO Kunal Gupta, began its digital transformation to optimize supply chain operations and customer service. Driven by the Drug Supply Chain Security Act (DSCSA), its first step was serialization, which prompted the adoption of electronic systems to improve efficiency, control costs, and enhance visibility.

Background

Nutra-Med Packaging, a pharmaceutical contract packaging company, was founded 25 years ago and is currently led by CEO Kunal Gupta. Recently, Nutra-Med began its digital transformation journey, aiming to optimize supply chain operations and enhance customer service. Serialization was the company's first step into digitalization, driven by the requirements of the Drug Supply Chain Security Act (DSCSA). This regulatory shift necessitated the adoption of electronic systems, prompting Nutra-Med to rethink and expand its approach to technology as a way to improve efficiencies, control costs, and provide better service and visibility to its customers.

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The Challenge



Nutra-Med faced growing demands from customers for improved visibility, faster communication, and automated processes. The company sought innovative tools for real-time data access and automated communication, enabling the company to connect data with customers, optimize resources, and enhance customer satisfaction.

Furthermore, while one customer may approach DSCSA requirements in a certain way, another might have a completely different approach. Nutra-Med needed to adapt to each customer's unique needs and processes. They sought a unified platform capable of serving all their customers without requiring a rebuild for each one.

The Turning Point

Nutra-Med’s journey began with the implementation of an ERP system and later evolved with the adoption of additional tools like EQMS. However, the limitations of one-to-one connections for data exchange soon became apparent. Initially, Nutra-Med's partners set up direct connections for each customer, but managing multiple customers individually proved inefficient and unscalable.

When TraceLink introduced Multienterprise Information Network Tower (MINT), a cost-effective, network-based approach to end-to-end supply chain digitalization, Nutra-Med saw an opportunity to streamline its operations and improve data flow across its customer base. Nutra-Med's goal is to use TraceLink MINT to simplify data exchange, creating seamless links with customers and supply chain partners with 100% interoperability.

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Solution

With TraceLink's MINT platform, Nutra-Med began its journey toward end-to-end supply chain digitalization. In the initial phase of adoption, the company plans to leverage MINT to automate critical business processes, such as sending Advanced Shipping Notices (ASNs), which previously required significant manual effort and customization for each customer. Gupta emphasized the value of MINT, highlighting how it centralizes data while offering customization to meet diverse customer requirements. Instead of relying on unique, time-consuming formats for each client, MINT can standardize and translate data automatically, meeting individual customer requirements seamlessly.

Anticipated Outcomes

Nutra-Med envisions that MINT will help it achieve significant improvements in operational efficiency. The automation of ASNs is expected to reduce manual data entry and free up project managers and finance teams to focus on high-value tasks. While these outcomes are still in progress, Nutra-Med anticipates gaining a competitive advantage by offering this advanced level of integration and visibility to customers, helping the company stand out in the industry. MINT's potential to deliver increased transparency will enable Nutra-Med to respond more swiftly and accurately to customer needs while ensuring that each customer receives data in the required format.

Looking Forward

Looking ahead, Nutra-Med aims to expand its use of MINT to incorporate additional transaction types, such as purchase orders, forecasts, and demand planning. The company envisions a fully digitalized supply chain, where all data is exchanged in real time over Electronic Data Interchange (EDI) without reliance on spreadsheets, emails, or phone calls. With MINT's capabilities, customers will soon have on-

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demand access to data in their preferred format, reducing administrative burdens and allowing Nutra-Med to focus on its core competency: contract packaging.

Lessons Learned

Gupta's advice for other companies embarking on a digital transformation journey is to choose a partner you trust. Nutra-Med has enjoyed a long-standing partnership with TraceLink, finding shared values and mutual goals in ensuring patient safety and industry advancement. He stresses the importance of resilience, as digital transformation is a complex process that requires perseverance, flexibility, and a reliable partner.

In addition, Gupta advises companies to embark on the supply chain digitalization journey in manageable steps: start with high-impact areas, achieve early wins, and gradually scale up to drive success.

Customer Feedback

> *When we saw what TraceLink was doing with MINT, it didn't even occur to me to look at other providers, given our past experience with TraceLink. I knew the quality of service we would receive and that we'd be partnering with someone reliable, dependable, and committed to supporting us. So, it was an easy decision to say, 'This is the right partner*
>
> **Kunal Gupta**, CEO of Nutra-Med Packaging

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