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Yes, Digitalized POs & ASNs Can Drive Strategic Impact for Manufacturers & Contract Packagers

At FutureLink Boston 2025, Kunal Gupta, CEO of Nutra-Med Packaging, shared why digitalizing just a few core supply chain transactions—like purchase orders and ASNs—can yield outsized results for both manufacturers and contract packagers. From faster turnaround times to reduced manual work and stronger collaboration, Gupta explained how Nutra-Med is creating strategic value by modernizing foundational processes.

In this candid conversation, Gupta breaks down the business case for digital transformation at the operational level—starting with small wins that unlock big efficiencies. He discusses the critical role of trust in customer relationships, the need for champions to own digital initiatives, and how TraceLink MINT is helping lay the groundwork for intelligent end-to-end orchestration.

- How digitalizing POs and ASNs reduces manual work and enables greater scalability across packaging operations
- Why trust and transparency between partners are essential for advancing external manufacturing orchestration
- What it takes to move from manual workflows to AI-powered, insight-driven

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decision-making using **TraceLink MINT**

Watch now to hear how Kunal Gupta is transforming Nutra-Med's supply chain partnerships—one digital transaction at a time.

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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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