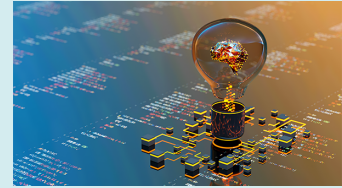




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Yes, Digitalized POs & ASNs Can Drive Strategic Impact for Manufacturers & Contract Packagers



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

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.

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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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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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