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Home
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Accelerating Supply Chain Digitalization: How TraceLink Simplifies Partner Onboarding



In this **FutureLink Boston 2025** keynote clip, TraceLink President and CEO Shabbir Dahod explains how TraceLink simplifies one of the biggest barriers to digital transformation: onboarding. With the dedicated Network Success Team handling onboarding as a service—at no cost—manufacturers, CMOs, wholesalers, and pharmacies can quickly bring partners onto the network without burdening their internal teams.

Dahod shares how TraceLink's no-code linking, interoperable integrations, and scalable architecture enable fast, frictionless collaboration across supply chain partners. Whether migrating to a new ERP or adjusting existing systems, companies can make changes independently without disrupting the network. Watch the clip to see how TraceLink is accelerating digitalization—one onboarding at a time.

VideoMultienterprise Information Network Tower (MINT)Supply Chain DigitalizationSupply Chain
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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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