RESOURCES

Home
Resources
Resource Center



Improving Planning and Forecast Effectiveness by Feeding Supply Chain Planning with Digital Inventory and Order Data

At FutureLink Boston 2025, Christy Christian, Senior Industry Principal for Life Sciences at Kinaxis, shared how life sciences companies can dramatically improve planning and forecasting by linking real-time inventory and order data with concurrent planning processes. As disruptions become more frequent and volatile, Christian explained why traditional approaches—relying on inventory buffers and siloed systems—are no longer sustainable.

In this dynamic session, Christian highlights how Kinaxis and TraceLink are helping companies move from static, inside-out planning to agile, outside-in orchestration. She presents findings from a recent academic study showing that Kinaxis customers not only reduced inventory but improved revenue and cost metrics—outperforming peers by up to 9% during the COVID era. Christian also demonstrates how planners can simulate real-world supply chain scenarios using AI-powered tools and real-time data to make faster, smarter decisions without IT support.

Watch to learn:

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- Why real-time inventory and order data is critical to effective planning and supply chain agility
- How Kinaxis and TraceLink are enabling outside-in planning models with concurrent data orchestration
- How leading companies are using AI and simulation to reduce inventory, increase revenue, and act faster

Watch now to discover how Kinaxis and TraceLink are reshaping supply chain planning for real-world volatility and real-time performance.

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Meet with TraceLink to learn more about supply chain digitalization.
Fill out the form to schedule a meeting now.

Thank you! We will contact you soon!

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Introduction to End-to-End Supply Chain Digitalization and Orchestration

Lucy Deus, Senior Vice President of Supply Network Products at TraceLink, explains how MINT enables integration across all supply chain partners to reduce stockouts, improve service levels, and operate more efficiently.

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DSCSA to Commercial ASNs: Seamless Transition on the TraceLink Network

Dan Walles, Vice President of Product Marketing at TraceLink, shows how MINT helps companies maintain ASN delivery post-DSCSA while laying the groundwork for scalable supply chain digitalization.

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