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Home
Resources
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How Leading Pharma Manufacturers are Accelerating Commercialization and Cutting Waste with Genpact, Kinaxis, and TraceLink

On-Demand Webinar

Bringing a new treatment to market is an immense undertaking—often requiring 10–15 years and up to $2.6 billion per drug. Yet despite this investment, inefficiencies in clinical and commercial supply chains continue to cause nearly 70% of clinical trial drugs to go to waste, driving up costs, delaying timelines, and impacting patient outcomes.

Watch this on-demand webinar to learn how Genpact, Kinaxis, and TraceLink are addressing these challenges with a cutting-edge clinical and commercial planning solution that leverages real-time, end-to-end supply chain network data. Powered by Kinaxis Maestro and linked together by TraceLink MINT, this approach streamlines supply planning, improves visibility, and reduces drug waste across the life sciences supply chain.

Topics Covered:

- **Key Challenges in Commercial and Clinical Supply Chains**
  Understand the core inefficiencies and why traditional planning methods fall

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short.

- **Genpact's Transformative Solution**
  Discover how this integrated, end-to-end solution enhances visibility, coordination, and responsiveness.
- **Impact on Patient Care & Business Outcomes**
  See how improved planning leads to reduced waste, faster timelines, and better access for patients.

What You'll Take Away:

- **Clarity on Commercial vs. Clinical Supply Chains**
  Explore the differences and why they require distinct strategies.
- **Strategies for Reducing Waste**
  Learn how improved integration and forecasting drive greater efficiency.
- **Operational and Financial Benefits**
  Understand the cost savings and risk reduction potential of smarter supply planning.
- **Insights from Real-World Success Stories**
  Hear how leading organizations are already seeing results.
- **Steps You Can Take Now**
  Get practical guidance for implementing a modern, data-driven approach.

Whether you're managing clinical trial logistics, preparing for commercial launch, or managing commercial supply chains, this webinar will help you rethink supply chain planning from the ground up—with proven tools and strategies that deliver real results. Fill out the form on this page to watch the webinar now.

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Featured Speakers:



Dan Walles

Vice President & General Manager

TraceLink



Antonio Tramontano

VP, Life Sciences Supply Chain Consulting

Genpact



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Christy Christian

Senior Industry Principal

Kinaxis

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Learn how TraceLink MINT enables real-time supply chain intelligence through cost-effective B2B network integration with 100% of your contract manufacturers, suppliers, 3PLs, carriers, and customers.

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