RESOURCES

Home
Resources
Resource Center

Unlocking the Power of GenAI: How TraceLink is Enhancing Supply Chain Intelligence - Inside and Out



Generative AI isn't just a future vision—it's already reshaping how TraceLink and its customers operate. In this **FutureLink Boston 2025** session, Chief Operating Officer Paul Cianciolo and VP of Commercial Operations and Analytics Rashko Roydov offer a behind-the-scenes look at how TraceLink is using GenAI to enhance operational efficiency, accelerate internal enablement, and deliver customer-facing innovation.

You'll hear real-world lessons from TraceLink's development and deployment of two specialized assistants—Wolfgang and Amadeus—used to power everything from internal audit support to external self-service knowledge tools. The session explores strategic choices around AI implementation, managing model behavior, and building scalable use cases that deliver tangible results across the business.

Watch to learn:

- How TraceLink is applying GenAI to support audit readiness, product enablement, and customer self-service
- What technical and organizational pitfalls to avoid when launching AI assistants

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- Why a secure, trusted data foundation is critical to delivering measurable GenAI ROI

Watch the full session now to see how TraceLink is turning GenAI experimentation into enterprise-scale transformation.

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

Thank you! We will contact you soon!

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