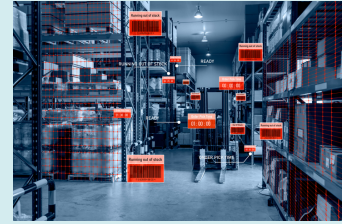




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EU CMO/CPO Rapidly Integrates MAH Customers to Digitalise Orders



To provide real-time production visibility and improve OTIF performance to its marketing authorization holder (MAH) customers, a leading European CMO/CPO partnered with TraceLink to establish a single network integration to link 100% of its MAHs through real-time digital transactions.

The CMO/CPO streamlined its data exchange capabilities using TraceLink, achieving seamless digital orchestration of POs, PO acknowledgments, and forecast planning.

By leveraging TraceLink's B2N Integrate-Once™ capability, the CMO/CPO quickly linked to the TraceLink network with a set of transaction transforms supporting a SEEBURGER B2B connection for purchase order (PO), PO acknowledgement, and advanced ship notice (ASN). The same B2N Integrate-Once™ capability was then used to link the first MAH customer to the TraceLink network, but instead flexibly enabled their transaction format of choice—SAP IDoc. The collective network effect enables both companies to easily:

- Link to any other companies on the TraceLink network.
- Exchange transactions in their own format.
- Provide rapid visualization and analysis through configurable, end-to-end data reporting and dashboards.

Additionally, by leveraging MINT (Multienterprise Information Network Tower) powered by OPUS for external manufacturing, the CMO/CPO and its customers were able to improve critical shared processes, such as order management, inventory management, and forecast management, to create a more agile and resilient business relationship.

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OPUS Orchestration JourneyMultienterprise Information Network Tower (MINT)Supply Chain DigitalizationManufacturing

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