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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:

- 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.

Video**Multienterprise Information Network Tower (MINT)****Supply Chain Digitalization****Supply Chain**

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

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FutureLink Boston 2025 Keynote: Intelligent Orchestration of Your End-to-End Supply Chain

Shabbir Dahod, President and CEO of TraceLink, shares how the company is executing on a long-standing vision for intelligent supply chain orchestration to reduce stockouts, lower working capital, and increase revenue.

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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 Waller, 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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