RESOURCES





# Global MAH Is Digitalizing Order Management with TraceLink MINT

A leading global pharma company—with nearly $500 million in revenue—is digitalizing order management with its wholesalers, distributors, hospitals, and pharmacy network to improve operational efficiency and market access in the US.

With a multinational footprint and manufacturing across 10 therapeutic areas, the company is aiming to eliminate inefficiencies and reduce costs tied to manual processes and legacy EDI systems.

By implementing a single integration to the TraceLink network, the MAH will achieve real-time inventory visibility with strategic customers and improve working capital utilization.

**Target KPIs:**

- 35 customers linked through a single integration
- 60% faster partner onboarding
- A single source of truth for MAH and customers

**Key Challenges:**

- Expensive and time-consuming point-to-point integrations hinder efforts to

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scale digitalization

- A lack of integration necessitates exchanging orders with customers as PDFs through email
- Manual order management increases errors and reduces ordering efficiency, requiring extensive intervention

MINT enables seamless collaboration across partners—including 3PLs, wholesalers, and dispensers—helping the company drive operational efficiency and expand U.S. market access.

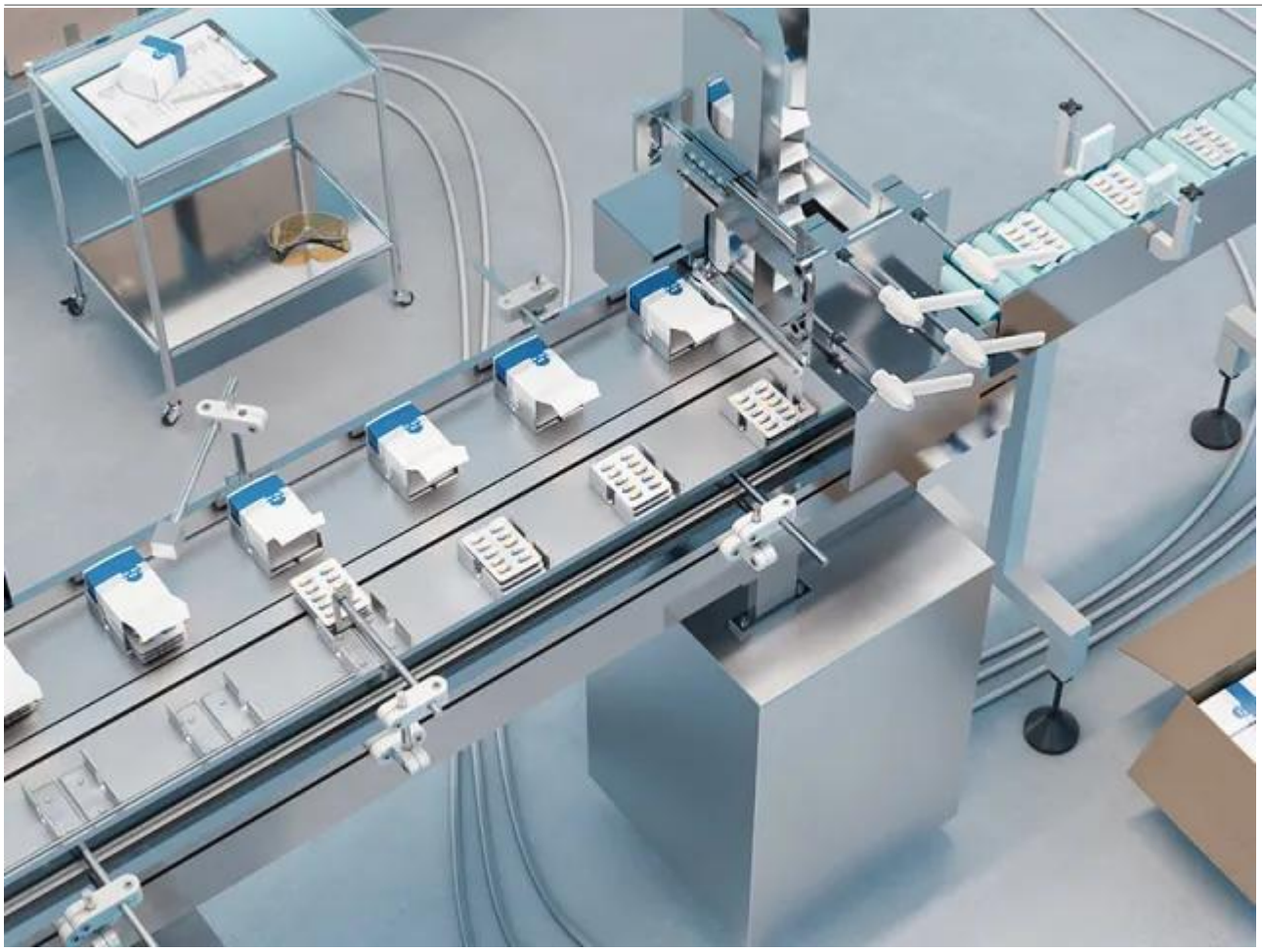
Download the OPUS Orchestration Journey to learn more

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Contact us to learn more about digitalizing your order-to-cash processes!
Fill out the form to contact us now.

**Thank you for contacting us! We'll be in touch shortly.**

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