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Multinational Pharma Company Chooses TraceLink to Digitalize Order Fulfillment



An India-based pharmaceutical manufacturer is digitalizing multienterprise commerce transactions with strategic customers on TraceLink MINT.

Siloed internal and external ERP systems reduce visibility into real-time inventory data, and costly point-to-point integration challenges limit the speed of new customer onboarding—delaying fulfillment and revenue realization.

Providing real-time visibility and agreement on order details, quantities, and delivery timelines—through a single industrial-grade platform—supports efficient and accurate order fulfillment and enables continued market expansion.



Target KPIs:

- 10 customers linked
- 60% faster onboarding
- A single source of truth

Key Challenges:

- Siloed internal and external ERP systems reduce visibility into real-time inventory data

- Manual processes with customers impede operational efficiency
- Costly point-to-point integration challenges limit the speed of new customer onboarding and hinder market expansion

Integrating with the TraceLink network enables cost-effective interoperability with strategic customers. Enabling the creation, acknowledgement, and management of purchase orders provides both the brand owner and its customers with real-time order visibility.

[Download the OPUS Orchestration Journey to learn more](#)

OPUS Orchestration Journey **MINT for Commerce** **Supply Chain Collaboration**, **Supply Chain Intelligence**, **Supply Chain Visibility**, **Supply Chain Digitalization** **IT**, **Supply Chain**, **Supply Relationship Management**

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