A Strategic Logistics and Distribution Foundation for Compliance, Customer Service, and Business Growth



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At FutureLink Boston 2025, Jamie Downey, Vice President of Logistics & Distribution, and Sada Vellala, Data Analyst Engineer, shared how Aurobindo Pharma USA built a best-in-class logistics and distribution operation to meet DSCSA compliance requirements while strengthening operational performance, customer service, and business growth. With over 2 billion tablets distributed each month, Aurobindo is setting new standards for scale, accuracy, and responsiveness across its U.S. supply chain.

In this compelling session, Downey and Vellala outline how investments in automation, real-time product visibility, and a robust serialization Center of Excellence—powered by TraceLink—have transformed Aurobindo's ability to support trading partners, reduce risks, and create a unified, agile supply chain system. The session also highlights how cross-functional knowledge sharing is elevating performance across the organization.

Watch to learn:

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- How Aurobindo turned DSCSA compliance into a springboard for digital transformation and growth
- Why integrating serialization with operations—not treating it as a silo—is essential for long-term success
- How TraceLink helps enable real-time visibility, centralized data, and measurable cost savings

Watch now to see how Aurobindo is building a smarter, more agile logistics operation—and raising the bar for the industry.

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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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